

INTERNATIONAL TOURISM MANAGEMENT (JANUARY START)

(MSc/PgDip/PgCert)

(57N83SB1)

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

PD5506 Getting Started at the University of Aberdeen (0 credit points)

BU5573 Marketing Communications (15 credit points)

BU552L Destination and Tourists (15 credit points)

BU5579 Internationalisation (15 credit points)

BU5583 Research Practice (15 credit points)

Stage 2

BU5991 Digital Marketing (15 credit points)

BU592R MSc International Tourism Management Dissertation (45 credit points)

Stage 3

BU5039 Marketing Management (15 credit points)

BU502M International Tourism Management (15 credit points)

BU501K Consumer Behaviour (15 credit points)

BU5072 Interpersonal Management, Negotiation and Persuasion (15 credit points)

PART TIME ROUTE

Duration: MSc 24 Months (PT); PG Diploma 18 months; PgCert 8 Months.

Part time students will negotiate their programme of study with the Programme Leader.

Students undertake a programme of study as agreed with the programme leader, taking 90 credit points per year of study.

Year 1

PD5506 Getting Started at the University of Aberdeen (0 credit points)

Plus 30 credit points from the following:

BU5573 Marketing Communications (15 credit points)

BU552L Destination and Tourists

BU5579 Internationalisation (15 credit points)

BU5583 Research Practice (15 credit points)

PLEASE SEE OVER →

Year 2

All students must take the following:

BU5991 Digital Marketing (15 credit points)
BU592R MSc International Tourism Management Dissertation (45 credit points)

Plus 30 credit points from the following:

BU5039 Marketing Management (15 credit points)
BU502M International Tourism Management (15 credit points)
BU501K Consumer Behaviour (15 credit points)
BU5072 Interpersonal Management, Negotiation and Persuasion (15 credit points)

Plus 30 credit points from the following (courses taken in previous years cannot be taken again):

BU5573 Marketing Communications (15 credit points)
BU552L Destination and Tourists
BU5579 Internationalisation (15 credit points)
BU5583 Research Practice (15 credit points)

Year 3

30 credit points from the following (courses taken in previous years cannot be taken again):

BU5039 Marketing Management (15 credit points)
BU502M International Tourism Management (15 credit points)
BU501K Consumer Behaviour (15 credit points)
BU5072 Interpersonal Management, Negotiation and Persuasion (15 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 relevant final stage course, irrespective of their performance in other courses.