

PROSPECTS

Taught course

International Marketing (London Campus)

Newcastle University (/universities/newcastle-university-3906) · Newcastle University Business School

MSc

Entry requirements

A 2:1 honours degree, or international equivalent, in any subject. If you do not meet the academic entry requirements, you may be eligible to apply for the International Graduate Diploma in Business.

Months of entry

September

Course content

This MSc provides you with an opportunity to acquire a thorough understanding of marketing theories and how to apply them to real world business challenges. The course is taught from our London campus.

You will specialise in marketing within an international context, including the rapidly developing issues surrounding global communications and brand management.

The course covers the following areas:

- consumer behaviour;
- international brand management;
- the international business environment;
- international marketing;
- international marketing communications;
- market analysis;
- marketing research;
- principles of marketing.

You will also complete a dissertation. This will either be research-based or practice-based. It is designed so that you can demonstrate the understanding and skills you have gained from the course in the context of a detailed study of a management or business issue. You will be supported through research study skills modules and experienced research supervisors.

Read more (http://www.ncl.ac.uk/postgraduate/courses/degrees/int-marketing-london-msc/#profile?utm_source=Prospects-int-marketing-london-msc&utm_medium=course&utm_term=&utm_campaign=PG3PL-Prospects-course)

Information for international students

IELTS 6.5 overall (with a minimum of 6.0 in all sub-skills). If you have lower English Language scores, you may be accepted onto a Pre-sessional English Language course. If you do not meet the academic entry requirements, you may be eligible to apply for the International Graduate Diploma in Business.

Fees and funding

Please visit our website for further information on: Funding and Finance

(http://www.ncl.ac.uk/postgraduate/courses/degrees/int-marketing-london-msc/?utm_source=Prospects-int-marketing-london-msc&utm_medium=course&utm_term=&utm_campaign=PG3PL-Prospects-course#fees&funding)

Qualification and course duration

MSc

full time

12 months

Course contact details

Name

Newcastle University London website

Email

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Phone

+44 1273 876040

Visit website

(</redirect/course/website/116760>)

Apply

(</redirect/course/apply/116760>)

Events

(</universities/newcastle-university-3906/events/newcastle-university-summer-recruitment-fair-2018-2550238>)

EVENT

Newcastle University Summer Recruitment Fair 2018

Newcastle University

Newcastle upon Tyne

(/universities/newcastle-university-3906/events/newcastle-university-recruitment-and-placements-fair-2018-2550237)

EVENT

Newcastle University Recruitment and Placements Fair 2018

Newcastle University

Newcastle upon Tyne

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