

# Global Marketing Management

## Postgraduate regulations

The content of our courses is reviewed annually to make sure it's up-to-date and relevant. Individual modules are occasionally updated or withdrawn. This is in response to discoveries through our world-leading research; funding changes; professional accreditation requirements; student or employer feedback; outcomes of reviews; and variations in staff or student numbers. In the event of any change the University will consult and inform students in good time and will take reasonable steps to minimise disruption.

## Faculty of Social Science

### INDEX

Regulations are presented in programme code order. An alphabetical index of programme titles is as follows:

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## MGTT175 REGULATIONS FOR THE DEGREE OF MASTER OF SCIENC (MSc)

### Programme Regulations (from 2017/18)

Joint programme leading to a joint award of the University of Sheffield (TUOS) and Hong Kong Baptist University

- A person who satisfies the admission requirements of the University of Sheffield and the Hong Kong Baptist University (HKBU) may be admitted as a candidate.
- A candidate shall register as a student of the University of Sheffield and the Hong Kong Baptist University. A candidate shall attend and have appropriate access to facilities in accordance with the following Regulations.
- For award purposes, 1 HKBU unit shall be counted as equivalent to 5 TUOS credits.
- A candidate shall take the following
  - At the University of Sheffield (semester 1) modules to a value of 75 TUOS credits in the following:

MGT60 45	F7	Marketing Management	15 TUOS credits
MGT60 73	F7	Global Marketing	15 TUOS credits
MGT61 80	F7	Contemporary Marketing Practices	15 TUOS credits
MGT61 81	F7	Marketing Communications	15 TUOS credits
MGT61 82	F7	International Consumer Behaviour	15 TUOS credits

- At the Hong Kong Baptist University (semester 2), modules to a value of 12 HKBU units (equivalent to sixty TUOS credits) in the following

MKT 7270	International Marketing Research	3 HKBU units
MKT72 50	International Services Marketing Management	3 HKBU units
MKT72 60	Strategic Marketing	3 HKBU units
MKT72 80	Socially Responsible Marketing in an International Context	3 HKBU units

- A candidate shall take either:  
at the University of Sheffield

MGT68 9	F7	Project Dissertation	45 TUOS credits
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or

at Hong Kong Baptist University

MKT72 90	Project Dissertation	9 HKBU credits
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(equivalent to *forty-five* TUOS credits).

- A candidate may proceed to the dissertation/final project, on the recommendation of the Examiners, if it is deemed that on successful completion of the dissertation/final project a candidate will have gained sufficient credits to be considered for the award of Masters.
- A candidate who has been awarded sixty TUOS credits in respect of modules listed at 4 (a) above, shall be eligible for the award of the Postgraduate Certificate in Global Marketing Management. The Postgraduate Certificate in Global Marketing Management will be awarded by the University of Sheffield only.
- A candidate who has been awarded credits to the equivalent of one hundred and twenty TUOS credits (or units to the equivalent of 24 HKBU units) in respect of modules listed at 4(a) and (b) above shall be eligible for the award of the Postgraduate Diploma in Global Marketing Management which shall be jointly awarded by the University of Sheffield and Hong Kong Baptist University.
- A candidate who has been awarded credits to the equivalent of one hundred and eighty TUOS credits (or units to the equivalent of 36 HKBU units) shall be eligible for the award of Master of Science in Global Marketing Management which shall be jointly awarded by the University of Sheffield and Hong Kong Baptist University.
- The University of Sheffield's General Regulations for the Award of Higher Degrees, Postgraduate Diplomas and Postgraduate Certificates shall not apply to this Programme and are replaced by the General Regulations for the Award of Degrees by the University of Sheffield (TUOS) and Hong Kong Baptist University set out in this Agreement.

## Joint General Regulations for the Award of Degrees by the University of Sheffield (TUOS) and Hong Kong Baptist University (from 2017/18)

### SCOPE OF THESE REGULATIONS

Master of Science in Global Marketing Management, jointly awarded degree of the University of Sheffield and Hong Kong Baptist University  
 Postgraduate Diploma in Global Marketing Management, jointly awarded degree of the University of Sheffield and Hong Kong Baptist University  
 Postgraduate Certificate in Global Marketing Management, single award of the University of Sheffield

## APPLICATION AND INTERPRETATION

2. For the purposes of these regulations

“approved” in relation to a module means one approved as one of those available to a candidate in a particular phase of that programme;

“candidate” means a candidate for the degree or other qualification or one of the degrees or qualifications governed by the Regulation in question;

“credit” (or “unit”) means a value assigned to a programme of study or a part of a programme of study or a module comprised therein;

“days” means working days;

“Department” includes, where appropriate, Centre, Division, School or other academic unit;

“examination” means a process of assessment (whether by written examination papers, viva voce examinations, written or practical assignments (including placements), continuous assessment of coursework, or other means) which enables the Examiners to return a mark or grade; and “examined” shall be construed accordingly;

“Faculty” means the Faculty at the University of Sheffield acting in co-operation with the Faculty at Hong Kong Baptist University in which the relevant degree or other qualification is located;

“full-time student candidate” means a candidate who is a registered student of the University and who is admitted as a candidate with a requirement of full-time attendance at a programme of study or research;

“Head of Department” means the Head or Chairman of the relevant Department (and, where two or more Departments are concerned, the Heads of those Departments) or a person nominated by the Head of Department to act on his or her behalf;

“jointly awarded Degree” means a programme of study or research that is jointly developed, delivered and quality assured by the University of Sheffield in conjunction with one or more partner institutions and leads to a Degree awarded by the University of Sheffield in conjunction with the partner institution(s) to a student who has met, in the case of a programme of study, the University of Sheffield minimum credit threshold, or, in the case of a programme of research, the University of Sheffield’s requirements for research away from the University;

“module” means a component of a programme of study in respect of which the Examiners return a grade and which in the case of modular programmes is assigned a value in terms of credits;

“prerequisite” means a requirement which a candidate must meet before taking a module or other part of a programme of study;

“recognised graduate” means holder of a degree awarded by a University, institute or body recognised for the purpose by the Senate;

“session” means a period of two consecutive semesters beginning with the Autumn Semester;

“special candidate” means a candidate who ceases to fall within the category applicable at the time of admission but desires to complete the programme of study or research;

“weighted mean grade” or “cumulative Grade Point Average” (cGPA) means

(a) the mean of the grades awarded to a candidate, the grades being weighted in proportion to the number of credits assigned to the work to which it relates; and

(b) in respect of the Programme of study “year” means a period of twelve months.

## MINIMUM QUALIFICATIONS FOR ADMISSION AS A CANDIDATE

3. A person may be admitted as a candidate who

(a) is a recognised graduate and who has attained a standard at least equivalent to that of a good Honours Degree in a subject related to that of the proposed programme of study or research; *or*

(b) has passed a qualifying examination in such a subject at a standard equivalent to Level 3 and at a time and subject to such conditions (which may include attendance for an appropriate programme of study) as may be prescribed by the Faculty; *or*

(c) has been deemed qualified for admission as a candidate by the Faculty; *or*

(d) being a candidate for a Postgraduate Diploma, is permitted by the Faculty to transfer to candidature for a Master’s Degree in the same subject;

(e) has met the prescribed English language requirements for the Programme prescribed by the University of Sheffield and Hong Kong Baptist University

## SPECIAL CANDIDATES

4. Where a candidate ceases to fall within the category applicable at the time of admission but desires to complete the programme of study or research, the candidate may be permitted to do so as a special candidate under conditions approved in each case by the Senates of each University, other than those admitted under a remote location scheme approved by the Senate.

## Regulations for Higher Degrees by coursework (or coursework and dissertation)

5. The following Regulations apply to the MSc, Postgraduate Diploma and Postgraduate Certificate in Global Marketing Management.

## PROGRAMMES OF STUDY

6. The Senate of the University of Sheffield and the Senate of Hong Kong Baptist University shall on the recommendation of the Faculty make Regulations providing for one or more programmes of study leading to the award of the Degree.

7. The Regulations for each programme of study shall specify the modules required of or available to candidates, and may specify other requirements (which may include requirements assigned no value in terms of credits) to be met by a candidate before successful completion of the programme of study. The availability of modules specified in the Regulations for a programme of study is subject to the conditions as to pre-requisites and unacceptable combinations of modules published on the authority of the Senate of the University of Sheffield the Senate of Hong Kong Baptist University. Where a candidate is required to register for a module, that registration may only be amended with the permission of the Faculty, on the recommendation of the Programme Director.

8. A reference in a Regulation to a particular programme of study or module does not mean that the programme or module will necessarily be available in any particular session. The availability of any module may be subject to conditions as to the minimum or maximum size of classes, the availability of accommodation, timetabling restraints, and, where the Regulations for a programme of study contain requirements satisfaction of which depends upon the provision of facilities by another institution or body, the agreement of that institution or body.

9. Where a Regulation enables or requires a candidate to make a choice, the candidate’s choice requires approval. The

approval of the Head of the Department responsible for the programme of study is required for the subject of a special topic, special study, dissertation, extended essay or project and, where the Regulations require a candidate to make a choice between modules, for the candidate's choice of modules. Where the programme of study is the responsibility of more than one Department, the Heads of those Departments will agree on the procedure for giving such approval and publish it to candidates. Except where these Regulations or the Regulations for a particular programme of study provide otherwise, the choice of a module as an unrestricted module within a programme of study requires the approval only of the Head of the Department offering the module.

10. A candidate may amend the registration in respect of any semester with the consent of the Head of Department but not after the end of the third week of the relevant semester. Amendment to registration after the end of the third week of the relevant semester shall be made only with the permission of the Faculty.

## RECOGNITION OF CREDITS/UNITS AND EXAMINATIONS

11. Credits awarded under the Regulations of the University of Sheffield and units awarded under the Regulations of Hong Kong Baptist University include credits and units obtained in respect of a part of a programme of study which a candidate registered at the University of Sheffield and at Hong Kong Baptist University are permitted or required by the Regulations to complete at each of these universities.

## AEGROTAT CASES

12. Where the Examiners are satisfied by appropriate medical evidence that a candidate was prevented by illness from completing an examination but are satisfied that the work done by the candidate shows beyond reasonable doubt that the candidate would have passed the examination, they may recommend that the candidate be deemed to have passed the examination and that the candidate be awarded the credits assigned to relevant modules but without the award of a grade. The credits awarded in respect of such modules shall not be taken into account in determining the candidate's eligibility for the award of merit or distinction.

13. Where the Examiners are satisfied by appropriate medical evidence that a candidate was prevented by illness from completing a substantial part of the Examination for a Degree, and are satisfied that the work done by the candidate shows beyond reasonable doubt that the candidate would have passed the examination, they may recommend that the candidate be awarded an Aegrotat Degree.

## MINIMUM PERIOD OF STUDY

14. The programme of study and research for the MSc in Global Marketing Management shall be not less than one year for a full-time candidate.

## GRADES

15. The Examiners shall award a grade in respect of each module/course or other part of the programme of study.

15.1 For modules or a dissertation delivered by the University of Sheffield, the grade shall be expressed as a whole number on the numerical scale set out in Regulation 39 of the University of Sheffield's General Regulations for First Degrees and Regulation 15 of the University of Sheffield's General Regulations for Higher Degrees, Postgraduate Diplomas and Postgraduate Certificates, provided that a grade of 50 shall indicate work of a standard to pass. The University of Sheffield's General Regulations for Higher Degrees, Postgraduate Diplomas and Postgraduate Certificates shall apply to all matters relating to grading, failure and resubmission of modules or a dissertation delivered by the University of Sheffield.

15.2 For courses or a dissertation delivered by Hong Kong Baptist University, the grade shall be expressed as a letter on the scale set out in Regulation 7 of Hong Kong Baptist University General Regulations for Taught Postgraduate Programmes. Courses with a grade of C- or above shall be awarded units. Hong Kong

Baptist University's General Regulations for Taught Postgraduate Programmes shall apply to all matters relating to grading, failure and resubmission of courses or a dissertation delivered by Hong Kong Baptist University.

## AWARD OF CREDITS/UNITS

16. A candidate who satisfies the Examiners in the examination for a module/course or dissertation shall be awarded the credits/units assigned to that module/course.

16.1 In the case of modules or a dissertation delivered by the University of Sheffield, the credits assigned to that module or dissertation shall be awarded for work that has been awarded a grade of not less than 50.

16.2 In the case of courses or a dissertation delivered by Hong Kong Baptist University, the units assigned to that course or dissertation shall be awarded for work that has been awarded a grade of not less than C-.

## CREDITS/UNITS REQUIRED FOR A MASTER'S DEGREE OR POSTGRADUATE DIPLOMA OR CERTIFICATE

17. A candidate who is awarded credits equivalent to 180 University of Sheffield credits or units equivalent to 36 Hong Kong Baptist University units, with an overall cumGPA of 2.50 or above in the part of the programme delivered by HKBU shall thereby pass the Examination for the Award of the MSc in Global Marketing Management. A candidate who is awarded credits to the equivalent of 120 University of Sheffield credits or units equivalent to 24 Hong Kong Baptist University units, with an overall cumGPA of 2.50 or above in the part of the programme delivered by HKBU shall be eligible for the award of the Postgraduate Diploma. A candidate who is awarded 60 University of Sheffield credits shall be eligible for the award of the Postgraduate Certificate.

## DISTINCTIONS AND MERITS

18. The Examiners may in their discretion recommend the award of a mark of distinction or merit to a candidate registered for a Master's degree who achieves the required grades in the part of the programme (modules/courses and dissertation where relevant) delivered by each of the Universities, as set out in 18.1:

18.1

	<b>Required grades in the part of the programme delivered by the University of Sheffield</b>	<b>Required grades in the part of the programme delivered by HKBU</b>
For the award of distinction	A weighted mean grade of not less than 69.5, with a grade of not	An overall cumGPA of 3.67 or above, with no course grade below

	less than 70 in at least a half of the credits	B- and no repeated courses
For the award of merit	A weighted mean TUOS grade of not less than 59.5, with a grade of not less than 60 in at least a half of the credits	An overall cumGPA of 3.40-3.66

19. The Examiners may in their discretion recommend the award of a mark of distinction, merit or pass to a candidate registered for a Postgraduate Diploma who achieves the required grades in the part of the programme (modules/courses) delivered by each of the Universities, as set out in 19.1:

19.1

	<b>Required grades in the part of the programme delivered by the University of Sheffield</b>	<b>Required grades in the part of the programme delivered by HKBU</b>
For the award of distinction	A weighted mean grade of not less than 69.5, with a grade of not less than 70 in at least a half of the credits	An overall cumGPA of 3.67 or above, with no course grade below B- and no repeated courses
For the award of merit	A weighted mean TUOS grade of not less than 59.5, with a grade of not less than 60 in at least a half of the credits	An overall cumGPA of 3.40-3.66

20. In the case of a candidate who meets the requirement for a distinction or merit in the part of the programme delivered by one of the Universities, but does not meet the same requirement in the other part, the Examiners may in their discretion recommend the most appropriate award based on all the evidence before them, including an appropriately weighted and scaled combination of both parts of the programme, notwithstanding Regulations 18 and 19 above.

## DISSERTATIONS

21. The dissertation shall be of a length and be presented in typed form not later than the time prescribed by the Programme Director in accordance with relevant University rules.

22. A candidate shall state in the dissertation the sources from which the information it contains is derived and the extent to which the candidate has made use of the work of others.

23. A candidate may not submit a dissertation a substantial part of which consists of material which has been submitted for any other Degree or qualification.

## FAILURE

24. The Examiners may prescribe conditions to be satisfied by the candidate, and in the absence of any other provision, the re-examination, re-submission or repeating of modules/courses shall be within one year of the notification of the result.

## TIME-LIMITS AND EXTENSIONS

25. Except with the permission of the Faculty, a full-time candidate must complete the programme of study for a Master's Degree within a period one year greater than the minimum required to complete the programme of study; and any period during which the Faculty has granted a candidate leave of absence shall be ignored in calculating the time-limit.

Applicable time-limits for full-time and part-time candidates may, for good reason, be extended by not more than one year by the Faculty and, in exceptional cases, by a further period by the Senate of the University of Sheffield and the Senate of Hong Kong Baptist University on the recommendation of the Faculty. In any case in which the Faculty refuses to extend or recommend the extension of a time-limit, the Senate shall consider the case (including the views of the Faculty) and may grant the extension.

## DISCIPLINE OF STUDENTS

26. A candidate is subject to both the University of Sheffield's Regulations as to the Discipline of Students and Hong Kong Baptist University's regulations on the discipline of students. A candidate excluded from the programme under the regulations of either university will automatically be excluded from the entire MSC in Global Marketing Management.

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