

## **MARKETING (SEPTEMBER START) (MSc/PgDip/PgCert)**

**57N59SB1/61N59SVX/62N59SVZ**

### **FULL TIME ROUTE**

*Duration:* 12 months full-time (MSc); 9 months full-time (PgDip); 4 months full-time (PgCert)

*Content:* Candidates must take the following compulsory courses:

#### **Stage 1**

PD5006 Getting Started at the University of Aberdeen (0 credit points)  
BU501Y International Marketing (15 credit points)  
BU5039 Marketing Management (15 credit points)  
BU506D Marketing Communications (15 credit points)  
BU506F New Product and Service Development (15 credit points)

#### **Stage 2**

All of the courses for Stage 1 plus

BU5553 Strategic Marketing (15 credit points)  
BU556B Consumer Behaviour (15 credit points)  
BU556E Digital Marketing (15 credit points)  
BU5583 Research Practice (15 credit points)

#### **Stage 3**

All of the courses for Stage 2 plus

BU596G Marketing Dissertation (60 credit points)

### **PART TIME ROUTE**

*Duration:* 24 months part-time (MSc); 18 months part-time (PgDip); 8 months part-time (PgCert)

*Content:* Candidates must take the following compulsory courses:

#### **Year 1 (September – August)**

PD5006 Getting Started at the University of Aberdeen (0 credit points)  
  
BU5039 Marketing Management (15 credit points)  
BU506D Marketing Communications (15 credit points)  
  
BU556B Consumer Behaviour (15 credit points)  
BU556E Digital Marketing (15 credit points)

**PLEASE SEE OVER →**

**Year 2 (September – August)**

All students must take the following:

BU501Y International Marketing (15 credit points)

BU506F New Product and Service Development (15 credit points)

BU5553 Strategic Marketing (15 credit points)

BU5583 Research Practice (15 credit points)

BU596G Marketing Dissertation (60 credit points)

*Assessment:* By a portfolio of course work, as prescribed for each course. The degree of MSc shall not be awarded to a candidate who fails to achieve a CGS Grade D3 in the dissertation course, irrespective of their performance in other courses.