MSc in Marketing and International Management (full-time)
For students entering in 2013/4

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	
Faculty:	Henley Business School at Univ of Reading
Programme length:	1 years
Date of specification:	02/Dec/2013
Programme Director:	Dr Cristiana Lages
Programme Advisor:	
Board of Studies:	School of Management (Postgraduate)
Accreditation:	None

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

Code	Title	Credits	Level
MMM001	International Strategic Management	20	7
MMM006	Global Marketing Management	20	7
MMM031	Financial Management	20	7
MMM043	Principles of Marketing	20	7
MMM044	Business to Business Marketing	20	7
MMM068	Marketing and International Management Business Project	20	7
MMM070	Study and Research Skills: Sources, Methods, and Practice		
MMM072	Professional Development and Practice		
	Either		
MMM045	Marketing and Consumer Society	20	7
	Or		
MMM059	Market Research	20	7

Optional Modules

Students must choose **two** option modules to the value of 40 credits. For students substituting MMM068 Marketing and International Management Business Project with MMM023 Dissertation, **one** option module should be selected. 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.

Code	Title	Credits	Level
MMM018	Leadership & Advanced Business Policy	20	7
MMM034	International Corporate Social Responsibility	20	7
MMM042	Entrepreneurship and Small Business Management	20	7
MMM071	International Business Environment	20	7
MMM073	Theories of the Multinational Enterprise	20	7
MMM077	Digital Marketing	20	7
MMM078	Principles of HRM in a Global Context	20	7
MMM087	Management in Creative and Cultural Organisations	20	7
MMM092	Consumer Behaviour	20	7
MMM093	Marketing Communications	20	7
MMM023	Dissertation	40	7

Part-time or modular arrangements

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 (e.g. 70%) and coursework (e.g. 30%). Some modules are assessed by coursework only and others may have a 50-50 coursework, examination split. A series of research methods classes are available to prepare students for their Research Project in the summer.
The University's classification scheme is:
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
Further information on the classification conventions, including borderline criteria, are available at http://www.reading.ac.uk/Exams/pgaward08-09.pdf.
For Masters Degree
To qualify for Distinction, students must gain an overall average of 70 or more over 180 credits and a mark of 60 or more for the dissertation, and must not have any mark below 40.
To qualify for Merit, students must gain an overall average of 60 or more over 180 credits and a mark of 50 or more for the dissertation, and must not have any mark below 40.
To qualify for Passed, students must gain an overall average of 50 or more over 180 credits and a mark of 50 or more for the dissertation. In addition, the total credit value of all modules marked below 40 must not exceed 30 credits and of all modules marked below 50 must not exceed 55 credits.
In addition, no mark below 40 in modules MMM006 Global Marketing, MMM043 Principles of Marketing and MMM068 Marketing and International Management Business Project.
For PG Diploma
To qualify for Distinction, students must gain an overall average of 70 or more over 120 credits and must not have any mark below 40.
To qualify for Merit, students must gain an overall average of 60 or more over 120 credits and must not have any mark below 40.

To qualify for Passed, students must gain an overall average of 50 or more over 120 credits. In addition, the total credit value of all modules marked below 40 must not exceed 30 credits and of all modules marked below 50 must not exceed 55 credits.

For PG Certificate

To qualify for a Postgraduate Certificate, students must gain an overall average of 50 or more over 60 credits. In addition, the total credit value of all modules marked below 40 must not exceed 10 credits.

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. IELTS Band 7 (or equivalent) is required for those whose education has not been undertaken in English. 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 is provided by a wide array of services across the University, including: the University Library, the Careers, Placement and Experience Centre (CPEC), In-sessional English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and 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 advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing, academic issues (eg problems with module selection) and exam related queries. 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 and runs workshops and seminars on a range of topics. For more information see 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

Programme Outcomes

Knowledge and Understanding

A. Knowledge and understanding of:

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 environment.
4. 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.

Teaching/learning methods and strategies

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

Assessment
Unseen examinations and coursework comprising of long essays. Seminar presentations are also used as a means of assessment in some modules.

Skills and other attributes

B. Intellectual skills - *able to:*

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 practice.
4. Comprehend the rapidly evolving state of marketing and international business knowledge and factors influencing both the change and the pace of change.

Teaching/learning methods and strategies

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.

Assessment
Unseen examinations and coursework, case study analysis, research project.

C. Practical skills - *able to:*

1. Evaluate current theoretical and empirical research in the field of study.
2. Evaluate alternative business strategies.
3. Evaluate the behaviour, culture and strategy of firms.
4. Effectively apply key professional skills learnt in classes to the business world.

Teaching/learning methods and strategies

Students are required to undertake and understand a wide range of reading, both of specific references and through researching 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

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.

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.

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 expect 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 module description and in the programme handbooks. 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.

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