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Course overview



Gain specialist knowledge in marketing management and communications, with a focus on advertising and branding. On this course, you'll develop a comprehensive understanding of key areas of marketing such as strategy and consumer behaviour.

Taught by specialists with professional experience and internationally recognised research expertise, you'll gain the skills and knowledge to pursue a successful career in marketing management.

The course offers a balance of both academic and practical learning, allowing you to put your knowledge into practice within genuine business situations. You'll explore the latest developments in marketing management, both in theory and in practice.

You'll graduate with up-to-date knowledge that will make an impact with employers and add value to your career.

Dedicated modules will introduce you to essential marketing concepts, frameworks and approaches. You'll also gain the skills you'll need to work as a professional in marketing or advertising. A choice of optional modules will allow you to explore areas that suit your career plans.

Course highlights

- This course is shaped by the Business School's Global and Strategic Marketing Research Centre, one of the leading centres of research in marketing in Europe.
- Learn from academics who bring their world-leading expertise to the classroom.
- Develop cross-cultural thinking and understand how professional marketers operate across the world, helping you stand out in the global job market.
- Your learning will be connected to developments in industry through guest speakers who share current trends and valuable real-world insight.
- Build your professional skills and personal brand through the 'The Global Marketing Professional' module and improve your job market readiness with support from the Careers Service.
- Graduate with the skills and knowledge to succeed in different areas of advertising and marketing, such as communications, marketing management, strategic marketing, account management, marketing analytics, or even entrepreneurship.

Find out more about studying your Masters at Leeds University Business School.

Please note, until September 2023, this course was previously offered under the name MA Advertising and Marketing.

Accreditation

Leeds University Business School has triple accreditation from the three leading bodies AACSB, AMBA and EQUIS

This Masters degree is accredited by the Chartered Institute of Marketing (CIM), giving you the opportunity to work towards CIM qualifications during your studies and receive exemptions from selected assessments.

CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners.

CIM qualifications are highly sought after by employers, ensuring you're equipped with the best opportunities for a successful marketing career.

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Course details

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