

MARKETING (JANUARY START) (MSc/PgDip/PgCert)

57N59JB1/61N59SVX/52N59SVZ

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)
BU551H Marketing Management (15 credit points)
BU5553 Strategic Marketing (15 credit points)
BU556B Consumer Behaviour (15 credit points)
BU5583 Research Practice (15 credit points)

The following course can be optionally undertaken:

BU55D1 Soft Skills Development Programme (0 credit points)

Stage 2

All of the courses for Stage 1 plus

BU596G Marketing Dissertation (60 credit points)

Stage 3

All of the courses for Stage 1 and Stage 2, plus

BU501Y International Marketing (15 credit points)
BU506D Marketing Communications (15 credit points)
BU506E Digital Marketing (15 credit points)
BU506F New Product & Service Development (15 credit points)

PLEASE SEE OVER →

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:

Stage 1 (January – August)

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

BU551H Marketing Management (15 credit points)

BU556B Consumer Behaviour (15 credit points)

Stage 2 (September – August)

BU506D Marketing Communications (15 credit points)

BU506E Digital Marketing (15 credit points)

BU5553 Strategic Marketing (15 credit points)

BU5583 Research Practice (15 credit points)

BU596G Marketing Dissertation (60 credit points)

Stage 3 (September – December)

BU501Y International Marketing (15 credit points)

BU506F New Product & Service Development (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 dissertation course, irrespective of their performance in other courses.