

## 1. GENERAL INFORMATION

1. <b>Programme Title:</b>	International Marketing
2. <b>Final Award:</b>	BA (Hons) International Marketing
3. <b>Exit Awards:</b>	Cert of HE, Dip of HE, BA Degree, BA Honours Degree
4. <b>Awarding Body:</b>	Glasgow Caledonian University
5. <b>Approval Date:</b>	November 2018
6. <b>School:</b>	Glasgow School for Business and Society
7. <b>Host Department:</b>	Department of Business Management
8. <b>UCAS Code:</b>	N500
9. <b>PSB Involvement:</b>	N/A
10. <b>Place of Delivery:</b>	Any GCU Campus
11. <b>Subject Benchmark Statement:</b>	QAA General Business and Management Benchmark Statement 2015
12. <b>Dates of PSP Preparation/Revision:</b>	August 2022 to August 2023

## 2. EDUCATIONAL AIMS OF THE PROGRAMME

The BA (Hons) International Marketing programme aims to prepare students for a workplace that is increasingly global in nature and context. The programme aims to develop graduates who are knowledgeable and technically skilled in the theory and practice of marketing. This includes digital marketing and analytics as well as traditional marketing methodologies. In addition, the programme aims to develop in students a sound understanding of specific aspects of marketing such as consumer behaviour theory, marketing communications, brand management, and market research methods. This solid grounding in marketing, and marketing related topics, is supplemented by modules that aim to develop an overall understanding of organisations, combined with modules that cover numeracy and general business skills.

On this programme, students will experience an education that heightens their sensitivity, knowledge and experience of international cultural, social and economic contexts whilst striving to prepare students to enter the job market as work-ready, with relevant specialist marketing and business development related skills and knowledge. With the increasing mobility and globalisation of economic, social and business activity, there is a growing need for marketing students to understand the forces that are driving economies and consumer markets combined with understanding of how they interact and connect in the modern world. This programme aims to provide a thought provoking, intellectually stimulating, academic education, coupled with vocational relevance that prepares students for graduate entry to an increasingly competitive international marketplace. To fully acknowledge current global trends, students will be able to identify enterprising and responsible leadership behaviours and apply this knowledge to a programme specific business/societal issue or challenge in an ethical and entrepreneurial way.

The programme aims to specifically meet the needs of students who wish to pursue a career in marketing, digital marketing, brand management advertising, public relations, and related occupations. The programme also provides an ideal grounding for students who wish to start / build up their own business, or who wish to work in any organisation where marketing planning and entrepreneurial skills are valued. Finally, the programme also aims to provide a solid platform for students who intend to undertake further study, either for a postgraduate degree, or to achieve eventual membership of the Chartered Institute of Marketing.

In the broad context of the QAA benchmark for General Business and Management in the absence of specific marketing QAA benchmark, the broad educational aims of the programme are as follows:

1. To provide progressively rigorous and deep subject coverage of marketing.
2. To stimulate an enquiring, analytic and creative approach to life-long learning and to encourage independent judgement, critical self-awareness and reflection.

3. To offer opportunities for work based learning by means of placements, investigative projects and structured work based simulations that create
4. To develop understanding of the impact of national and international environmental contexts on the performance and management of organizations, and, of the impact of business on society at a local and global level in line with the Principles of Responsible Management Education (PRME).
5. To develop understanding of the practice of ethical management across a variety of organisational and national contexts from both a business and social science perspective.
6. To develop understanding of role of creativity, innovation and enterprise in business and society at both national and international levels.
7. To develop the skills required to evaluate, plan and implement research relevant to marketing planning and consumer markets.
8. To develop communication, team-working, presentation and information gathering skills that enhance graduate employability or to further advance post-graduate studies

In summary, the programme aims to provide a general foundation in the key functions associated with marketing management, combined with an understanding of how external environmental and societal factors impact on marketing practice. Managing marketing challenges in a responsible manner is a key theme embedded in the programme across all four levels with the aim of engendering responsible leaders and global citizenship in keeping with the Principles of Responsible Management (PRME) and the UN Sustainable Development goals, as established above.

#### **4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS**

##### **SHE1 Level**

Module Code	Module Title	Credit
M1N525493	Principles of Marketing	20
M1N626553	Enterprising Behaviours for the Business Professional	20
M1L126648	International Economic Issues and Challenges	20
M1N525552	Marketing, Design and Creativity	20
M1N326692	Fundamentals of Financial Management	20
	Option: Language; Business in Law; Business of Social Science	20

**Exit Award – Certificate of Higher Education 120**

##### **SHE2 Level**

Module Code	Module Title	Credit
M2N525487	Consumer Buying Behaviour	20
M2N225595	Ethics and Responsible Leadership	20
M2N525475	Brand Management	20
M2N525513	Social Media Marketing	20
M2L326646	Quantitative Research: Critical Introduction	20
	Option: Language; Event delivery and Management	20

**Exit Award – Diploma of Higher Education 240**

##### **SHE3 Level**

Module Code	Module Title	Credit
M3N525562	International Marketing Strategy	20
M3N525476	International Marketing Communications	20
M3N225489	Entrepreneurship of Business, Society and the Professions	20
M3N225492	Business Research Methods: Theory and Practice	20
M3I224571	Introduction to Data Analytics	20
	Option: Re: Imaging the Destination; Work Placement Experience; Language	20

**Exit Award – BSc or BA****360****SHEH Level**

Module Code	Module Title	Credit
MHN225481	Dissertation	40
MHN526804	New Perspectives on Critical Marketing and Consumer Society	20
MHN525490	Global Brand Marketing	20
MHN525488	International Advertising Strategy	20
	Option: Social Marketing in Modern Society; Food for Thought; Language	20

**Exit Award – BSc (Hons) or BA (Hons)****480****8. ASSESSMENT REGULATIONS**

*Students should expect to complete their programme of study under the Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students.*

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry can be found at: [GCU Assessment Regulations](#)