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Find further information in the course terms and conditions

## Course overview



This Masters degree enables you to develop a career in strategic marketing, particularly in the global business environment.

You'll learn to appreciate modern developments in marketing management theory and practice, exploring essential areas including global marketing, marketing

strategy and marketing research.

You'll also examine key topics such as global and digital services, cross-cultural consumer psychology and global distribution and supply chains.

The course has a practical focus, allowing you to develop professional skills through practical assignments and case studies examining genuine business scenarios.

Our academics are specialists in their field with extensive teaching, research and consultancy experience of international standing. This globally recognised course will provide you with cross-cultural experience and the skills required to work in the worldwide business environment.

### **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.
- You'll benefit from opportunities to gain practical, hands-on experience with real organisations through projects and case studies.
- Your learning will be connected to developments in industry through guest speakers who share current trends and valuable real-world insight.
- Develop cross-cultural thinking and understand how professional marketers operate across the world, helping you stand out in the global job market.

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

### **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 are equipped with the best opportunities for a successful marketing career.

The course is also accredited by the Institute of Export and International Trade (IOE&IT), the professional membership body representing and supporting the interests of everyone involved in importing, exporting and international trade.

## **Rankings and awards**

**MSc International Marketing Management is ranked 24th globally**  
2024 QS Business Masters Rankings

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## **Student profile: Federica Sala**