



MSc Marketing Management

Delivery:

Full-time , Full-time with placement

Ask 

Contents

- Introduction
- CIM Strategic Partner
- Course details
- Your application
- Placements
- Entry requirements
- Careers
- Costs and fees
- Our staff
- Course changes



Chat to us

Why study MSc Marketing Management?

Acquire knowledge of specialist units that explore contemporary issues for today's marketers, complemented by broader management units, to advance your leadership skills

Gain invaluable industry experience and build your network through a 30-week placement

Learn from research-active, industry-experienced academics who are engaged in areas such as consumer behaviour, branding and digital marketing

Create a significant piece of self-managed research in an area that you are passionate about

Benefit from the opportunity to undertake a Chartered Institute of Marketing (CIM) professional qualification, highly sought-after by employers

Graduate with the skills to pursue a successful career and lead at the cutting-edge of marketing, public relations, human resources, finance and many other industries.

Course accreditation

The accrediting bodies on this course are renowned industry-wide for promoting excellence and the highest standards, all of which are reflected in the Bournemouth University Business School experience.

Association to Advance Collegiate Schools of Business (AACSB)

The Association to Advance Collegiate Schools of Business (AACSB) accreditation is a hallmark of excellence that has been awarded to fewer than 6% of business schools worldwide.

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Chartered Institute of Marketing (CIM)

Bournemouth University is a Strategic Partner with the Chartered Institute of Marketing (CIM), allowing you to gain a professional qualification as well as exemptions towards a CIM Diploma in Professional Marketing.



(<http://www.aacsb.edu/about>)



Strategic Partner

(<https://www.cim.co.uk/>)

Key information

Next start date:

September 2024, January 2025, September 2025

Location:

Bournemouth University, Lansdowne Campus (with additional activities on Talbot Campus)

Duration:

September: 1 year full-time or 2 years with optional 30-week work placement. January: 16 months full-time or 2 years with optional 30-week work placement

Accreditations:

The Association to Advance Collegiate Schools of Business (AACSB), Chartered Institute of Marketing (CIM)

Entry requirements:

A Bachelors Honours degree with 2:2 in any subject, or equivalent. For more information see our [full entry requirements \(in-page link, please see section further down this document\)](#)

International entry requirements:

If English is not your first language you'll need IELTS (Academic) 6.0 with a minimum of 5.5 in each component. For more information see our [full entry requirements \(in-page link, please see section further down this document\)](#).

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2024/2025

£11,000 (UK, ROI & CI) £17,500 (Int'l)

September 2024 and January 2025 entry

Placement year: £1,850

Important information about fees

Fee regions explained:

UK: United Kingdom

ROI: Republic of Ireland

CI: Channel Islands & Isle of Man

Int'l: International

[Understanding your tuition fee status \(https://www.bournemouth.ac.uk/pg-fee-status\)](https://www.bournemouth.ac.uk/pg-fee-status).

[Find out more about course fees and costs \(in-page link, please see section further down this document\)](#).

Scholarships

Scholarships rewarding academic achievement available from **£2,000**. [Find out more \(https://www.bournemouth.ac.uk/study/postgraduate/fees-funding/scholarships\)](https://www.bournemouth.ac.uk/study/postgraduate/fees-funding/scholarships).

Related courses

Take a look at some of the other courses that we offer at BU.

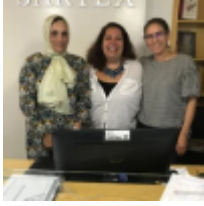
MSc Marketing Management (Digital) (<https://bournemouth.ac.uk/study/courses/msc-marketing-management-digital>)

MSc Marketing Management (Retail) (<https://bournemouth.ac.uk/study/courses/msc-marketing-management-retail>)

MSc Marketing and User Experience (<https://bournemouth.ac.uk/study/courses/msc-marketing-user-experience>)

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A Master's degree and more



Read about Ana Paula's internship abroad

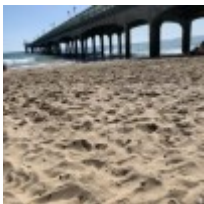
(<https://microsites.bournemouth.ac.uk/postgraduate/2019/08/27/why-bournemouth-university-and-an-internship-in-tunisia/>)



Marketing Master's graduate to entrepreneur

(<https://www.bournemouth.ac.uk/why-bu/graduate-student-stories/alumni-profiles/ahmed-khalifa-master-s-graduate-entrepreneur>)

Students' experiences



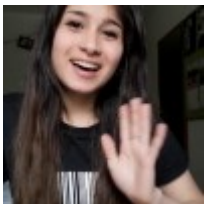
Learn why Jess decided to study her Master's in Marketing at BU

(https://microsites.bournemouth.ac.uk/student-blog/2022/07/04/my-reasons-for-choosing-to-study-my-masters-at-bu/?preview_id=20962&preview_nonce=c303ed7269&_thumbnail_id=20963&preview=t)



Liene's journey from studying UG tourism to PG marketing at BU

(<https://microsites.bournemouth.ac.uk/student-blog/2021/03/11/from-ug-tourism-to-pg-marketing/>)



Watch Kyana's vlog about her first semester as a Master's student

(<https://microsites.bournemouth.ac.uk/student-blog/2021/01/27/what-i-learned-in-my-first-semester-at-bu/>)

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Planning your future

[Open Days \(https://bournemouth.ac.uk/study/postgraduate/meet-us\)](https://bournemouth.ac.uk/study/postgraduate/meet-us)

[Accommodation \(https://bournemouth.ac.uk/why-bu/accommodation\)](https://bournemouth.ac.uk/why-bu/accommodation)

[International students \(https://bournemouth.ac.uk/study/international\)](https://bournemouth.ac.uk/study/international)

[Fees and funding \(https://bournemouth.ac.uk/study/postgraduate/fees-funding\)](https://bournemouth.ac.uk/study/postgraduate/fees-funding)

[Career development \(https://bournemouth.ac.uk/study/postgraduate/career-development\)](https://bournemouth.ac.uk/study/postgraduate/career-development)

[Additional Learning Support \(https://www.bournemouth.ac.uk/why-bu/student-wellbeing/additional-learning-support\)](https://www.bournemouth.ac.uk/why-bu/student-wellbeing/additional-learning-support)

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CIM Strategic Partner

The Chartered Institute of Marketing (CIM) qualifications are highly sought after by employers and their content is reflected in our own degrees, ensuring we're equipping you with the best opportunities for a successful marketing career.



Qualifications and exemptions

Benefits for you and employers

Additional costs

Course details

Contact hours and assessment

Details of the assessment methods and contact hours for each unit of the course can be found in the programme specification.

Core units

- **Leadership Essentials:** The unit aims to provide a critical understanding of leadership theory and practice through developing your personal leadership skills. You will develop greater self-awareness through reflexivity and working with teams, combined with a theoretical understanding including emotional intelligence, resilience and well-being.
- **Marketing & Strategy:** You will explore and analyse the premise that in order to be successful, organisations need to gain a good understanding of their customers' requirements and to seek to achieve organisational objectives through the satisfaction of their customers' needs and wants.
- **Managing People:** You will develop your knowledge, skills and understanding of the theories and practices of organisational behaviour, especially in the area of people management, and how this can effectively contribute to positive organisational outcomes.
- **Omnichannel Strategy & Supply Chain Management:** In this unit you will apply the operational, managerial and strategic uses of technology and strategic management information systems to a global omnichannel business environment, considering the end-to-end process of product development and marketing/selling business-to-business and business-to-consumer.
- **Marketing Communications & Brand Management:** The unit will examine the key issues and challenges in marketing communications and branding. It will cover strategic issues of integration and planning as well as the tactical considerations needed to execute relevant marketing communications campaigns that meet consumer's needs.
- **Sustainability & Social Marketing:** Sustainability and social marketing examines current trends in marketing theory and practice which are occurring as a result of change in the business environment, technology and organisations.
- **Research Project:** An opportunity to undertake a significant piece of self-managed research in an area that interests you.

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Placement

Programme specification

Your application

For Marketing Management we are looking for applicants who:

- Demonstrate a passion for marketing
- Can evaluate theory and marketing strategies
- Communicate effectively in both written reports and among peers
- Can show an awareness of the importance of marketing within all business activity.

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Background and experience

Selection methods

How and when to apply

Placements

An exciting and valuable part of your studies with us is the opportunity to gain valuable experience through full-time paid industrial placements, for a minimum of 30 weeks. You will have the option to start your placement when the taught units of the course are finished, and after the dissertation.

➤ **Find out more about placements for postgraduate students**
(<https://www.bournemouth.ac.uk/study/postgraduate/career-development/course-placements>)

What support is available?

International students

Entry requirements

General entry requirements

International entry requirements

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Careers

This course gives you the opportunity to learn in an environment which brings together staff and students from all over the world, which will provide you with the edge in the industry to be a future leader in your area of expertise.

Typical starting job roles

Industries worked in

Further study

Costs and fees

You can find full information about the deposits required and how to pay your fees in our postgraduate [fees and funding \(https://bournemouth.ac.uk/study/postgraduate/fees-funding\)](https://bournemouth.ac.uk/study/postgraduate/fees-funding) section, including details of the Postgraduate Loan (subject to fee status).

All fees are quoted in pounds sterling and are per annum. Fees quoted are for tuition only unless stated otherwise. Your tuition fees will be the same for each year of your course.

➤ [Find out more about living expenses for postgraduate students \(https://www.bournemouth.ac.uk/study/postgraduate/fees-funding/living-expenses\)](https://www.bournemouth.ac.uk/study/postgraduate/fees-funding/living-expenses)

No hidden extras

Costs of living and other expenses you need to consider

Repeat units

Deposits

Financial help available from BU

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Our staff

On this course you will be taught by staff with relevant expertise and knowledge appropriate to the content of the unit. This could include senior academic staff, qualified professional practitioners and research students, many of whom are actively engaged in research and/or professional practice which is integrated into the teaching of this course. Please note that teaching staff can change.

Dr Julia Hibbert - Principal Academic & Programme Leader

Dr Kaouther Kooli - Principal Academic

Dr Yumei Yang - Principal Academic in HR and Organisational Behaviour

Dr Jeffery Bray - Associate Professor in Consumer Behaviour

Course changes

Changes for 2024 entry

Changes for 2021

Changes for 2019 entry

Chat to us

Hear from our staff

Cliff van Wyk

“My career contacts have helped me offer great benefits to students, securing guest lectures and challenging live briefs, as well as associations with top agencies.”

What employers think

Jonathan Clark

“We’ve always employed BU graduates as they come prepared for the workplace, have a good mix of work experience and are agile and able to adapt to new technologies.”

Information on this page relates to next entry point (see box containing fees figures), unless indicated otherwise. Statistics shown throughout this page are taken from The Discover Uni dataset (formerly Unistats) and BU institutional data, unless otherwise stated.

Contact us



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■ **+44 (0)1202 524111**

■ **Full contact details (<https://bournemouth.ac.uk/about/how-contact-us>)**

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