

## PROGRAMME STRUCTURE

### MSc Marketing

2024-2025

(Click on the course unit title for the course unit description)

| Semester 1  |  |               |
|---|--|---------------|
| <b>Four core course units:</b>  |  |               |
| CODE  | TITLE  | CREDIT RATING |
| BMAN74011   | <a href="#">Marketing Strategy and Competitive Advantage</a>                   | 15            |
| BMAN74921   | <a href="#">Customer Behaviour and Insights</a>                                | 15            |
| BMAN74771   | <a href="#">Research &amp; Analysis in Marketing</a>                           | 15            |
| BMAN74781   | <a href="#">Marketing in a Digital World</a>                                   | 15            |
| Semester 2  |  |               |
| <b>Four electives from:</b>   |  |               |
| CODE  | TITLE  | CREDIT RATING |
| BMAN60222   | <a href="#">Integrated Marketing Communication in a Digital Environment</a>    | 15            |
| BMAN70152   | <a href="#">Business to Business Marketing</a>                                 | 15            |
| BMAN70172   | <a href="#">Retail Marketing</a>   | 15            |
| BMAN70252   | <a href="#">Services Marketing: Responsible Customer Experience Management</a> | 15            |
| BMAN70402   | <a href="#">International Marketing</a>  | 15            |
| BMAN74042   | <a href="#">Marketing Analytics</a>  | 15            |
| BMAN74792   | <a href="#">Marketing in Society</a>   | 15            |
| BMAN71702   | <a href="#">Digital-Business</a>   | 15            |
| Or alternatively, one 15 credit course unit offered by other MSc programmes within Alliance Manchester Business School. |  |               |
| Either  |  |               |
| <b>MSc Dissertation (60 credits):</b>   |  |               |
| BMAN72270 MSc Marketing Dissertation  |  |               |
| Or  |  |               |
| <b>Group Business Project (60 credits):</b>   |  |               |
| BMAN73890 MSc Marketing Business Consultancy Project  |  |               |

### Specialisms as an exit award on MSc Marketing

Students will be able to indicate if they want to opt for the MSc in Marketing or the MSc in Marketing (Specialism). If the student changes their mind and wishes to change to another Specialism, change from the MSc in Marketing to a Specialism, or revert to the MSc in Marketing from a Specialism, they will be permitted to do so provided that the course credits which they have taken fulfil the requirements for the chosen route.

It will be the student's responsibility to ensure that the choice of options conforms to the requirements of the Specialism that they wish to register for.

If a student does not meet the requirements for a Specialism they will not be able to graduate with a specialist degree.

Eligibility for Specialisms is outlined below:

| Specialism                                      | Core Courses  |
|---|---|
| MSc Marketing (Retail)                          | BMAN 70712 Retail Marketing   |
|   | Dissertation or Group Project (individual report) in the Retailing area               |
| MSc Marketing (International)                   | BMAN 70402 International Marketing  |
|   | Dissertation or Group Project (individual report) in the International Marketing area |
| MSc Marketing (Services)                        | BMAN 70252 Services Marketing   |
|   | Dissertation or Group Project (individual report) in the Services area                |
| MSc Marketing (Corporate Social Responsibility) | BMAN74792 Marketing in Society  |
|   | Dissertation or Group Project (individual report) in the CSR area                     |
| MSc Marketing (Business-to-Business)            | BMAN 70152 Business-to-Business Marketing   |

