

Abridged Programme Specifications Proforma

Section 1 General Information

1. Programme Title:	Global Marketing
2. Final Award:	Master of Science in Global Marketing
3. Exit Awards:	Postgraduate Diploma in Global Marketing; Postgraduate Certificate in Global Marketing
4. Awarding Body:	Glasgow Caledonian University
5. Approval Date:	April 2015
6. School:	Glasgow School for Business and Society
7. Host Department:	GCU London
8. UCAS Code:	n/a
9. PSB Involvement:	n/a
10. Place of Delivery:	London
11. Subject Benchmark Statement:	QAA Master's Degrees in Business and Management Benchmark Statement 2007
12. Dates of PSP Preparation/Revision:	October 2015

Section 2 Educational aims of the programme

The MSc Global Marketing programme aims to provide students with a comprehensive understanding of emerging themes and contemporary challenges faced by marketers operating in a global environment and the strategies, policies and practices key to address these challenges. Central to the programme is the development of personal and professional competence of students with an emphasis on responsible leadership and sustainable marketing practice.

The stated values of the MSc Global Marketing are to be intellectually challenging, vocationally relevant and to be responsive to student and industry needs. Given these values, the overall aim of the programme is to provide students with an intellectually challenging and vocationally relevant education to Masters level in the area of Global Marketing that is not only internationally relevant but also truly global in its comprehensive coverage from branding to multi-channel communications as well as strategic marketing planning to deliver customer value through product and service innovation. This Masters degree will enhance student employability through participation in a wide-range of teaching and learning experiences including integrative case studies, group projects and presentations and industry speakers.

The programme aims to meet the needs of students who wish to pursue a career in marketing within a global marketplace. Students may come from a background of having studied a business related subject, who wish to gain a greater understanding of Global Marketing to enhance their career opportunities. However, the programme will also be attractive to applicants who have studied non-business related subjects (e.g., engineering, social sciences, psychology, etc) at undergraduate level. The programme is offered on a full time basis. Future consideration may be given to a part time study option. The programme team believe the programme or modules within it will appeal to existing entrepreneurs and working managers and the team is keen for practitioners to apply. The programme welcomes applications through the Flexible Entry route involving Credit Transfer and RPL.

The primary aim of this programme is to provide a broad, analytical and integrative study of Global Marketing. Specifically, the educational aims are stated as follows:

- To provide a differentiated Masters level learning experience that combines common and programme specific modules allowing student to benefit from the school's expertise in marketing, organisational ethics, personal and professional development and its niche strengths in areas of applied business and management as well as its international orientation and research culture
- To offer students opportunities to simultaneously develop critical thinking skills, knowledge of contemporary and sustainable marketing practices and the personal and entrepreneurial abilities necessary to gain graduate employment in a domestic or international setting
- To offer a broad spectrum of knowledge relating to marketing and to develop attitudes and skills necessary to succeed as an responsible, independent and professional
- To develop critical research skills necessary for the successful completion of a complex and independently designed research project
- To develop students in-depth, applied and integrated knowledge of contemporary marketing management with a national and global context
- To facilitate practical and creative skills development in key areas of marketing centring on consumer behaviour, marketing planning, branding, use of digital technologies as well as product and service innovation, sourcing and logistics
- To offer specialist in-depth insights into the marketing activities and strategies of international organisations spanning private, public and third sectors as well as business to business and business to consumer settings
- To provide a range of opportunities for market analysis and decision making in the areas of marketing strategy and communication
- To provide the knowledge and practical skills necessary to develop and implement a brand in an multi- channel environment

Section 4 Programme structure; modules; credits and awards

SHEM Level		
Module Code	Module Title	Credit
	Developing Personal and Professional Competence	20
	Project and Research Design	20
	Consumer-Led Sustainable Marketing*	20
	Global Branding and Integrated Marketing Communications*	20
	Global Marketing Strategy**	20
	Product and Service Innovation and Global Logistics**	60
	Dissertation**	
	Exit Award – Postgraduate Certificate in Global Marketing - 40 credits marked	60
	with * or ** of which 20 credits marked with **	
	Developing Personal and Professional Competence	20
	Project and Research Design	20
	Consumer-Led Sustainable Marketing*	20

Global Branding and Integrated Marketing	20
Communications*	20
Global Marketing Strategy**	20
Product and Service Innovation and Global Logistics**	60
Dissertation**	
Exit Award – Postgraduate Diploma in Global Marketing - 80 credits marked	120
with * or ** of which 40 credits marked with **	
Developing Personal and Professional Competence	20
Project and Research Design	20
Consumer-Led Sustainable Marketing	20
Global Branding and Integrated Marketing Communications	20
Global Marketing Strategy	20
Product and Service Innovation and Global Logistics	20
Dissertation	60
Exit Award – Masters in Global Marketing	180

Section 8 Assessment Regulations and any Programme Specific Regulations

The Glasgow Caledonian University Assessment Regulations Taught Postgraduate Programmes

<http://www.gcu.ac.uk/media/gcalwebv2/theuniversity/gaq/gaqfiles/assessmentregulations/University%20Assessment%20Regulations%202015-16%20Taught%20Postgraduate.pdf>

apply to this programme.