Aston Business School

ELECTIVE MODULE CHOICE INFORMATION 2012/2013

MSc Marketing Management

Aston Business School

Elective Module Choice Information

PLEASE READ THESE NOTES CAREFULLY TO ASSIST YOU WITH YOUR ELECTIVE MODULE SELECTION ON MAP

You must select your choice of elective modules on MAP by the end of Induction week, **FRIDAY 28 SEPTEMBER 2012.**

You are required to select **FOUR** elective modules from the following list (a total of 60 credits):

BFM234 – Accounting for Non-financial Managers*
BHM328 – Strategic Business Sustainability*
BLM137 – Intellectual Property Strategy & Management*
BMM637 – Marketing Channels & Strategic Sales Force Management
BMM640 – Integrated Marketing Communications
BMM641 – Marketing Psychology
BMM642 – Strategic Brand Management
BMM643 – e-Marketing
BMM644 – Services Marketing
BMM645 – International Marketing Management
BSM929 – Strategic Management*

* YOU MUST STUDY NO MORE THAN 2 ELECTIVE MODULES IN EACH TERM, AND NO MORE THAN TWO NON-MARKETING MODULES i.e.: BFM234, BHM328, BLM137, BSM929.

Information on individual elective modules can be found on Blackboard under MSc Programmes Information / Module Outlines.

A time table showing when each module is taught is also available on Blackboard under MSc Programmes Information / Course Information / Programme Route, or you can view this information on the University website at –

www1.aston.ac.uk/aston-business-school/programmes/postgraduate/pre-arrival-information/programme-route/

INTERCULTURAL COMMUNICATIONS MODULE

This is an optional module that is non-credit bearing. Further information on this module will be given to you during Induction. It is strongly recommended that you attend this course. Registration is via MAP.

MODULE SELECTION ON MAP

In Order to select your choice of elective modules and the Intercultural Communications Module on MAP, logon, and from the home page go to 'Student Homepage' and then to 'On-line Module Selection for 2012/13. Choose 'select' and pick your choice of elective modules, then press submit. A list of both elective and compulsory modules will be displayed and you must then press 'confirm selections' to finalise your elective module choices.

CHANGING YOUR CHOICE OF ELECTIVE MODULE

Once the Lectures have started you may change your selection only up to the end of the first week of the relevant Term. Requests to change elective module selections can be done via MAP.

AND FINALLY

In the case where numbers for individual modules are either very high or very low, we reserve the right to either limit numbers (on a first come, first served basis) or to withdraw a module from the timetable.

Finally, in the case of modules that are assessed by examination, you should note that the exam will not necessarily take place in the same time-table slot as that of the lectures. The exam may be at a different time and/or on a different day.