

MSc Marketing and International Management

For students entering in 2009

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
Faculty	Henley Business School
Programme Length:	12 months
Date of specification:	June 2009
Programme Director:	Dr. Chris Phillips
Board of Studies:	Management (Postgraduate)
Accreditation:	None
Total number of credits required:	180

Summary of programme aims

The programme is designed to provide students (who do not already have a degree in marketing or management studies) with a broad based understanding of marketing in the context of international management. The compulsory marketing modules explore the key concepts upon which modern marketing practice is based. Students are provided with a broad analytical toolkit that will enable them to understand why marketing is so central a feature of business activity; when and how marketing strategies can be developed on a global scale; the relationship between firms and consumers (and the role of marketing in shaping / responding to social change); and the way in which marketing is undertaken between firms within supply chains. In addition, the programme requires students to develop the kind of critical understanding of business strategy, finance and corporate responsibility that would be expected of any marketing executive.

Students on this programme will receive a rigorous grounding in both the theory and practice of marketing in an international context. The aim is to produce graduates who understand not only why firms operate the marketing practices that they do, but how these practices are likely to evolve in a complex and changing international business environment.

Transferable skills

The programme requires a substantial amount of independent reading, research and study, and students are expected to take personal responsibility and show initiative in developing their knowledge and understanding of the field of study. In following this programme students will also have the opportunity to enhance and develop their skills relating to communication (oral and written), presentations, information handling, problem solving, team-working, and the use of information technology. Students will learn to work independently, under time pressures, and will learn to set priorities and manage their time in order to meet strict deadlines.

Programme content

Compulsory Modules

Module Code	Module Title	Credits	Level
MMM001	<i>International Strategic Management</i>	20	7
MMM031	<i>Financial Management</i>	20	7
MMM043	<i>Principles of Marketing</i>	20	7
MMM006	<i>Global Marketing Management</i>	20	7
MMM034	<i>International Corporate Social Responsibility</i>	20	7
MMM045	<i>Marketing and Consumer Society</i>	20	7

MMM044	<i>Business to Business Marketing</i>	20	7
MMM030	<i>Contemporary Management Practice</i>	20	7
MMM026	<i>Research Skills: Sources, Methods and Practice</i>	-	7

Optional Modules

Students must choose ONE option module to the value of 20 credits. A complete list of options is available from the Programme Director, and a list of current options can be found in the relevant Departmental Handbook. There is no guarantee that in any one year all modules will be available. New option modules may also be added.

Students may choose to substitute MMM030 (Contemporary Management Practice project, 20 credits) with a dissertation, 40 credits plus NO additional option modules:

MMM023	<i>Dissertation</i>	40	7
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Part-time/Modular arrangements

This programme is available on a part-time basis.

Progression requirements

Assessment of taught modules in the Summer Term. Re-assessment of failed modules in August /September. Submission of dissertation/project in early September or a month thereafter where there are re-sits/first sittings.

Students wishing to proceed to a higher degree by research should normally have undertaken a dissertation and obtained an average of at least 60% in the modules and at least 60% in the dissertation.

Summary of teaching and assessment

Teaching is organised in modules. The delivery of material varies among the modules, especially in the proportion of time allocated to lectures, classes and seminars. All modules involve coursework, which takes a variety of forms reflecting the aims of the module. Final assessment of the modules involves a 2-hour examination (typical weight 70%) and coursework (typical weight 30%). A series of research methods classes are available to prepare students for their Research Project in the summer.

The University's taught postgraduate marks classification is as follows:

Mark Interpretation

70-100% Distinction

60-69% Merit

50-59% Good Standard (Pass)

Failing categories

40-49% Work below threshold standard

0-39% Unsatisfactory Work

For Masters Degrees

To pass the MSc students must gain an average mark of 50 or more overall in 180 credits including a mark of 50 or more for the dissertation and have no mark below 40 in modules MMM006 Global Marketing, MMM043 Principles of Marketing and MMM030 Contemporary Management Practice Project. In addition the total credit value of all modules marked below 40 must not exceed 30 credits and for all modules marked below 50 must not exceed 55 credits.*

Students who gain an average mark of 70 or more overall including a mark of 60 or more for the dissertation and have no mark below 40 will be eligible for a Distinction. Those gaining an average mark of 60 or more overall including a mark of 50 or more for the dissertation and have no mark below 40 will be eligible for a Merit.

<http://www.reading.ac.uk/Exams/pgaward08-09.pdf>

For PG Diplomas

To pass the Postgraduate Diploma students must gain an average mark of 50 or more in 120 credits and have no mark below 40 in modules MMM006 Global Marketing, MMM043 Principles of Marketing and MMM030 Contemporary Management Practice Project. In addition the total credit value of all modules marked below 40 must not exceed 30 credits and for all modules marked below 50 must not exceed 55 credits. *

Students who gain an average mark of 70 or more and have no mark below 40 will be eligible for the award of a Distinction. Those gaining an average mark of 60 or more and have no mark below 40 will be eligible for a Merit.

<http://www.reading.ac.uk/Exams/pgaward08-09.pdf>

For PG Certificates

To pass the Postgraduate Certificate students must gain an average mark of 50 or more in 60 credits and have no mark below 40 in modules MMM006 Global Marketing, MMM043 Principles of Marketing and MMM030 Contemporary Management Practice Project. In addition the total credit value of all modules marked below 40 must not exceed 10 credits.

<http://www.reading.ac.uk/Exams/pgaward08-09.pdf>

Admission requirements

Entrants to this programme are normally required to have obtained a first degree the equivalent of a British upper second class honours degree. Applicants whose degree result is below the required level, or whose degree is from a university where the standard is not likely to be well known to the admissions committee, will require GMAT 600. References are also taken into account.

Acceptance is at the discretion of the Director of Studies.

Admissions Tutor:

The Programme Director is responsible for admissions.

Support for students and their learning

University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses the Student Access to Independent Learning (S@IL) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme.

Student guidance and welfare support is provided by Personal Tutors, School Senior Tutors, the Students' Union, the Medical Practice and the Student Services Centre. The Student Services Centre is housed in the Carrington Building and includes the Careers Advisory Service, the Disability Advisory Service, Accommodation Advisory Team, Student Financial Support, Counselling and Study Advisors. Student Services has a Helpdesk available for enquiries made in person or online (www.risisweb.reading.ac.uk), or by calling the central enquiry number on (0118) 378 5555. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student

Services also offer drop-in sessions on everything from accommodation to finance. The Carrington Building is open between 8:30 and 17:30 Monday to Thursday (17:00 Friday and during vacation periods). Further information can be found in the Student Diary (given to students at enrolment) or on the Student website (www.reading.ac.uk/student).

Career prospects

Students who have followed Management MSc programmes at Reading are working in a wide range of industries and management functions. Industries include finance, manufacturing, retailing, advertising, consultancy, Civil Service, teaching and research. Graduates have found employment in many different types of firms from multinationals to small and medium enterprises. This marketing programme has been developed specifically for students interested in developing a career in marketing.

Opportunities for study abroad or for placements

None

Educational aims of the programme

Students on this programme will receive a rigorous grounding in both the theory and practice of marketing in an international context. The aim is to produce graduates who understand not only why firms operate the marketing practices that they do, but how these practices are likely to evolve in a complex and changing international business environment.

Programme Outcomes

Knowledge and Understanding

<p>A. Knowledge and understanding of:</p> <ol style="list-style-type: none">1. Principles on which different aspects of marketing practice are based.2. The essential strategic, financial and ethical basis on which businesses function – and against which they are judged.3. Most recent developments in relevant empirical work, business and marketing practices, and the international business environment4. The structure and practices of selected international business enterprises. Marketing and management within these enterprises.5. An understanding of the importance of international business in driving change in marketing practices and business cultures throughout the world.	<p>Teaching/learning methods and strategies</p> <p>1-5 Formal lectures, guest lectures from industry, discussions, individual and group presentation, group exercises, case studies, guided readings and guidance on key sources of reference material. Feed back and guidance are important elements complementing an emphasis on self -study</p> <p>Assessment</p> <p>Unseen examinations and coursework comprising of long essays. Seminar presentations are also used as a means of assessment in some modules.</p>
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Skills and other attributes

<p>B. Intellectual skills – able to:</p> <ol style="list-style-type: none">1. Structure, analyse, and evaluate theoretical issues, and practical business dynamics and challenges.2. Think logically and analytically and to understand the difference between positive and normative statements.3. Identify key business and marketing relationships and evaluate them with reference to practice4. Comprehend the rapidly evolving state of marketing and international business knowledge and factors influencing both the change and the pace of change	<p>Teaching/learning methods and strategies</p> <p>Students are frequently challenged in all teaching situations to complete logical arguments, analyse problems and alternative strategies, and justify statements. Long essays, debate, group work, and presentations provide the principal vehicle for developing intellectual skills</p> <p>Assessment</p> <p>Unseen examinations and coursework, case study analysis, research project.</p>
<p>C. Practical skills – able to:</p> <ol style="list-style-type: none">1. Evaluate current theoretical and empirical research in the field of study.2. Evaluate alternative business strategies.3. Evaluate the behaviour, culture and	<p>Teaching/learning methods and strategies</p> <p>Students are required to undertake and understand a wide range of reading, both of specific references and through researching</p>

strategy of firms.
4. Effectively apply key professional skills learnt in classes to the business world.

their own sources of information.
Discussion in lectures and seminars emphasises the use of statistical and empirical evidence and the strengths and weaknesses in alternative theories, methodologies, and international business practices.

1-4 are achieved through lectures, seminars, presentations, case studies, and group exercises

Assessment

Long essays, presentations, and unseen examinations.

D. Transferable skills – able to:

1. Communicate effectively with a wide range of individuals using a variety of means.
2. Evaluate his/her own academic professional performance.
3. Utilise problem-solving skills in a variety of theoretical and practical situations.
4. Manage change effectively and respond to changing demands.
5. Take responsibility for personal and professional learning and development (personal Development Planning).
6. Manage time, prioritise workloads and manage personal emotions and stress.
7. Understand career opportunities and begin to plan a career path.
8. Information management skills. e.g. IT skills.

Teaching/learning methods and strategies

The presentation of well-researched written work is a fundamental element of the programme and requires the application of all the skills listed in 1-5. This is reinforced by the breadth and depth of the syllabuses for each module and the highly structured system of deadlines for assessed work, and examinations, which develop the students' skills of time management. Oral skills are developed through lecture and seminar discussions and individual and group presentations.

Assessment

Unseen examinations and coursework.

Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance processes or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.