

POSTGRADUATE

International Marketing MSc

Our MSc addresses the rapidly developing areas of global communication and brand management, digital marketing and marketing ethics.

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

Start date(s): **September 2024**

Fees and funding



Entry requirements



How to apply



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Next

Overview

Apply your understanding of marketing theories to real-world business challenges. Our International Marketing MSc addresses the rapidly developing areas of:

- global communication and brand management
- customer relationship management
- marketing ethics
- digital marketing

Organisations are becoming aware of the importance of understanding what their customers want. They also see the necessity to develop products and services that meet their needs and aspirations.

This course consists of marketing-orientated modules with a strong commercial focus. It enables you to:

- develop a theoretical understanding of the discipline
- test applicability of both well-established and newly-introduced marketing concepts in different contexts

Taking a marketing-led approach, you'll learn how to:

- create competitive business advantages
- build brand loyalty
- understand the ethical issues and implications associated with your decisions

This is a 'conversion course'. It is for graduates of disciplines other than marketing who wish to enter marketing as a career.

Important information

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

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Our degree specialises in marketing in an international context. It consists of marketing-orientated modules. These modules have a strong commercial focus.

There is a global perspective throughout. You'll develop an in-depth understanding of international marketing practices. You'll consider them from a strategic and tactical perspective.

Taking a market-led approach, you will:

- gain fundamental knowledge
- understand concepts and theories
- learn professional marketing techniques
- develop skills to deal with international marketing issues
- conduct market research to understand consumer behaviour and business market performance

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.

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 [Programme Regulations and Specifications](#) 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](#).

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International Marketing Communications Management	10
Dissertation in Marketing	60
Marketing Research	20
Consumer Behaviour	10
Digital Marketing	10
Principles of Marketing	20
Marketing Ethics, Critical Consumption, and Corporate Social Responsibility	10
Contemporary Trends in Marketing	10

Optional Modules	Credits
Customer Relationship Management	10
Marketing Analytics	10

Semester of Exchange

If you successfully pass all taught elements of the course, you may be eligible to take part in a semester of study abroad at one of the Business School's exchange partner institutions.

How you'll learn

Delivery and teaching methods

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

Case study

Computer assessment

Design or creative project

Dissertation

Essay

Professional skills assessments

Oral presentation

Report

Research proposal

Written examination

Written exercise

Additional assessment information

You'll choose a dissertation format, this is either:

- a client-led engagement project; or
- a traditional research dissertation

Student support

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- written feedback

Throughout your studies, you'll have access to support from:

- peers
- academics
- personal tutors
- our University Student Services Team
- student representatives

You'll also be assigned an academic member of staff. They will be your personal tutor throughout your time with us. They can help with academic and personal issues.

Our staff

Your development

Professional skills

Build your experience and demonstrate your value to employers with practical marketing experience. You'll have exposure to industry through modules and a regional marketing competition.

Your future

Graduate destinations

Graduates from this course have undertaken various roles, including:

- marketing manager

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- channel development manager
- key account manager

Careers

This course prepares you for a wide range of careers with employers, such as:

- Royal Bank of Scotland
- Coca-Cola HBC
- Grolsch Brewery
- Nigel Wright Consultancy
- Johnson & Johnson
- Mitsubishi Motors Corporation
- Dongfeng Nissan

Careers support

Access the largest professional international marketing networks. We'll provide you with the resources, training and support you'll need throughout your marketing career.

Gain a route to certified member status of the Market Research Society (MRS), without any further exams (subject to work experience). Our course is one of only six in the UK to achieve MRS status.

Undertake further study for a Chartered Institute of Marketing (CIM) qualification. Once you graduate you will gain exemptions against their qualifications.

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](#)

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- 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 195 for Social Sciences and Management - QS World University Rankings by Subject 2023

Professional accreditation and recognition

Newcastle University Business School accreditation

Newcastle University Business School is accredited by the:

- [Association to Advance Collegiate Schools of Business \(AACSB\)](#)
- [European Quality Improvement System \(EQUIS\)](#)
- [Association of MBAs \(AMBA\)](#)

Only **1% of business schools worldwide** hold this triple crown. Our accreditations reflect the investments we make for our students through providing a high quality teaching environment, innovative programming and active engagement with industry.

Chartered Institute of Marketing (CIM)

This course is approved and accredited by the [Chartered Institute of Marketing](#) (CIM), the leading professional body for marketers. CIM accreditation reassures potential employers that our graduates have an excellent grounding in all the main aspects of marketing. It also accelerates the process of gaining a high-level CIM qualification for those who go on to pursue a career in marketing.

Successful graduates can undertake further study for a CIM qualification at the highest possible entry level, namely the Chartered Postgraduate Diploma in Marketing.

In itself the course does not provide a CIM qualification or membership, this is dependent on relevant work

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✓ All professional accreditations are reviewed regularly by their professional body

i Recognition of professional qualifications outside of the UK

Facilities

Newcastle University Business School is one of the largest Schools in the University. We have over 3,500 students representing over 80 nationalities. This valuable network extends beyond our current students to include:

- regional, national and international leaders
- over 34,000 alumni in our network, spanning over 150 countries
- leading professionals and practitioners from industry

The Business School is the gateway to Newcastle Helix - an innovation hub and community that brings together industry leaders, businesses and top researchers.

Our facilities include:

- flexible conference room with panoramic views across the city
- Wi-Fi enabled connectivity throughout the building, including three computer clusters housing over 120 PCs
- four large lecture theatres and over 25 seminar and teaching spaces, providing comfortable teaching and group study space
- dedicated Student Hub and Quiet Space, providing a balanced mix of study space for group work or quiet, individual study
- contemporary café
- employability hub to support your career aspirations
- Bloomberg Room to give you a real feel for the trading room floor
- Experimental and Behavioural Economics Lab, a state-of-the-art research facility for conducting

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Fees and funding

Tuition fees for 2024 entry (per year)

Qualification: MSc Full time	
Home students Full time: 12 months	Tuition fees (per year) £15,000
International students Full time: 12 months	Tuition fees (per year) £28,900

i Tuition fee increases

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

Find out more about:

- [living costs](#)
- [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

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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.

[Download our admissions policy](#) (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. [Find out more about the RPL policy which may apply to this course](#)

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

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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: MSc Full time	
Full time: 12 months	Programme Code: 5145F

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 [applications and offers pages](#).

Apply Online 

Open days and events

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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:

[Dr Paul Liu](#) (Degree Programme Director)

[Newcastle University Business School](#)

Telephone: +44 (0)191 208 1503

[Dr Cezara Nicoara](#) (Deputy Degree Programme Director)

[Newcastle University Business School](#)

[Contact Newcastle University Business School](#)

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.

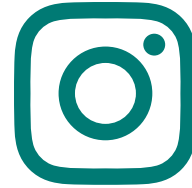
Keep updated

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

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Connect with Newcastle University Business School.



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Newcastle University
Newcastle upon Tyne
NE1 7RU

Telephone: +44 (0)191 208 6000

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