

# Course Information Sheet

(MSc)

## International Marketing

**Mode and course length** – Full-Time (1 year) Part-time (2 years)

**Location** – ARU London Campus (East India Dock)

**Awarding Body** – Anglia Ruskin University. As a registered Higher Education provider Anglia Ruskin University is regulated by the Office for Students.



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## Overview

This MSc combines marketing-focused modules, entrepreneurship, strategy, and complex case studies to offer a stimulating educational experience. It aims to meet the development needs of those pursuing senior or middle management roles or looking to start their own SME, targeting mature students who have previously studied a marketing or business-related undergraduate programme.

## Course Delivery

Our courses are delivered through teaching and learning methods that provide students with the broadest possible exposure to a modern and innovative higher education experience. These methods may vary and could include attendance at lectures and seminars, undertaking laboratory exercises or work-based activities, practical work, performances, presentations, field trips, other relevant visits, and e-learning through the VLE, our online learning management system.

Each course is divided into a number of 'modules', each focusing on specific areas and employing a distinct approach to its delivery. This information is made available to students for each module they undertake via the Module Definition Form (MDF) and the VLE.

## Assessment

Knowledge and understanding are assessed through various methods, including presentations and a range of assignments. These assignments may take different forms, such as a written management report on responding to an organisational issue, a presentation, an essay, a briefing document, or an analysis of a company report. Most modules will include at least two assessments, offering the opportunity to evaluate both knowledge and understanding as well as a range of skills effectively.

Formative assessment will also be provided throughout the course. This feedback will help improve students' knowledge and development and allow for the evaluation of their academic needs.

## Fees

Information about your course fee, including any annual fee increases or deposits (if required), can be found in your offer letter.

## Additional Costs

During your course, you may be required to take extra or repeated modules to recover any modules you have failed. If you started your course on or after September 2019 and this extends your course end date beyond the original date stated in your offer letter, you will be charged an additional tuition fee to cover the costs of the extra or repeat modules. This additional fee will be based on the credits for the module(s) you repeat or take.

# Modules

## Core Modules

### **MOD009372 Postgraduate Study Skills, Research Methods and Ethics**

This module helps students develop academic skills for postgraduate study by focusing on empirical and conceptual research methods, ethical considerations, and academic writing. It covers research methodologies, data handling, and ethical issues, while also providing guidance on career development and enhancing critical thinking and argumentation skills.

### **MOD009374 Principles of International Marketing**

The International Marketing module equips students with the skills to navigate and manage global marketing strategies, emphasizing market research, entry strategies, and cultural considerations. It also highlights the importance of sustainability, ethics, and corporate social responsibility in shaping effective international marketing approaches.

### **MOD009375 Cross-Cultural Leadership and Human Capital Management**

This module focuses on equipping students with the skills to manage diverse, international workforces in today's globalized business environment. It explores workforce models, the impact of international labour markets, and ethical issues, while emphasizing cross-cultural awareness, employee motivation, and the creation of high-performing teams.

### **MOD009377 Customer-Centric Marketing and Strategic Brand Management**

This module explores the evolving dynamics of customer decision-making processes and how traditional models are adapting to modern consumer behaviour. Students will examine the psychology behind brand creation and management, focusing on emotional, social, and ethical aspects of consumer identification with brands, preparing them for roles in brand management.

### **MOD009378 Developing Digital Strategies, Innovation and E-Commerce**

This module delves into the evolving digital marketing landscape, equipping students with practical skills to plan, execute, and manage digital campaigns effectively. It also covers innovation and e-commerce, exploring how businesses gain competitive advantage through innovation and examining the impact of online business models, customer feedback, and digital strategies on corporate success.

### **MOD009393 Postgraduate Integrative Project**

This module guides students through the process of preparing and submitting an MBA level research dissertation or consultancy project. Students will produce an 8,000-word dissertation or project report, demonstrating academic mastery, research skills, and practical application of theoretical concepts, with support from a supervisor and adherence to ethical and intellectual property guidelines.

