

**1. Programme title(s):**

**MSc/Postgraduate Diploma\*/Postgraduate Certificate\*** in International Marketing

\*Exit awards only

**2. Awarding body or institution:**

University of Leicester

**3. a) Mode of study:**

Full time

**b) Type of study:**

Campus-based

**4. Registration periods:**

The normal period of registration for the MSc in International Marketing is 12 months.

The maximum period of registration for the MSc in International Marketing is 24 months.

**5. Typical entry requirements:**

The programme will follow standard entry requirements. As with the already offered MSc in Marketing, what will be required is a good UK honours degree or its equivalent or an acceptable professional qualification; or possession of the University of Leicester's Professional Diploma in Management (or its predecessor, the Diploma in Management). For students whose first language is not English, the English Language requirement is an IELTS 6.5 or TOEFL 90.

**6. Accreditation of Prior Learning:**

Applicants having previously studied and passed approved School of Management CPD modules may apply to have their prior learning accredited to seek exemption from up to 30 credits of the option modules on the programme.

**7. Programme aims:**

The programme adopts a pioneering perspective on the subject of international marketing, drawing on cutting-edge research in history, politics, and development studies as well as marketing, so as to provide an international marketing education that is appropriate for the contemporary globalised economy.

Reference points used to inform the programme specification:

- [University of Leicester Learning and Teaching Strategy 2011-2016](#)
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)

**8. Programme Outcomes:**

Unless otherwise stated, programme outcomes apply to all awards specified in 1 (MSc in International Marketing).

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<i>(a) Discipline specific knowledge and competencies</i>		
<b>Knowledge</b>		
<p><b>Certificate</b> Sound knowledge of the key principles and practices of international marketing.</p> <p><b>Diploma</b> In addition to the above: sound knowledge of the theories and their application in international marketing</p> <p><b>Masters:</b> In addition to the above: knowledge of quantitative and qualitative methods and methodologies used to research marketing management.</p>	<p><b>Certificate and Diploma</b> Lectures, seminars, directed reading, self-directed private study, assignment feedback: formative and summative.</p> <p><b>Masters</b> In addition to the above: case study classes, and independent research in both specialist modules of the programme ('Ethical Foundations of International Marketing' and 'Strategies for International Marketing') independent study completion of an independent research project culminating in a 15,000 words dissertation.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), written examinations.</p> <p><b>Masters</b> In addition to the above: research proposal, dissertation; group essay assignment; group project (marketing plan); group presentation (debate)</p>
<b>Concepts</b>		
<p><b>Certificate</b> Comprehend and critique core international marketing concepts; demonstrate evidence of wider reading and critical appraisal of international marketing theory.</p> <p><b>Diploma</b> In addition to the above: explain and critique core concepts in international marketing.</p> <p><b>Masters</b> In addition to both of the above: differentiate between competing international marketing strategy options; explain and critique core concepts in research methodology underpinning the social sciences.</p>	<p><b>Certificate and Diploma</b> Lectures, seminars, directed reading, self-directed private-study, assignment feedback: formative and summative</p> <p><b>Masters:</b> In addition to the above: case study classes, and independent research in both specialist modules</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), written examinations</p> <p><b>Masters</b> In addition to the above: group essay assignment; group project (marketing plan); group presentation (debate)</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Techniques</b>		
<p><b>Certificate and Diploma</b> Demonstrate knowledge of key theories and concepts; be able to select relevant material from academic readings and demonstrate familiarity with the conventions of academic writing and associated bibliographic techniques.</p> <p><b>Masters</b> In addition to the above: write both strategy-specific and comprehensive marketing plans</p>	<p><b>Certificate and Diploma</b> Assignment feedback: formative and summative; directed reading, self-directed private study, seminars</p> <p><b>Masters</b> In addition to the above: lectures, seminars, directed reading, case study classes, and independent research, predominantly in from the 'Strategies for International Marketing' module (but these techniques will also be used toward these objectives in the Ethical Foundations of International Marketing module)</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), written examinations</p> <p><b>Masters</b> In addition to the above: Group project (marketing plan);</p>
<b>Critical analysis</b>		
<p><b>Certificate and Diploma</b> Ability to identify and apply relevant concepts and techniques with independence and rigour.</p> <p><b>Masters</b> In addition to the above: Make decisions amongst strategic options faced by real companies</p>	<p><b>Certificate and Diploma</b> Lectures, seminars, assignment feedback: formative and summative; directed reading, self-directed private-study, seminars</p> <p><b>Masters</b> In addition to the above: in both specialist modules - business case studies; field-trip; and tutorials focused on assignment feedback, dissertation supervision process (1- to-1), independent research.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative), written examinations.</p> <p><b>Masters</b> In addition to the above: group essay assignment (fieldwork based); group project (marketing plan); group presentation (debate); research proposal and dissertation.</p>
<b>Presentation</b>		
<p><b>Certificate and Diploma</b> To differentiate between relevant and non-relevant material; professional and academic writing, to write up and deliver written work to a professional standard.</p> <p><b>Masters</b> In addition to the above: debate the merits of competing strategies with fellow students. Arrange research material in a manner appropriate to the medium that is to be assessed (i.e. professional report, research proposal or dissertation)</p>	<p><b>Certificate and Diploma</b> Assignment feedback: formative and summative; directed reading, self-directed private-study, seminars.</p> <p><b>Masters</b> In addition to the above: Question and answer sessions, quizzes, workshops, etc. in lectures, seminars, and during field trip; directed reading; case study classes; independent research. These methods will be used in both specialist modules. Dissertation supervision process (1-to-1).</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative).</p> <p><b>Masters</b> In addition to the above: Group project (marketing plan); group presentation (debate); research proposal and dissertation.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Appraisal of evidence</b>		
<p><b>Certificate and Diploma</b> Ability to assess the relevance and quality of a range of primary sources and secondary literature. Ability to analyse a variety of complex international marketing ideas.</p> <p><b>Masters</b> In addition to the above: demonstrate an independent level of inquiry at an advanced level; and assess the ethical stakes of international marketing situations. Gain on-the-ground application of marketing principles to diverse international marketing contexts.</p>	<p><b>Certificate and Diploma</b> Lectures, seminars, assignment feedback: formative and summative; directed reading, self-directed private-study.</p> <p><b>Masters</b> In addition to the above: case study classes, field-trip based case discussion, and independent research, predominantly in the 'Ethical Foundations of International Marketing' module, though this will be incorporated in the 'Strategies for International Marketing' module as well. The dissertation supervision process (1-to-1), independent research</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative).</p> <p><b>Masters</b> In addition to the above: group presentation (debate); fieldwork-based group work; group project (marketing plan)</p>
<b>(b) Transferable skills</b>		
<b>Research skills</b>		
<p><b>Certificate and Diploma</b> Ability to locate, select and organise relevant evidence for essays; demonstrate an ability to produce logically structured, focused and clearly written essays.</p> <p><b>Masters:</b> In addition to the above: gather, analyse, and evaluate data and information about international marketing campaigns and transform them into useful and actionable insights; ability to make appropriate links between academic literature and business practice</p>	<p><b>Certificate and Diploma</b> Seminars, assignment feedback: formative and summative; directed reading, self-directed private-study; library skills development sessions.</p> <p><b>Masters:</b> In addition to the above: lectures, case study classes, and independent research in both International Marketing specialist modules; Lectures of the shared module 'Research methods for marketing'; field-trip; assignment preparation tutorial sessions; independent research.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative).</p> <p><b>Masters:</b> In addition to the above: group presentation (debate); assessment of fieldwork-based group-work.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Communication skills</b>		
<p><b>Certificate and Diploma</b> communicate effectively in English within a multicultural professional environment; critically present relevant information in an essay format in response to written questions; write with clarity and precision; prepare short oral presentations in seminar groups.</p> <p><b>Masters:</b> In addition to the above: be able to develop, collate and convey ideas, and allow for feedback from the audience.</p>	<p><b>Certificate and Diploma</b> Assignment feedback: formative and summative; self-directed private study; seminars.</p> <p><b>Masters:</b> In addition to the above: group-work (debate) workshop sessions in the 'Ethical Foundations...' module; question-and-answer sessions at the end of lectures in both specialist modules; lecturer-guided discussions during lectures and seminars in both specialist modules.</p>	<p><b>Certificate and Diploma</b> Written skills to be assessed using essay assignments and examinations. Oral skills to be assessed using formative assessment based on informal qualitative feedback on content and performance from lecturer and peers in small group</p> <p><b>Masters:</b> Oral skills to also be assessed in group work (debate and presentations).</p>
<b>Data presentation</b>		
<p><b>Certificate and Diploma</b> Ability to synthesise secondary research data into coherent and sustained written arguments.</p> <p><b>Masters:</b> In addition to the above: Produce and disseminate research findings through in oral, written and electronic report formats.</p>	<p><b>Certificate and Diploma</b> Assignment feedback: formative and summative; self-directed private study</p> <p><b>Masters:</b> In addition to the above: Assignment preparation lectures and workshops; case-based seminar activities</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative).</p> <p><b>Masters:</b> In addition to the above: group work (debate); group project (marketing plan).</p>
<b>Information technology</b>		
<p><b>Certificate and Diploma</b> Ability to retrieve and present information using appropriate information technology, for example bibliographic software and subject specific databases. Ability to employ commercial marketing databases (GMID &amp; Keynote ) to obtain and evaluate marketing information.</p> <p><b>Masters:</b> In addition to the above: In addition to the above to use, if necessary, data analysis software that is relevant to their dissertation (e.g. SPSS)</p>	<p><b>Certificate and Diploma</b> Lectures in the induction module: Foundations of Professional Knowledge and Skills</p> <p><b>Masters:</b> In addition to the above: assignment preparation lectures and workshop sessions; case-based seminar activities; independent research; library research skills training in core and specialist modules</p>	<p>Essay assignments, blackboard preparation for seminars</p> <p><b>Masters:</b> In addition to the above: group work assignment (debate), group presentations</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Problem solving</b>		
<p><b>Certificate and Diploma</b> Ability to identify, investigate, analyse, formulate and advocate solutions to problems. Analysis should lead to the proposal of sustainable actions that help resolve problems and to capitalise on latent opportunities. Interpret the requirements of coursework exercises, collect relevant data and access relevant information</p> <p><b>Masters:</b> In addition to the above: ability to identify problems and opportunities faced by organisations using case studies.</p>	<p><b>Certificate and Diploma</b> Essay preparation workshops and lectures; library research skills training sessions in core and specialist modules; directed reading. Research methods classes and independent research.</p> <p><b>Masters:</b> In addition to the above: case-based seminar discussions including field trip workshops to prepare students for group presentation (debate).</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative).</p> <p><b>Masters:</b> In addition to the above: fieldwork assignments (individual and collective); group presentation (debate).</p>
<b>Working relationships</b>		
<p><b>Certificate and Diploma</b> Operate effectively within a multicultural team environment and interact effectively with others in order to work toward a common outcome; ability to contribute and comment on ideas in learning groups.</p> <p><b>Masters:</b> In addition to the above: Knowing how and when to draw on the knowledge and expertise of others.</p>	<p><b>Certificate and Diploma</b> Participation in seminar activities such as moderating and group problem solving as well as preparation of short presentations.</p> <p><b>Masters:</b> In addition to the above: debate preparation workshops; group project preparation workshops; peer-assessed formative exercises during lectures and seminars; guest lectures with professionals from the industry</p>	<p><b>Certificate and Diploma</b> Formative assessment based on informal qualitative feedback on content and performance from teacher and peers.</p> <p><b>Masters:</b> In addition to the above: Peer-review evaluation of group-work.</p>

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
<b>Managing learning</b>		
<p><b>Certificate and Diploma</b> Management of an extensive literature and familiarisation with subject-relevant debates and concepts. To manage self-directed study, to ensure the completion of assessment tasks and successfully manage the related study work-load.</p> <p><b>Masters:</b> In addition to the above: working independently and interdependently; ability to draw up a realistic research timetable; carry out independent research.</p>	<p><b>Certificate and Diploma</b> Lectures in the induction module: Foundations of Professional Knowledge and Skills; seminars; self-directed private study; directed reading; self-reflection on assignment feedback; formative and summative.</p> <p><b>Masters:</b> In addition to the above: workshops and seminars focused on debate preparation; independent research.</p>	<p><b>Certificate and Diploma</b> Essay assignments (formative and summative).</p> <p><b>Masters:</b> In addition to the above: Group work (debate) assessment and peer-review evaluation of this assessment.</p>
<b>Career management</b>		
<p><b>Certificate and Diploma</b> Ability to take charge of progress and development; to reflect on strengths and limitations, interests, motivation and skills; recognition of achievements.</p> <p><b>Masters:</b> In addition to the above: gain self-awareness and identify the synergies between the academic and the professional world; if appropriate, to research an area which may be relevant to the student' career preferences</p>	<p><b>Certificate and Diploma</b> Personal Tutor System Self-reflection on assignment Feedback. Guest Lecture and Talk from alumni and marketing</p> <p><b>Masters:</b> In addition to the above: meetings with professionals from industry; support offered by the career centre of the University of Leicester</p>	<p><b>Certificate and Diploma</b> Personal Development Planning</p> <p><b>Masters:</b> In addition to the above: cv Group project (marketing plan);</p>

## 9. Special features

Participants will have the opportunity to do in-the-field investigations with local businesses which engage in international marketing. There will be at least two of these activities per year. The participation in the event is group-based. One assessment will be individual, and another will be collective. A risk assessment will be undertaken prior to the field visits, and at least two academic staff will accompany students on the trip.

For the Strategies for International Marketing, students will involve in a collaborative task with counterparts on a similar International Marketing module (Masters-level) in a foreign partner university. This task will form a component of the group-based Marketing Plan assignment.

In order to enhance student experience, the University's quality assurance processes will be followed to seek approval of the university partners.

## 10. Indicators of programme quality

Quality will be enhanced by using the usual protocols, including careful programme planning, external examining of programme content and marking, coordination and alignment between programme instructors. This element is of particular importance given the fact that this programme will be entirely co-taught.

Quality will be measured through an outcome-based system that assess the students' satisfactions with the quality of their experience gained during the programme and the quality of the developed skills. Furthermore, process indicators will be used to assess the perceived quality of teaching, facilities and learning activities.

## 11. Scheme of Assessment:

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

## 12. Progression points

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course and a recommendation will be made to the Board of Examiners for an intermediate award where appropriate.

## 13. Rules relating to re-sits or re-submissions:

As defined in [Senate Regulation 6](#): Regulations governing taught postgraduate programmes of study.

## 14. Additional features (e.g. timetable for admissions)

n/a

### Appendix 1: Programme structure (programme regulations)

#### Semester 1

MN7010 Principles of Marketing (30 credits)

MN7008 Ethical Foundations of International Marketing (30 credits)

#### Semester 2

MN7012 Research Methods for Marketing (30 credits)

MN7009 Strategies for International Marketing (30 credits)

MN7020 Dissertation (60 credits)

### Appendix 2: Module specifications

See module specification database <http://www.le.ac.uk/sas/courses/documentation>