



MSc International Marketing Management (IMM)
(All Programmes)

Programme Booklet

2014-2015

School of Management and Languages

School of Management and Languages MSc International Marketing Management (All Programmes)

Programme Booklet 2014-15

MSC INTERNATIONAL MARKETING MANAGAMENT: PROGRAMME BOOKLET2

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The information contained within this Booklet is correct as of 7th September 2014. Students are advised to check the Postgraduate section of the School website for revised editions in order to ensure they are familiar with the most up-to-date details of their programme:

<http://www.sml.hw.ac.uk/postgraduate/2014-2015/programme/marketingmanagement/index.html>

MSc International Marketing Management: Programme Booklet

Within this Programme Booklet you will find key information for your International Marketing Management Programmes, including Programme Director, resources.

Please refer to the online Course Catalogue for further information about the academic content of your core and optional courses.

Please refer to the SML Postgraduate Student Handbook to find more information about the School, including important dates, examinations, our academic staff, key administrative staff, assessments, progression. You will also find further details about Heriot-Watt University's rules and regulations, as well as links to useful services such as the Students' Union, the International Student Advisors' Office and the Library.

You can find the Course Catalogue, full Programme Structures, Postgraduate Student Handbook and more on the SML Postgraduate Portal here:

[SML Postgraduate Portal 2014-15: International Marketing Management](#)

1 Welcome from your Programme Director

As the Programme Director of the MSc in International Marketing Management (AI programmes) here in the School of Management and Languages (SML), I'm delighted to welcome you this September.

The programme aims to provide you with the knowledge, skills and experience to pursue a career in the marketing field, either with agencies or with in house marketing departments. The staff teaching on this programme are based in the department of Business Management and we have a full programme of guest speakers, industry experts to ensure that you are able to combine theoretical rigour with industry relevance.

I wish you every success over the coming year. My colleagues and I will do our best to help you achieve your aims and we invite you to participate in all that the School, the University, and Edinburgh have to offer you.

Dr. Babak Taheri

*Programme Director
MSc International Marketing Management Programmes*

2 Academic staff and office locations

2.1 Programme Director for MSc International Marketing Management

Programme Director	Dr Babak Taheri
Office Location	Room EF 24b (Esmée Fairbairn Building)
Telephone	+44(0) 131 451 4452
E-mail	b.taheri@hw.ac.uk

2 Programme Information

Heriot-Watt University reserves the right to update materials from time to time and will ensure that advance notification concerning changes to materials is provided to students on the relevant section of the University website. It is the responsibility of students to check the website, particularly if they are returning to studies after a period during which their studies have been in abeyance.

2.1 Programme Aims and Objectives

The aims of the International Marketing Management programmes are to provide able students already holding a good first degree from an appropriate discipline with the skills, knowledge and experience to:

- *Cultivate an in-depth insight into the boundaries of how marketing affects everyday life, including its impact and added value on different kinds of stakeholders.*
- *Develop a range of subject knowledge and mastery that will equip students to remain competitive within the global marketplace.*
- *Cultivate a critical ability for appraising marketing concepts and theories, models, control processes, and tools and techniques used in the process of understanding, application and analysis of marketing issues and problems.*
- *Improve students decision-making abilities through a variety of independent and interdependent task requirements.*

The programme further aims to:

- *Encourage the development of specific interests by enabling MSc students to carry out original research at the forefront of knowledge on a relevant topic through a dissertation*

- *Assist the development of transferable skills (particularly teamwork, communication and presentation) for employment in industry or in academic research, and in preparation for lifelong learning and personal development.*

2.2 Programme Pathways

There are four pathways for the International Marketing Management (IMM) Programme, students will study one of these. They are:

- ❖ IMM with Consumer Psychology
- ❖ IMM with Digital Marketing
- ❖ IMM with Tourism
- ❖ IMM with Sustainability

3 Programme Overview and Delivery

3.1 Programme Codes

Each undergraduate and postgraduate programme and course at the University is allocated a unique code. Programmes are:

- ❖ Master of Science in IMM → C1J1-IMM
- ❖ Master of Science in IMM with Consumer Psychology → C1J4-IMM
- ❖ Master of Science in IMM with Digital Marketing → C1J5-IMM
- ❖ Master of Science in IMM with Sustainability → C1J6-IMM
- ❖ Master of Science in IMM with Tourism → C1J7-IMM

3.2 Programme Structure

The overview of the programme structure and assessment for the MSc and PG Diploma in International Marketing Management is shown on the following page.

The full-length document is also available online at:

[SML Postgraduate Portal 2014-15: International Marketing Management](#)

Please note that these documents may be subject to change over the course of the academic year. You will be notified of any such changes as appropriate.

3.3 Programme and Assessment Overview

Students study four taught courses in Semester 1, four taught courses in Semester 2 and Masters students also study the research dissertation in Semester 3 (summer). Each taught course is worth 15 credits and the dissertation is worth 60 credits. For progression to the dissertation, students must satisfactorily complete all 8 taught courses. Your course-leader for each specific course will explain the assessment.

What is an MSc?

This is a higher taught university qualification (Master of Science) that is comprised of 180 credits.

In order to be awarded the MSc next November, you must achieve these credits by completing:

8 x taught courses at 15 credits each
 1 x Dissertation research project at 60 credits
 These credits are gained across 3 semesters:

Semester 1: 4 x 15 credit taught courses = 60 credits
 Semester 2: 4 x 15 credit taught courses = 60 credits
 Semester 3: 1 x dissertation research project = 60 credits

IMM Overview:

Mandatory Courses

Course Code	Course Name	Semester
C11CC	Contemporary Consumers	1
C11IS	Strategic Marketing	1
C11RL	Marketing Logistics	1
C11BU	Research Philosophy and Practice	2
C11MC	Communications and Branding	2

For Masters Students Only

Course Code	Course Name*	Semester
C11RP or C11ID	Company Research Project OR International Marketing Management Dissertation	3

* A choice is given of undertaking the existing Company Research Project or undertaking a dissertation. The rationale is to give student choice and to provide flexibility for those students who cannot locate a case company.

Optional Courses

Choose three of the following in Semester 1 (only one course) and Semester 2 (two courses)

Course Code	Course Name	Semester
C11SY	Corporate Social Responsibility	1
C41GH	Global Heritage	1
C11IC	ICT Utilisation within the SME Context	1
A11CC	Climate Change Causes & Impacts	1
D41SS	Social Sustainability	2
A11AM	Climate Change Mitigation and Adaption Measures	2
C11DB	Managing Diversity in Business	2
C11PA	Project Management	2
C11DK	Advances in Digital Marketing	2
C11SK	Sustainable Marketing	2
C11TT	Issues and Trends in Tourism	2
C11TL	International Trade Law	2
C11FM	Fashion Buying and Merchandising	2

IMM with Consumer Psychology

Mandatory Courses

Course Code	Course Name	Semester
C11CC	Contemporary Consumers	1
C11IS	Strategic Marketing	1
C11RL	Marketing Logistics	1
C11BU	Research Philosophy and Practice	2
C11MC	Communications and Branding	2
A41CE	Consumer Ergonomics	1
A41EP	Psychology for Marketing	2
C11DB	Managing Diversity in Business	2

For Masters Students Only

Course Code	Course Name	Semester
C11CD	International Marketing Management with Consumer Psychology Dissertation	3

IMM with Digital Marketing

Mandatory Courses

Course Code	Course Name	Semester
C11CC	Contemporary Consumers	1
C11IS	Strategic Marketing	1
C11RL	Marketing Logistics	1
C11BU	Research Philosophy and Practice	2
C11MC	Communications and Branding	2
C11DK	Advances in Digital Marketing	2
C11IC	ICT Utilisation within the SME context	1

For Masters Students Only

Course Code	Course Name	Semester
C11DD	International Marketing Management with Digital Marketing Dissertation	3

Optional Courses

Choose one of the following in Semester 2

Course Code	Course Name	Semester
C11SK	Sustainable Marketing	2
C11TT	Issues and Trends in Tourism	2
C11TL	International Trade Law	2
C11PA	Project Management	2

IMM with Sustainability

Mandatory Courses

Course Code	Course Name	Semester
C11CC	Contemporary Consumers	1
C11IS	Strategic Marketing	1
C11RL	Marketing Logistics	1
C11BU	Research Philosophy and Practice	2
C11MC	Communications and Branding	2
C11SK	Sustainable Marketing	2

For Masters Students Only

Course Code	Course Name	Semester
C11DS	International Marketing Management with Sustainability Dissertation	3

Optional Courses

Choose two of the following in Semester 1 (one course) and Semester 2 (one course)

Course Code	Course Name	Semester
A11CC	Climate Change Causes and Impacts	1
C11SY	Corporate Social Responsibility	1
D41SS	Social Sustainability	2
A11AM	Climate Change Mitigation and Adaption Measures	2
C11DK	Advances in Digital Marketing	2
C11TT	Issues and Trends in Tourism	2

IMM with Tourism

Mandatory Courses

Course Code	Course Name	Semester
C11CC	Contemporary Consumers	1
C11IS	Strategic Marketing	1
C11RL	Marketing Logistics	1
C11BU	Research Philosophy and Practice	2
C11MC	Communications and Branding	2
C41GH	Global Heritage	1
C11TT	Issues and Trends in Tourism	2

For Masters Students Only

Course Code	Course Name	Semester
C11TD	International Marketing Management with Tourism Dissertation	3

Optional Courses

Choose one of the following in Semester 2

Course Code	Course Name	Semester
C11DK	Advances in Digital Marketing	2
C11SK	Sustainable Marketing	2
C11DB	Managing Diversity in Business	2
C11TL	International Trade Law	2

3.4 Course Catalogue, Structures and Outlines

After reviewing your appropriate Programme Overview, Postgraduate Students should then visit the SML Postgraduate Course Catalogue to find out more information about specific courses.

The Course Catalogue contains information on all courses, including aims, assessment methods and topics covered. Students should refer to the Catalogue to prepare for their programme and, where appropriate, to select their optional courses.

The SML Postgraduate Course Catalogue is published on the Portal here:

[SML Postgraduate Portal 2014-15: Business Management Courses](#)

The Catalogue includes the full Course Structures.

More detailed information such as an introduction to the course subject, course objectives, teaching methods, assessment, reading lists and a lecture synopsis will be available on VISION before the first lecture. This is known as the Course Outline.

It is the responsibility of each student to ensure that any optional courses are permitted within their specific programme of study and that they have the correct pre-requisites where necessary.

No guarantee can be given that all the courses listed in the catalogue will be running each academic year.

4 Timetabling and location of lectures

Timetables are available at the beginning of each semester on the Postgraduate noticeboard in the Esmée Fairbairn building and online here:

<http://www.hw.ac.uk/timetable/web-timetables-edinburgh.htm>

Students will also be advised of any guest lectures and site visits as they are arranged. Attendance at these is compulsory and their content is examinable.

5 Additional Resources

5.1 Guest Speakers

There will be a number of guest speakers over the course of the year who will discuss a diverse range of issues relating to international marketing and associated areas. The lectures are considered part of the programme and content may be examinable, therefore **attendance is compulsory**. The guest speakers will give students an insight into current approaches, practices and techniques being applied within international marketing. We are still finalising dates with guest speakers and will provide further details in due course.

5.2 Library

The Library holds a huge range of study resources for all our students, including books, e-book, journals (paper and electronic), theses and newspapers. Many of these resources are available for long or short loan.

The Library also has several study rooms available for private or group use, some of which can be booked in advance. There are areas dedicated for silent study and other areas where quiet discussion is permitted. Wi-Fi access covers the whole Library and Dewey's, the Library's small café is a great place to go when you need to take a short break from your work, or for group discussions.

The Library also runs a comprehensive workshop programme to help students improve their study skills, including sessions on referencing, critical thinking, presentation skills and even how to manage exam stress.

Opening hours vary during the year, with 24-hour access usually available before during exam diets to support our students during these intensive study periods.

For further information on the Library's resources, facilities, workshops and opening hours, please visit the website here: <http://www.hw.ac.uk/is/>.

5.3 Relevant Journals held at Heriot-Watt University

The Heriot-Watt University Library has a large collection of specialist journals in the field of International Marketing marketing and related business management subjects. Most journals are now purchased electronically and students can download articles from these databases.

Journals which students may find relevant to this programme and / or specific include:

- British Journal of Management
- Business Strategy Review
- Business Week
- European Journal of Marketing
- European Journal of Purchasing and Supply Management
- Fortune
- Harvard Business Review
- International Journal of Physical Distribution and Logistics Management
- International Journal of Retail & Distribution Management
- International Review of Retail Distribution and Consumer Research
- Journal of Consumer Behaviour
- Tourism Management
- Annals of Tourism Research
- Journal of Travel Research
- Journal of Fashion Marketing and Management
- Journal of General Management
- Journal of Management Studies
- Journal of Marketing
- Journal of Consumer Research
- Journal of Marketing Management
- Journal of Product and Brand Management
- Service Industries Journal
- Strategic Management Journal
- Supply Chain Management: an International Journal

To see a full list of the journals available both in electronic and printed format, visit the Library's website at:

<http://www.hw.ac.uk/is/find-resources.htm>

6 Key SML Staff Contacts

Senior SML Academic Staff and Directors	
Head of School	Professor Robert MacIntosh
Director of Learning and Teaching	Dr Bill Jackson
Director of Postgraduate Programmes	Dr Yvonne McLaren-Hankin
Director of Undergraduate Teaching Programmes	Ms Josephine Bisacre
Director of Research	Professor Mairead Nic Craith
Head of Department: Accountancy, Economics and Finance	Professor Ian Thomson
Head of Department: Business Management	Professor Kevin O' Gorman
Head of Department: Languages and Intercultural Studies	Professor Jemina Napier
Director of Administration and School Registrar	Mr Campbell Powrie
Finance Manager	Ms Sylvia Stevenson

6.1 Key Office Locations

All postgraduate student queries should initially be directed to the Postgraduate Office in the Esmée Fairbairn Building.

SML Postgraduate Office
 Esmée Fairbairn Building: Room 11
 School of Management and Languages
 Heriot-Watt University
 Edinburgh,
 EH14 4AS

Tel: 0131 451 3284
 Fax: 0131 451 8336
 Email: pgenquiries@sml.hw.ac.uk

6.2 Key Dates in Academic Year 2014 - 2015

Postgraduate Enrolment	Monday 8 th September 2014 (begins)
Semester 1 teaching starts	Monday 15 th September 2014
Semester 1 teaching finishes	Friday 5 th December 2014
Semester 1 assessment	Monday 8 th December 2014 – Friday 19 th December 2014
Semester 1 break (Christmas)	Monday 22 nd December 2014 – Friday 9 th January 2015
Semester 2 teaching starts	Monday 12 th January 2015
Semester 2 teaching finishes	Thursday 2 nd April 2015
Semester 2 break	Monday 7 th April – Friday 24 th April 2015
Easter Holiday	(Good) Friday 3 rd April – (Easter) Monday 6 th April 2015*
Semester 2 assessment	Monday 27 th April 2015 – Friday 22 nd May 2015
Resit assessment diet	Thursday 6 th August 2015 – Friday 14 th August 2015
Graduation ceremonies	Tuesday 23 rd June – Friday 26 th June 2015 Thursday 19 th November – Friday 20 th November 2015

Students are required to attend for the entirety of Semester 1 and Semester 2 teaching periods and be present for the full three examination diets, including the resit diet.

Students must not book holidays during these periods.

For more information on reassessment and progression, please read Section 6.2 of the SML Postgraduate Programmes Handbook.

** The University buildings - except for student halls of residences - will be closed for the Easter break. Other buildings closed days for the 2014-15 academic year will be confirmed. The Academic Calendar can also be viewed online here:*

<http://www.hw.ac.uk/student-life/how-to-apply/academic-calendar.htm>