

Course code: P0996FARE01	Published on: 07-07-2023
1. Course Title	
MSc International Marketing	
2a. Implementation Date	
Trimester 1 2023/4	
2b. Intake	
Trimester 1 intake	
3a. Location of delivery	
ARU London Campus (East India Dock)	
3b. Mode of delivery	
Face-to-face	
3c. Mode of attendance	
Full-Time	
4a. Awarding institution	
Anglia Ruskin University	
4b. Course accredited by (if applicable)	
N/A	
5a. Faculty	
Anglia Ruskin London	
5b. School	
Anglia Ruskin London at ARU London Campus	

6a. Course Leader

Muke Ferguson

6b. Co-ordinator at location of delivery

None

7. UCAS Code (undergraduate only)

8. Relevant QAA subject benchmark statement(s) and any PSRB reference point(s)

QAA SBS on: Master's Degrees in Business and Management-2023

Chartered Management Institute (CMI): Senior Leader Master's Degree Apprenticeship Standard & Assessment Guidance-2021 (Institute for Apprenticeships Reference ST0480/AP03)

The learning outcomes herein also reflect:

1. QAA Master's Degree Characteristics Statement-2020
2. Project Management Institute (PMI): A guide to the Project Management Body of Knowledge (PMBOK guide) and the Standard for project management: (7th ed) (PMBOK 7 guide)-2021
3. Chartered Institute of Marketing standards for level 7-2018

9. Aims

This course uses marketing focused modules, business modules emphasising entrepreneurship and strategy, and complex case studies to create a uniquely stimulating MSc. This course will meet the personal and professional development needs of those aspiring to roles in senior and middle management or those who need practical marketing knowledge in order to open and develop their own SME. The target market for this MSc will be mature participants and those who have completed a marketing or business -related undergraduate programme. The MSc International Marketing will prepare students for the challenges of the next stage in their career.

The dynamism of markets and the rapidly expanding use of information, communication technologies and digital marketing are drastically transforming the business environment. The growing influence of corporations in the economy, consumerism and employee base will result in demand for leaders with a firm grasp of the nuances and practices specific to such businesses. The business, ethical and cultural considerations emerging from the market place are built into the MSc International Marketing experience. This MSc International Marketing has been benchmarked against similar academic programmes and CIM level 7. The uniqueness of this course lies in its applied nature and digital, entrepreneurial and international emphasis.

Students joining this course will preferably be mature and possess experience of marketing but it is also designed for students who wish to build their skills with the intention of becoming senior practitioners or running their own business.

The course aims to enable MSc International Marketing graduates to:

- Appraise and understand international product and capital markets, multicultural organisations, and the competitive structure of global industries.
- Appreciate cultural differences, diversity and theories of managing them.
- Develop a framework for understanding international competition through the study of globalisation and economic interdependence.

- Apply theoretical understanding of marketing to complex and current business issues with a view to improving business practice wherever it may be based.
- Critically reflect on their leadership skills so to prepare for senior roles within the organisation and enable graduates to manage effectively.
- Gain practical skills of entrepreneurship helping students who aspire to opening their own business.
- Apply knowledge of digital marketing, insights into consumer behaviour and the importance of effective branding.
- Gain a thorough insight into contemporary research and leading-edge practice within the field of marketing management.
- Develop considerable autonomy in their learning and enhance their ability to plan and implement consultancy projects in a group context.
- Generate originality, enterprise and entrepreneurship in approaching complex business issues.
- Demonstrate self-direction and autonomy in research and scholarship.
- Acquire a critical perspective on the global economy and build the international experience and contacts needed to enhance their careers.
- Acquire skills in digital marketing in order to compete in the modern workplace.

Progression

All phases of the MSc course will focus on strategic level issues. The modules are delivered in sequence to build the range of knowledge, skills and understanding which students will use in the final strategic marketing module and in the dissertation.

Teaching, Learning & Assessment

Teaching, learning and assessment has been designed to increase critical reflection within the study programme, whilst celebrating and learning from the cultural diversity of the student body.

Teaching will include a wide range of approaches, including lecture, seminar, video, case studies. The programme will culminate in a digital pitch in order to raise funds for a new venture and a dissertation based on a theoretical aspect associated with this new venture.

Learning strategies will include syndicate work, group presentations and self- managed learning drawing on the diversity of the student body to exemplify cultural and international issues.

Assessments will be via a range of assignment- based activities, utilising case studies and practical student experiences. These are all designed to have a professional orientation and will enable students to develop a range of practical management and entrepreneurial skills relevant to senior roles in their organization or opening their own business.

10a. Intended learning outcomes and the means by which they are achieved and demonstrated

Knowledge and understanding

On successful completion of the course a student will be expected to be able to:

- A01 To apply research methods and techniques, both qualitative and quantitative showing awareness of their contributions and limitations
- A02 Display the entrepreneurial skills and talents to open their own SME.
- A03 To apply the skills needed to be a successful marketer in the digital age.
- A04 Display an awareness of marketing issues which is informed by leading edge research and practice in the field
- A05 Critically assess the relevance of ethical and sustainability considerations in an international marketing setting
- A06 Display a critical awareness of theory and practice in the disciplines of Marketing and its contribution to business decision-making
- A07 Evaluate the impact of cultural differences to the marketing function in a cross- cultural international setting
- A08 Appraise critically the complexities of applying marketing in an international arena.
- A09 Critically assess the difficulties of communicating and leading the marketing function within an international environmental context
- A10 Critically evaluate classical and contemporary approaches to international marketing and its impact on strategy
- A11 Applying contemporary theoretical marketing concepts within a variety of company settings
- A12 Critically evaluate the dynamic environmental forces which can affect the impact on marketing within an international context

10b. Intended learning outcomes and the means by which they are achieved and demonstrated

Intellectual (thinking), practical, affective and transferrable skills

On successful completion of the course a student will be expected to be able to:

B01 Identify, evaluate Marketing problems from various complex settings using and applying appropriate research methods

B02 Critically evaluate theory from observation, practice and experience

B03 Use critical thought as a basis to formulate arguments and to successfully communicate these within an international setting-cultural environment

B04 Demonstrate the core themes of this programme- international, entrepreneurial, sustainability

B05 Be critically aware of the effect of cultural differences and to factor in appropriate consideration on how to accommodate this effectively within an international business setting

B06 Select from a range of theoretical models the appropriate planning tools to inform strategic marketing decisions that have currency in an international setting

B07 Demonstrate the ability to identify appropriate marketing solutions to business and marketing problems originating in an international environment

B08 Deliver marketing solutions with due consideration of the impact an international setting can have on the practical application of different strategies.

B09 Synthesise theoretical learning, and appreciate the impact of its application in an international setting

B10 Use practical skills and knowledge to market a new business venture

11a. Learning/teaching methods and strategies

Knowledge and understanding

Students will utilise their collective experiences and perspectives to appraise and evaluate theoretical models within a range of contexts. Practical problem identification and solution will be a key feature of all learning and teaching. Strategies used will include:

- Group working to draw out the cultural differences and perspectives of the participants;
- A range of methods including lecture, seminar, case study and video;
- Guest lecturers from leading edge practitioners at senior level within a global context;
- Utilising a diverse faculty to maximise perspectives provided Personal and professional critical self-reflection.

11b. Learning/teaching methods and strategies

Intellectual (thinking), practical, affective and transferrable skills

Case studies will be utilised, with ever increasing detail, to enable the student to appreciate the complexity involved in domestic and cross-boundary business and marketing issues. This will force students to develop their analytical and critical thinking skills and become used to making judgements with sound justification. As part of the analysis, debating and presentation skills will be utilised to help develop students' professional credibility and gravitas.

Throughout the programme, students will work in diverse groups, drawing out different cultural perspectives to business situations. Debate and constructive argument will be encouraged to highlight potential solutions. Learning will be supported through a range of lectures, exercises, seminars, and directed study. Presentation and practical elements will require the development of team-working and leadership skills.

12a. Assessment methods and strategies

Knowledge and understanding

- Presentations and pitches;
- Production of management reports and critiques;
- Case studies which critically examine key strategic issues within contemporary business organisations;
- Digital marketing pitch;
- Final dissertation-style major project;
- Group and individual presentations which present arguments in a coherent and insightful manner.

12b. Assessment methods and strategies

Intellectual (thinking), practical, affective and transferrable skills

Formative assessment will include:

- Material presented in class, where clarity of argument, theoretical bases and evidence of depth of thought is supported with references to theory, and currency of thought;
- Feedback in class situations on topics of current interest, and from textual material and research papers and articles;
- Evidence of the breadth of research may include internet sources where appropriate to the curriculum topics covered;
- Management reports which critically assess strategic issues and make clear recommendations for successful implementation;
- Group presentation which coherently and concisely present analysis of strategic issues;
- The wide-ranging methodological analyses and extensive use of case study material/real life examples, throughout the course provide many opportunities for students to develop and exercise deductive, inductive and other cognitive skills.

13. Employability

Employers from industry have been directly involved in the design and development of this course, and their desire for a combination of academic learning, work experience, and application of learning to the real world of marketing management has directly informed the structure and content of the course.

The academic experience provided to students on this course ensures the development of a number of key transferable skills, such as team working, presentation, analysis, critical evaluation, benchmarking, appreciation of diversity and cross-cultural management, plus the synthesis of theory and practice. Entrepreneurship will be a central theme throughout the programme.

Our increasing links with employers ensures that we remain aware of what employers are seeking from graduates placing us in a prime position to support our students in terms of academic, practical and reflective skills that will allow them to contribute productively in their chosen career.

To supplement this effort, guest presentations by a variety of successful marketers adds to the knowledge and provides some insight to the practical challenges associated with working in the industry.

In addition, ARUL provides an online careers management service and an employment office, and students will be encouraged to participate in the ARUL Employability Scheme. Students will be encouraged to attend employability sessions and complete the ARUL employability passport scheme. This will include delivery of employability seminars and lectures and culminate in support with CV writing. This will run in conjunction with the employability department.

This multi-faceted approach will ensure that students depart with a wide range of skills that employers consider essential in any new graduate.

It is the goal of these courses to produce graduates attractive to employers through consistent collaboration with external partners, updating of internal resources, focusing on the student experience at all times, and encouraging real world work experience.

14. Entry requirements

Students must have equivalent of a UK first degree at 2:2 or above plus relevant experience.

In addition to, having previously been taught in English and have sufficient command of English to undertake postgraduate study or have an IELTS (or equivalent) score of 6.5 or better or the equivalent qualifications/standards in the candidate's home country, as set out in ARU IQD.

15. Exceptional variation from Anglia Ruskin Academic Regulations and/or design principles

None

16. Curriculum details

Year 1 Compulsory modules:

Module Code	Module Title	Credits	Period	Level
MOD009372	Postgraduate Study Skills, Research Methods and Ethics	30	TR11	7
MOD009374	Principles of International Marketing	30	TR11	7
MOD009378	Developing Digital Strategies, Innovation and E-Commerce	30	TR12	7
MOD009375	Cross-Cultural Leadership and Human Capital Management	30	TR12	7
MOD009377	Customer-Centric Marketing and Strategic Brand Management	30	TR13	7
MOD009393	Postgraduate Integrative Project	30	TR13	7
		Total Credit:	180.00	

17. Award Classification

List any Modules that **must** be included in the calculation of the final degree classification. [NB: the modules included in the calculations of all award classifications are as specified in Section 8 of the Academic Regulations unless an approved variation is specified here].

None

18. Intermediate award details

Give details below of any specific module requirements for achieving intermediate awards.

PG Certificate in International Marketing

60 credits

PG Diploma in International Marketing

120 credits

19. For administrative use only

PWY Code	CRS Code	PDT Codes
P0996	P0996FARE01	·P0996FARE01_1X1TR1A23