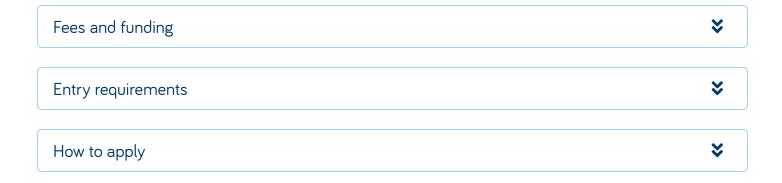
POSTGRADUATE

# Cross-Cultural Communication and International Marketing MA

The Cross-Cultural Communication and International Marketing MA provides theoretical, research and practical training in areas of international and intercultural communication and international marketing.

You are currently viewing course information for entry year: 2024-25

Start date(s): September 2024



Hi, I'm NCL Bot, I'm here to help answer your questions.



#### **Overview**

The International Marketing pathway is a specialism on the <u>Cross-Cultural Communication MA</u>. You will study international marketing and intercultural communication.

<u>Newcastle University Business School (NUBS)</u> academic staff deliver this specialist pathway. You'll gain a thorough understanding of marketing theories. You'll also learn how to apply them to real-world business challenges.

The Master's will equip you with relevant research techniques. You'll use these to investigate and critically analyse international marketing issues.

This pathway focuses on issues surrounding global communications and brand management. International marketing and international brand management employers will value this knowledge.

You'll have access to the Business School's excellent facilities. NUBS partners with major corporate and social enterprises and academic institutions. These partnerships provide many opportunities for students.

## Important information

We've highlighted important information about your course. Please take note of any deadlines.

! Your course and study experience - disclaimers and terms and conditions

# What you'll learn

Through this Cross-Cultural Communication and International Marketing Master's you'll:

- develop systemic understanding and critical awareness of international marketing theory
- apply theory to international case studies, markets and issues
- measure market performance and consumer behaviour
- develop knowledge of ethical issues and their implications in marketing

#### **Modules**

You will study modules on this course. A module is a unit of a course with its own approved aims and outcomes and assessment methods.

#### i Course content changes

Module information is intended to provide an example of what you will study.

Our teaching is informed by research. Course content changes periodically to reflect developments in the discipline, the requirements of external bodies and partners, and student feedback.

Full details of the modules on offer will be published through the <u>Programme Regulations and Specifications</u> ahead of each academic year. This usually happens in May.

#### **Optional modules availability**

Some courses have optional modules. Student demand for optional modules may affect availability.

To find out more please see our terms and conditions.

## **Cross-Cultural Communication and International Marketing MA modules**

Compulsory Modules	Credits
Research Portfolio	60
Introduction to Intercultural Communication	20
International Marketing	10

Principles of Marketing	20	
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Optional Modules	Credits
The Social Psychology of Communication	20
Sociolinguistics	20
Professional Communication in Intercultural Settings	20
English in the World	20
Culture, Interculturality and Identity	20
Language and Social Interaction	20
Multilingualism	20
The International Business Environment	10
International Brand Management	10
Marketing Ethics, Critical Consumption, and Corporate Social Responsibility	10

With the approval of the Degree Programme Director and depending upon the academic background of the candidate, alternative optional modules to those listed above may be selected.

# Chat with a Cross-Cultural Communication student



# **Lijun Zhang**

Country: Shanghai, China

Studying: MA Cross-Cultural Communication & International Marketing

"

This programme combines my interests and career development needs. One of the best things about studying interculturalism is that being in the middle of it allows me to

constantly reflect on and apply what I've learned in my day-to-day studies and life.

"

Get in touch with Liiun 7hang

# How you'll learn

#### **Delivery and teaching methods**

On our Cross-Cultural Communication and International Marketing MA, we deliver modules through a mix of:

- online lecture videos and activities
- online interactive lessons
- in-person lectures
- in-person small group teaching
- in-person small group workshops

We use a variety of teaching methods to:

- support your learning experience
- develop your learning potential
- prepare you for real-world challenges

Interactive sessions encourage you to apply new knowledge, concepts and skills to your practice. Weekly independent study tasks allow you to engage with and contribute to sessions and seminars.

If you choose to study part-time, we will work flexibly with you to develop a plan for your studies.

#### Assessment methods

Depending on your modules, you'll be assessed through a combination of:

Case study

**Computer assessment** 

Essay

**Oral presentation** 

**Problem-solving exercises** 

Reflective log

Research proposal

Research paper

Written examination

Written exercise

#### Additional assessment information

The <u>Cross-Cultural Communication research portfolio</u> is equal to an MA-level dissertation. It involves three separate research files which take place over the course of the academic year:

- a reflective research skills journal
- a presentation on a methodological approach to research in intercultural communication
- an empirical research project

#### Student support

## Your development

Our Cross-Cultural Communication and International Marketing programme is designed to support your development over the course of the year.

Semester 1 modules will give you a foundational knowledge of key areas in intercultural communication. Semester 2 modules will allow you to build on this. You will select specialist topics suited to your interests and future goals.

Through class discussion and assessment, you will reflect on your own intercultural communication, learning and development.

Through a research portfolio, you'll gain the analytical and theoretical skills required to understand and analyse communication in a wide range of settings. For example, your empirical project can be in

connection with voluntary work (for a charity or NGO). Or, it can be related to an internship, arranged over the summer towards the end of the course.

As a part-time student, you can conduct a research project of relevance to your employer and/or industry.

#### **Your future**

## Intercultural communication careers

The Cross-Cultural Communication and International Marketing Master's is relevant if you wish to study communication, language and culture. The course will prepare you for work in international and intercultural environments.

Communication is an essential aspect of the work in roles such as:

- marketing and communications
- communications consultants
- human resources advisors
- international recruitment
- digital communications
- translators and interpreters
- social workers
- international sales representatives
- NGO staff
- Study Abroad coordinators
- teachers

#### **Our Careers Service**

Our award-winning Careers Service is one of the largest and best in the country, and we have strong links with employers. We provide an extensive range of opportunities to all students through our ncl+ initiative.

Visit our Careers Service website

# **Quality and ranking**

• 42% of our research is classified as 4\* world-leading research – Research Excellence Framework 2021

- 4th in the UK and joint 24th in the world for sustainable development Times Higher Education
   Impact Rankings 2023
- 65% increase in research power since 2014 Research Excellence Framework 2021
- Global Top 110 University QS World University Rankings 2024
- Global Top 140 University Times Higher Education World University Rankings 2023
- Top 150 for Communication and Media Studies QS World University Rankings by Subject 2023
- Top 150 for Social Sciences Times Higher Education World University Rankings by Subject 2024

#### i Recognition of professional qualifications outside of the UK

#### **Facilities**

As a student in the <u>School of Education, Communication and Language Sciences</u>, you'll have access to facilities and a growing collection of online resources, including:

- a well-stocked Education Resource Centre
- <u>a language analysis lab</u>
- a phonetics lab
- an audio-video lab
- a recording studio

# **Fees and funding**

# **Tuition fees for 2024 entry (per year)**

Qualification: MA Full time	
Home students Full time: 12 months	Tuition fees (per year) £10,800

Qualification: MA Full time	
International students Full time: 12 months	Tuition fees (per year) £23,500

Qualification: MA Part time	
Home students Part time: 24 months	Tuition fees (per year) £5,400

i Tuition fee increases

! EU, other EEA and Swiss nationals - tuition fee status

# What you're paying for

Tuition fees include the costs of:

- matriculation
- registration
- tuition (or supervision)
- library access
- examination
- re-examination
- graduation

Find out more about:

- <u>living costs</u>
- tuition fees

## ! Deposit

**Funding deadlines** 

# **Search for funding**

Find funding available for your course

## **Select your country**



# **Entry requirements**

The entrance requirements below apply to 2024 entry.

# **Academic entry requirements**

A 2:1 honours degree, or international equivalent, in the following disciplines:

- Anthropology
- Communication
- Ethnography
- Intercultural Communication
- International Relations
- Linguistics
- Philosophy
- Psychology
- Politics
- Social Anthropology
- Social Psychology
- Sociology
- TESOL
- Modern Foreign Languages
- Accounting
- E-Commerce
- Economics
- International Trade
- Management
- Marketing

We **will** consider your application if you are a graduate in any of the following disciplines, and have relevant professional experience (for example in an international organisation or a cross-cultural context):

- education
- area studies
- English
- geography
- history
- law
- translation

We may consider your application if:

- you are a graduate in any other discipline and have relevant professional experience (for example in an international organisation or a cross-cultural context) or
- have lower or non-standard qualifications, and have relevant professional experience (for example in an international organisation or a cross-cultural context)

#### Qualifications from outside the UK

Select your country



# **English Language requirements**

Select your qualification



# **Admissions policy**

This policy applies to all undergraduate and postgraduate admissions at Newcastle University. It is intended to provide information about our admissions policies and procedures to applicants and potential applicants, to their advisors and family members, and to staff of the University.

<u>Download our admissions policy</u> (PDF: 201KB)

Other policies related to admissions

## **Credit transfer and Recognition of Prior Learning**

Recognition of Prior Learning (RPL) can allow you to convert existing relevant university-level knowledge, skills and experience into credits towards a qualification. <u>Find out more about the RPL policy which may apply to this course</u>

# **INTO International Pre-Master's - Pathway course**

Our Business and Humanities Pre-Master's will prepare you for Master's study at Newcastle. If you're successful then you're guaranteed a place on this Master's course.

• Business and Humanities Pre-Master's

# How to apply

## Before you start

#### **Start Dates**

The course starts in September.

#### **Closing Dates**

There is no application closing date for this course.

We suggest international students apply at least two months before the course starts. This is so that you have enough time to make the necessary arrangements.

#### **Deposit Conditions for International Applicants**

If you are an international student you may need to pay a deposit of £1,500 to secure your place on the course. If this applies, we will tell you the payment deadline in your offer letter. You won't need to pay another deposit if you need a visa to study in the UK.

## **Programme codes**

Qualification: MA Full time	
	Programme Code:

Qua	lification: MA Full time
Full time: 12 months	4068F

Qualification: MA Part time	
Part time: 24 months	Programme Code:

# Using the application portal

The application portal has instructions to guide you through your application. It will tell you what documents you need and how to upload them.

You can choose to start your application, save your details and come back to complete it later.

If you're ready, you can select Apply Online and you'll be taken directly to the application portal.

Alternatively you can find out more about applying on our <u>applications and offers pages</u>.



# **Open days and events**

You'll have a number of opportunities to meet us throughout the year including:

- · campus tours
- · on-campus open days
- virtual open days
- webinars

Find out about how you can visit Newcastle in person and virtually

## **Overseas events**

We regularly travel overseas to meet with students interested in studying at Newcastle University.

Visit our events calendar for the latest events

#### **Get in touch**

#### Questions about this course?

If you have specific questions about this course you can contact:

Degree Programme Secretary

School of Education, Communication and Language Sciences

Telephone: +44 (0) 191 208 8830

Email: CCC@ncl.ac.uk

# Online

For more general enquiries you could also complete our online enquiry form.

Fill in our enquiry form

#### Live chat

Our Ncl chatbot might be able to give you an answer straight away. If not, it'll direct you to someone who can help.

You'll find our Ncl chatbot in the bottom right of this page.

# Keep updated

We regularly send email updates and extra information about the University.

Receive regular updates by email

#### Chat to a student

Chat online with current students with our Unibuddy platform.

Chat to a student

#### Social Media

Get involved with the School of Education, Communication and Language Sciences social media.

Legal >

**Slavery & Human Trafficking Statement** >

Social media directory

Contact Us

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