



Go to uoldigital.net/LUBS-maps to learn more about this map and how to use it effectively.

MSc International Marketing Management

This map shows the university week numbers when your **compulsory module** assessments are due, helping you plan your time. Each **icon** represents a deadline for one piece of assessment in a module; some modules may have multiple assessments.

Always **check Minerva for exact due dates and times**, especially those due during examination period (**Ex**), and during the Christmas (**C1-4**), Easter (**E1-4**), and Summer (**S1-10**) vacations.

Semester 1 assessment

Exam period begins on 11th January and ends on 22nd January 2027.

Week number	1	2	3	4	5	6	7	8	9	10	11	C1-4	Ex
LUBS5423M													
LUBS5462M													
LUBS5405M													
LUBS5465M													
LUBS5483M													

Semester 2 assessment

Exam period begins on 17th May and ends on 4th June 2027.

Week number	14-21	E1-4	22-25	Ex	29	30	S1	S2	S3	S4	S5
LUBS5471M											
LUBS5478M											
LUBS5453M											

Dissertation

Your dissertation (LUBS5499M) deadline is **Thursday 2nd September 2027**.

Assessment Type Key

Exam

Coursework

Presentation

Video/audio

A circle around an icon indicates a group assessment

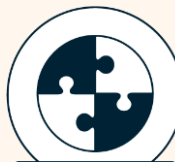
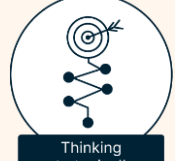
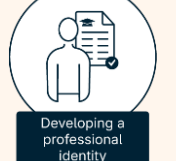


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MSc International Marketing Management

Your skills, your degree

Actively developing your personal and professional skills is key to your success at university and in your future career. The table below shows the skills that have been embedded in your curriculum. This only shows **skills in compulsory modules** – you will develop many more through optional modules and co-curricular opportunities. Go to uoldigital.net/LUBS-maps to learn how the University supports you to assess, develop and evidence your skills.

Module	Skills (list)	Skills (icons)
LUBS5423M Cross-Cultural Consumer Psychology	Systems Thinking; Commercial & Sector Awareness; Written Communication; Creativity; Problem Solving	 Systems thinking  Commercial and sector awareness  Written communication  Creativity  Problem solving
LUBS5462M Global Marketing	Collaboration; Verbal & Non-verbal Communication; Analysing Information & Data; Influencing; Assertiveness	 Collaboration  Verbal and non-verbal communication  Analysing information and data  Influencing  Assertiveness
LUBS5405M Marketing Communications	Thinking Strategically; Creativity; Critical Thinking; Commercial & Sector Awareness; Integrity & Ethics	 Thinking strategically  Creativity  Critical thinking  Commercial and sector awareness  Integrity and ethics
LUBS5465M Marketing Strategy	Critical Thinking; Collaboration; Commercial & Sector Awareness; Systems Thinking; Adaptability	 Critical thinking  Collaboration  Commercial and sector awareness  Systems thinking  Adaptability
LUBS5483M The Global Marketing Professional	Developing Vision & Purpose; Developing a Professional Identity; Verbal & Non-verbal Communication; Written Communication; Negotiation	 Developing a vision and purpose  Developing a professional identity  Verbal and non-verbal communication  Written communication  Negotiation

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Module	Skills (list)	Skills (icons)
LUBS5471M Global and Digital Services	Systems Thinking; Problem Solving; Commercial & Sector Awareness; Written Communication; Critical Thinking	 Systems thinking  Problem solving  Commercial and sector awareness  Written communication  Critical thinking
LUBS5478M Global Distribution and Supply Chains	Thinking Strategically; Influencing; Assertiveness	 Thinking strategically  Influencing  Assertiveness
LUBS5453M Research Methods for Marketing	Critical Thinking; Problem Solving; Integrity & Ethics; Written Communication; Analysing Information & Data	 Critical thinking  Problem solving  Integrity and ethics  Written communication  Analysing information and data
LUBS5499M Marketing Academic / Applied Dissertation	Critical Thinking; Planning & Organising; Written Communication; Reasoned Decision Making; Managing Pressure	 Critical thinking  Planning and organising  Written communication  Reasoned decision making  Managing pressure

Please note: This skills map contains the latest approved skill outcome descriptions for your core modules. Some module specifications (or catalogue entries) may display alternative wording while updates are being completed.