

Postgraduate Programme Specification

MSc International Marketing

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's [Quality Assurance](#) processes.

1. GENERAL INFORMATION			
Programme Title	MSc International Marketing		
Final Award	Master of Science in International Marketing		
Awarding Body	Glasgow Caledonian University		
School	GCU London		
Department	GCU London		
Mode of Study	Full-time Part-time		
Location of Delivery	London Campus		
UCAS Code	N/A		
Accreditations (PSRB)	N/A		
Period of Approval	From:	January 2026	To: August 2030

2. EDUCATIONAL AIMS OF PROGRAMME
The International Marketing MSc programme aspires to develop globally minded, ethically responsible, and professionally agile marketing leaders equipped to thrive in an increasingly interconnected and digitally driven world. Through an intellectually rigorous and vocationally relevant curriculum, the programme empowers students to critically engage with emerging global marketing challenges and innovate across diverse cultural contexts. With a strong emphasis on sustainable practice, responsible leadership, and digital fluency, students gain comprehensive expertise in areas such as branding, strategic marketing planning, multi-channel communication, and data-driven digital marketing. By integrating real-world case studies, collaborative projects, and industry engagement, the programme enhances employability and ensures graduates are prepared to deliver customer value and lead transformative marketing strategies on a global scale. Students will develop a strong foundation in strategic marketing, gaining the ability to design and implement effective international marketing strategies. They will become proficient in areas such as brand management, customer value creation, and understanding global market dynamics. The programme will equip students with advanced digital and data-driven marketing skills, including the use of digital platforms, AI, social media marketing, and marketing analytics. They will learn how to interpret and apply data to inform strategic marketing decisions. A key focus of the programme is on intercultural competence and global awareness. Students will learn to navigate multicultural business environments, adapt marketing strategies for diverse international markets, and communicate effectively across cultures. Students will also develop a strong understanding of sustainable and ethical marketing practices, learning how to integrate responsible leadership and sustainability into marketing strategies while considering the ethical implications of their decisions.

Through group projects, presentations, and industry engagement, students will enhance their communication and collaboration skills, gaining confidence in working with peers and professionals in real-world contexts.

The programme fosters critical thinking and research skills, enabling students to evaluate marketing theories, conduct applied research, and use evidence to support strategic decisions.

Finally, students will benefit from a wide range of employability and professional development opportunities, including live case studies, guest lectures, practical projects and workshops. These experiences will prepare them for careers in international marketing, consultancy, and digital strategy.

3. LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

A: Knowledge and understanding;

- A1 Gaining a systematic understanding of consumer behaviour insights to responsibly address emerging themes and contemporary issues in international marketing;
- A2 Principles and digital tools to creatively conceptualise a new brand and associated integrated marketing communications in multi-channel and diverse environments;
- A3 Frameworks and techniques required for analysis, decision making and implementation of strategic marketing plans;
- A4 Critical awareness of concepts of innovation and the skill set to appraise sustainable, responsible and effective international marketing solutions;
- A5 Dynamics of social media and digital marketing channels and the necessary data analytics tools for compelling marketing and storytelling with data;
- A6 Demonstrate a critical understanding of social science research philosophies and apply advanced methodologies and techniques to design, conduct, and evaluate research in international marketing contexts.

B: Practice: Applied knowledge, skills and understanding;

- B1 Exhibit commercial acumen and awareness of risk in demonstrating an ability to practice in a wide and often unpredictable variety of professional-level contexts;
- B2 Use a range of specialised analogue, AI and digital skills, practices and materials that are at the forefront of international marketing;
- B3 Conduct research and enquiry into international marketing issues, either individually or as part of a team, through research design, data collection, synthesis and reporting;
- B4 Plan and execute significant international marketing projects, tasks and campaigns;
- B5 Think in a critically reflective and creative manner relating to international marketing; including the capability to identify assumptions, evaluate statements, detect false reasoning and identify implicit values;
- B6 Practice in the culturally diverse international, dynamic and fast-paced marketing contexts.

C: Generic cognitive skills;

- C1 Apply critical analysis, evaluation and synthesis to emerging issues in international marketing;
- C2 Identify, conceptualise and define new and abstract problems and issues;
- C3 Develop original and creative responses to problems and issues;
- C4 Critically review, consolidate and extend knowledge, skills, practices and critical thinking within an international marketing context;
- C5 Deal with complex issues and make informed judgements in situations in the absence of complete or consistent data/information.

D: Communication, numeracy and ICT skills

- D1 Express ideas clearly, inspirationally and unambiguously using a range of media (written, oral and digital) to a range of audiences with different levels of knowledge/ expertise;
- D2 Present, challenge, defend and communicate ideas, assumptions and results using a range of media (written, oral and digital);
- D3 Actively listen and respond appropriately to the ideas of others, reflective of the setting;
- D4 Apply appropriate software in the analysis and presentation of information to suit the purpose;
- D5 Using appropriate technology and digital tools, interpret a wide range of data, including quantitative, numerical, qualitative and visual sources.

E: Autonomy, accountability and working with others.

- E1 Exercise substantial autonomy and initiative through high levels of self-awareness, emotional and social intelligence;
- E2 Take responsibility for own work and/or significant responsibility for the work of other;
- E3 takes responsibility for and manages partnerships, people and resources effectively in inclusive environments;
- E4 Demonstrate leadership and/or initiative and make an identifiable contribution to change and development and/or new thinking;
- E5 Practice in ways which draw on critical reflection on own and others' roles and responsibilities, gives and receives feedback;
- E6 Manage complex ethical and professional issues and make informed judgements on issues not addressed by current professional and/or ethical codes or practices.

4. LEARNING AND TEACHING METHODS

The programme provides a variety of learning and teaching methods. Programme and Module specific guidance will provide detail of the learning and teaching methods specific to each module.

Across the programme the learning and teaching methods and approaches may include the following:

- Lectures
- Seminars
- Practical classes
- Placements
- Simulation experiences
- Groupwork
- Flipped classroom approaches
- Online learning

The above approaches may be delivered either in person or online as appropriate and determined at module level by the Module Leader.

5. ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

Across the programme the assessment methods may include the following:

- Written coursework (essays, reports, case studies, dissertation, literature review)
- Oral coursework (presentations, structured conversations)
- Practical Assessment (Placement, VIVA, Laboratory work)
- Group work
- Blogs and Wikis
- Portfolio Presentations
- Formal Examinations and Class Tests

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader.

6. ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: www.gcu.ac.uk/study

The Course webpage specific to this Programme is:

<https://www.gcu.ac.uk/study/courses/postgraduate-international-marketing-london>

All students entering the programme are required to adhere to the [GCU Code of Student Conduct](#).

7. PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS¹

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework 1 %	Coursework 2 %	Examination %
MML530829	Career Planning and Professional Development	Core-AB	11	15	30	70	
MMX230830	Introduction to Research Methods	Core-AB	11	15	30	70	
MMN530828	International Marketing Strategy and Sustainable Practice	Core-A	11	15	30	70	
MMN530823	Brand Management in a Digital Age	Core-A	11	15	30	70	
MMN530824	Consumer Behaviour	Core-A	11	15	30	70	
MMN530826	Digital Marketing and Data Analytics	Core-B	11	15	30	70	
MMN530825	Content Marketing with AI Production	Core-B	11	15	30	70	
MMN530827	Global Marketing Futures (Innovation and Entrepreneurship)	Core-B	11	15	30	70	
MMX230831	Research Project	Core-C	11	60	80	20	

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented above. This may be subject to variation for students commencing the programme at other times of year (e.g. January) and/or undertaking the programme on a part-time basis or via distance learning.

The following final and early Exit Awards are available from this programme²:

Postgraduate Certificate in International Marketing – achieved upon successful completion of 60 credits from the modules listed above (excluding the Dissertation/Project module)

Postgraduate Diploma in International Marketing – achieved upon successful completion of 120 credits from the modules listed above

Master of Science in International Marketing – achieved upon successful completion of all of the modules listed above (180 credits)

¹ Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here:

www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

² Please refer to the [GCU Qualifications Framework](#) for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

8. ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at: <https://www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulations-and-policies>

VERSION CONTROL (to be completed in line with AQPP processes) Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.			
Version Number	Changes/Updates	Date Changes/Updates made	Date Effective From
1.0	PSP Prepared as part of Periodic Review of Programme delivered from January 2026. Changes to module titles, codes and assessments compared to previous iteration of programme.	September 2025	January 2026

Curriculum Map

The curriculum map links the modules listed in the Programme Structure to the Learning Outcomes

This map provides both a design aid to help academic staff identify where the programme outcomes are being developed and assessed within the course. It also provides a checklist for quality assurance purposes and could be used in approval, accreditation and external examining processes. This also helps students monitor their own learning, and their personal and professional development as the course progresses.

Modules			Programme Learning Outcomes																											
	Code	Title	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	E1	E2	E3	E4	E5	E6
SCQF11	MMN530828	International Marketing Strategy and Sustainable Practice	x		x	x		x	x		x	x	x	x	x		x	x		x	x	x	x		x	x	x	x	x	
	MMN530823	Brand Management in a Digital Age	x	x	x	x		x	x	x		x		x	x	x	x	x		x	x	x	x	x		x	x	x		
	MMN525004	Consumer Behaviour			x		x	x	x		x				x		x	x	x	x	x	x	x	x	x	x	x	x		
	MMW226493	Digital Marketing and Data Analytics	x		x		x		x	x	x	x		x	x	x	x	x	x	x	x	x	x	x		x	x	x		
	MMN530825	Content Marketing with AI Production			x	x		x		x		x		x			x			x	x	x	x	x	x	x	x			
	MMN530827	Global Marketing Futures (Innovation and Entrepreneurship)	x	x	x	x	x		x		x	x	x	x	x	x	x	x		x	x		x		x	x		x		x
	MMN225001	Career Planning and Professional Development						x	x		x		x				x					x	x	x		x	x	x		x
	MMN225006	Introduction to Research Methods			x	x		x			x		x				x					x	x	x		x	x	x		
	MMW226497	Research Project	x		x	x		x			x		x		x		x	x	x	x	x	x		x		x	x		x	x