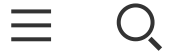


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Nottingham Trent
University



Strategic Marketing Leadership MSc

Find an open day

Order a prospectus

Level(s) of Study: Postgraduate taught

Start Date(s): September 2024

Duration: One year full-time / two years with a work placement

Study Mode(s): Full-time / Sandwich

Campus: City Campus

Entry Requirements:

[More information](#)

Year of entry:

2024

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What
you'll
study

How
you're
taught

Employability

Facilities

Entry
requirements

Fees
and
funding

How
to
apply

Introduction:

In a competitive environment where organisations are focusing on long-term business planning to succeed, there is a high demand for strategic marketing professionals at senior level. Drawing on the expertise of both our marketing faculty and industry partners, our MSc Strategic Marketing Leadership takes a contemporary view of marketing practice and challenges you to critically analyse and apply the underpinning frameworks and theories.

This degree will engage you in data driven decision making and cutting edge thought leadership, advance your communication and research skills and apply your knowledge of strategic marketing to solve real-world business challenges. Through the use of case studies and business simulations, you will develop the knowledge and confidence to tackle the complex issues posed by both large and small-scale enterprise and learn to apply creative thinking to solve evolving strategic challenges facing marketers.

This course is accredited by the Chartered Institute of Marketing (CIM) and you will have the opportunity to graduate with the CIM Marketing Leadership Programme qualification.

This is a new Level 7 qualification for senior marketers and would usually require at least 5 years senior management experience.

Designed for aspiring marketing leaders

Our MSc Strategic Marketing Leadership provides advanced-level study in marketing. It is the ideal next step for marketing graduates who want to uncover deeper marketing insights from a strategic perspective and develop into effective, strategic-minded and confident marketing leaders.

What you'll gain from this degree?

- develop skills and knowledge to become an effective strategic marketing professional with a global outlook, equipped for a successful international career in marketing, business or management.
- ability to evaluate the rigour and validity of published research and assess its relevance to the practice of conventional marketing and synthesise existing research to identify alternative approaches.
- demonstrate proficiency in the use of techniques of research and enquiry to draw conclusions from a critical evaluation of relevant conventional marketing issues.
- understand traditional and contemporary debates related to the philosophy and practice of marketing and business strategy.

Nottingham Business School have both EQUIS and AACSB accreditation.



This course is accredited by the Chartered Institute of Marketing (CIM) and you will have the opportunity to graduate with the CIM Marketing Leadership Programme qualification.



You will be allocated an Academic Mentor at the beginning of the academic year and you will meet with them regularly throughout the year. Academic Mentors help you make the most of your time at NBS.



NTU is ranked in the Top 20 for Marketing in The Complete University Guide 2021.



NTU is 2nd for number of PGT students studying Marketing (HESA, 2019/20)

Course accreditation



What you'll study

At NBS you can create a personalised learning experience, giving you a unique Masters degree that equips you with the skills you'll need, for the career you want. Each of the modules will be delivered over a four week period, with teaching delivered in three weeks and the fourth week left clear for assessment work. This enables you to focus on one subject at a time, whilst allowing time for preparation and assessment work. Take a look at our [current term dates](#) to give you an idea of the module structures.

Residential trip

At the beginning of your course you will attend a residential trip with your new course mates and course team. This is a perfect introduction to your course and a great opportunity to get to know who you will be spending the next year studying with. The trip involves interactive ice-breaker sessions and team building activities.

Modules

Placement opportunities

Professional Development

Semester One

Marketing for the Boardroom (20 credits)

This module examines the importance of presenting marketing data to inform effective decision-making at a senior level in organisations. The module will establish how an understanding of a range of marketing measurement techniques can enable organisations to achieve market insights and strategic decision making, and provides an appreciation of how measurement techniques, aligned to business objectives, can establish and determine the effectiveness of marketing activities. You will look at the major areas of marketing metrics, measurement in different market contexts, how to identify appropriate and relevant data sources, methods of creating marketing insights and understand their role in the boardroom.

Building B2B Customers and Clients (20 credits)

This module will help you understand today's business customers, strategic and tactical aspects of business marketing, and contemporary marketing approaches to support the prospecting, acquisition, engagement and retention of custom. You will develop an understanding of the principles of B2B marketing, dynamics of inter-organisational relationships, supply chain management, and how to formulate marketing plans and channel strategy. You will learn to identify current developments in B2B marketing and their impact on the marketing mix, and support the development and implementation of marketing strategy.

Winning Marketing Strategies (20 credits)

To develop an effective marketing strategy that represents a sustainable competitive advantage, organisations need to understand and embrace the impact of the external environment. On this module you will develop a critical understanding of strategy and strategic marketing and develop an understanding of how traditional and contemporary planning tools can be practically applied to formulate and implement strategy in a variety of business contexts. You will explore the theories and concepts underpinning strategic marketing and what makes a successful strategy, including the planning process, and the importance of its alignment to wider organisational aims and objectives.

Semester Two

Influencing and Leading Change in Marketing (20 credits)

This module will develop your understanding of theories and concepts underpinning marketers as 'change agents', how critical thinking can identify gaps in the market and the competitive advantage that can give organisations. You will assess how change and innovation processes can be established and managed in marketing and evaluate the implications of new innovation strategies for customers and organisations. Through exploring external influences like globalisation, sustainability and development, you will develop an understanding of different markets, and appreciate the importance of marketing metrics in determining the effectiveness of innovation and communicating to key stakeholders.

Corporate Reputation and Crisis Management (20 credits)

You will develop an understanding of the role of corporate brand and reputation, how to manage them and how organisations use brand and reputation management strategies to communicate with stakeholders in a variety of contexts. Exploring areas including crisis management, brand architecture and storytelling in corporate communications, you will analyse techniques and positioning strategies employed by different organisations and how they are measured. You will understand the role of corporate social responsibility (CSR), ethics and

sustainability in managing brand reputation and examine the influence that corporate culture has on organisational decision making.

Marketing in Practice (20 credits)

Assuming the role of a Marketing Manager or Marketing Director in a global business context, you will be challenged to tackle contemporary and complex marketing situations through the development of a contemporary operational marketing plan. You will appraise how the external environment and internal organisational processes may influence marketing in practice, and understand the implications this has on the development and implementation of marketing strategy. You will develop the ability to analyse a dynamic marketplace in a competitive environment and successfully navigate it, through the application of appropriate frameworks, tools, and a critical understanding of marketing practice developed throughout your studies.

Semester Three

In your final semester you'll take on a experiential project, giving you a fantastic opportunity to use the theories and knowledge you've gained to produce a challenging and meaningful piece of work. Projects include:

Consultancy Experience Project (40 credits)

Working as part of a team, you'll undertake focused research, developing your professional skills, managing a complex project and delivering results in a real business situation. You'll present your findings to the client and learn valuable project management tools and concepts.

In-Company Experience Project (40 credits)

On an internship of 12 weeks or more, you'll apply the theories you've learnt to a substantial, live project. This will involve focused research, developing skills, managing a complex project and delivering results in a real business situation. You'll also learn project management tools and concepts.

Business Research Project (40 credits)

This project is a more traditional piece of independent research, creating an academic research paper, presentation and methodological reflection. Because we believe experiential learning is so important, this project is only available to students with significant prior work experience or a desire to progress to a PhD.

For more information about semester three options please visit our [Experiential Projects](#) page.

Ongoing Learning

Throughout the year you will also study the following modules which will help you understand how to manage your own continuous personal and professional development (PPD).

Professional Practice (10 credits)

The purpose of the module is to increase understanding of how to manage your own continuous personal and professional development in order to enable sustained career success and to enhance your business acumen. Personal and professional development in this context involves providing you with academic tools and experiential opportunities to expand your horizons and challenge your actions, attitudes and behaviours.

Researching Your Market (10 credits)

This module will look at the key concepts, theories and issues in marketing research, in addition to contemporary developments in the field, including tools, techniques and the role of market research agencies. The aim is to develop you as an effective decision maker with an understanding of today's marketing industries, and an effective academic, with the ability to research, critique academic literature and contribute to philosophical debates related to market research.

Placement Diploma in Industrial Experience (2 year course only)

This module aims to develop your understanding of the business and commercial environment. You will apply relevant prior knowledge and skills in the business environment increasing your commercial awareness. On completion of the module, you will have developed a range of skills and have a practical insight into the world of work and possible career opportunities.

How you're taught

Teaching and learning

Nottingham Business School adopts a distinctive approach to the design of student learning opportunities. Your learning is structured around theory, practice, experience & observation, and reflection & improvement. At each level (course, module and session), you will study different theories, concepts and approaches and be given opportunities to apply these in a range of practical settings. The aim is to enhance your understanding through the direct experience of business, where you will have opportunities to observe business practices and behaviours (including your own) and analyse these using theoretical knowledge. It is our intention that by reflecting on these experiences, you will be able to use these theories to guide your actions and decisions in a business context or even consider how a theory itself might be improved. In this way, we aim to enhance the quality of your learning.

Academic mentors

Every postgraduate student will be allocated an Academic Mentor at the beginning of the academic year and you will meet with them regularly

throughout the year. Academic Mentors help you make the most of your time at NTU. They will support you in developing and enhancing the qualities and transferrable skills necessary for your studies, career progression, professional and personal development.

Assessments

A range of assessment methods are used across the course, the choice of which reflects the needs and demands of the different types of module. Some modules will assess the ability to work collaboratively in a team and others will assess individual capability. Types of assessment will range from examinations to group presentations including essays, reports, financial analyses, literature reviews and research based projects.

The interactive nature of the taught sessions offers opportunities to gain feedback on your performance before being formally assessed and increasing use is made of eLearning to further support the feedback process.

In-session English language support

In-session English language classes are offered to international students at no extra cost. The classes aim to provide focused support in the skills you need in order to develop your English in your subject area.

Further information please contact the Nottingham Language Centre based in the DICE building on City Campus:

Tel: +44 (0)115 848 6156 | Email: englishsupport@ntu.ac.uk | Website: www.ntu.ac.uk/nlc

Personalisation

We know our postgraduate students are a diverse group, with different levels of academic knowledge in their chosen area of study, different cultural and educational backgrounds, and varying levels of personal and professional skills and competencies.

At NBS we strive to ensure that these two motivating factors are nurtured and therefore supported. Our students are encouraged to practice and develop the skills and competencies required to critically reflect on their learning, and on their ability to apply this learning to their studies and to real world complex issues within the workplace. Through a series of curricula and extra-curricular initiatives, strengthened by tailored academic mentor support, NBS provides all our postgraduate students with the

ability to participate in a range of challenging and unique activities, projects, events and experiences to enable our students to succeed in a competitive and dynamic global environment.

Staff Profiles

Ms Sharon-Marie Gillooley - Principal Lecturer

Nottingham Business School

Sharon-Marie is a Principal Lecturer in the Department of Marketing, the Course Lead Department Representative for Marketing and Fellow of the

[See Ms Sharon-Marie Gillooley's staff profile](#)

Careers and employability

At Nottingham Business School, we're focused on your employability from the start of your postgraduate degree. We provide you with a learning experience that integrates

theory and practice.

This degree is designed to prepare you for advanced graduate roles including:

- Professional Marketing Consultant – A professional consultant gives expert advice to businesses and organizations to achieve their goals and objectives. As a professional Marketing consultant, you don't only help companies to develop strategies, you help them to deliver them too.
- Strategic Marketing Director - is responsible for developing and executing data-driven integrated marketing strategies and overseeing their implementation.

As your career evolves, progression from these roles can include Senior Marketing Manager, Head of Marketing, Associate Director of Marketing, Strategy Director, Head of Sales, or Director of Marketing.

Employability Team

We have a dedicated Employability Team who not only help you during your time with us but also following graduation, they'll continue to support you by providing a number of services that will help kick-start your career.

Our [Employability Team](#) offer a wide range of support from one-to-one appointments with our specially trained consultants, to arranging recruitment fairs and skill building workshops.

Services they provide include:

- Finding placements, internships and part-time work
- Helping you to pursue self-employment
- Advice on taking gap years and time out
- Information and help on getting into volunteering
- Providing advice on further study.

As a student you will have access to our virtual learning environment, where you will be able to get in touch with our Employability team for CV support, application, interview and job hunting advice, career ideas and employer videos.

You can visit the Employability Team on your local campus every day during term time. They are also open outside of term time too, except on University closure days. So drop in, say hello, and get help with quick enquiries or book an appointment with a careers consultant from your school.

Re:search Re:imagined

To us, research is about more than writing papers and proposing new ideas. By daring to think differently, we're disrupting the research landscape and finding the answers to the

questions that really matter. From ethics, innovation and entrepreneurship to behavioural science, we're inspiring the brightest minds to rise up and find solutions to some of the most significant global challenges facing society.

Find out more: ntu.ac.uk/research

Campus and facilities

We are continually investing in our facilities, and transforming our learning and teaching environment to create an inspiring and innovative atmosphere.

The School is based in the impressive [Newton Building](#) on NTU's [City Campus](#).

Postgraduate Centre

A short walk from the Newton building and Boots library, the [Postgraduate Centre](#) facilitates on-campus teaching for Nottingham Business School's postgraduate and executive education courses.

Dryden Centre

Benefit from the newly built [NTU Dryden Enterprise Centre](#) that provides dedicated support for entrepreneurs, start-ups, small and medium-sized enterprises.

Fantastic facilities

- You can take advantage of the Link Lounge, a space dedicated to Business School students, located on floor seven of the Newton building.
- Explore your career prospects with the help of the University's Employability Team.
- You will benefit from spacious [teaching rooms and lecture theatres](#).
- We provide students with a variety of social spaces.
- Your studies will benefit from the £13 million [Boots Library](#).
- You can take advantage of our 24-hour IT facilities.

- Our [Student Services Centre](#) will also be on-hand should you need support.

The location of the City site also means that you have easy access to:

- sports facilities
- shops
- student accommodation
- music venues
- cafés.

[Take a Virtual Tour](#)



New Postgraduate Centre opening Spring 2024.

Entry requirements

UK

International

One year course


- You will need an undergraduate degree equivalent to a UK undergraduate honours degree (**2.2 or above**) containing some evidence of quantitative ability.
- All applicants will be required to demonstrate a commitment to the subject they wish to study and should demonstrate how their chosen programme of study will benefit them in their future career.
- One academic reference is required.

Two years with placement

- You will need an undergraduate degree equivalent to a UK undergraduate honours degree (**2.1 or above**) containing some evidence of quantitative ability.
- All applicants will be required to demonstrate a commitment to the subject they wish to study and should demonstrate how their chosen programme of study will benefit them in their future career.
- One academic reference is required.

If you're considering submitting an application for this course, but you have more than three years of relevant work experience, why not consider applying for our Master of Business Administration (MBA) course? [Find out more about our MBA here.](#)

Get in touch If you need any more help or information, please contact us at [Ask NTU](#) or call on +44 (0)115 848 4200.

NTU may admit a student with advanced standing beyond the beginning of a course, through an assessment of that student's prior learning, whether it is certificated or uncertificated. Our [Recognition of Prior Learning and Credit Transfer Policy](#)  outlines the process and options available to these prospective students, such as recognising experiential learning or

transferring to a similar course at another institution, otherwise known as credit transfer.

All prospective students who wish to apply via Recognition of Prior Learning should initially contact the central [Admissions and Enquiries Team](#) who will be able to support you through the process.

Fees and funding

UK

International

Home fees for September 2024 entry

Study route	Home fees
One year (full-time)	£11,900
Two years (placement year)*	£13,750 (£11,900 in Year One and £1,385 in Year Two)

*Please note that if you are considering a course that runs over more than one year, the tuition fee stated is for the first year of study. The course fee for the second year may be subject to annual review.

Additional costs

Your course fees cover the cost of studies, and include loads of great benefits, such as the use of our [City Campus library](#), support from our expert [Employability team](#), and free use of the [IT equipment across our campuses](#).

You may choose to purchase core text books for your course, and prices for these may vary. However, our library is home to four floors of books, journals and materials (many of which you can access online) – meaning you may not need to purchase as many books as you might think!

Whilst on placement students will be expected to pay for accommodation, travel and living costs.

Funding your studies

Preparing for the financial side of student life is important, but there's no need to feel anxious and confused about it. We hope that our [fees and living costs](#) page and [funding](#) pages will answer your questions.

Postgraduate loans

The government introduced a new postgraduate loan scheme for Master degrees. The loan will be a contribution towards the costs of study and it will be at the student's discretion to use the loan towards fees, maintenance costs or other costs. Find out more on our [postgraduate loans](#) page.

Scholarships

You might be able to get a scholarship to help fund your studies. We award [scholarships](#) to those students who can demonstrate excellent achievement, passion and dedication to their studies.

Alumni Discount

We're happy to be able to offer a [20% alumni discount](#) to most current NTU students and recent NTU alumni. This discount is currently available for those starting an eligible postgraduate taught, postgraduate research or professional course.

Getting in touch

For more advice and guidance, you can contact our Student Financial Support Service on Tel: **+44 (0)115 848 2494** or for Scholarship help please contact us on Tel: **+44 (0)115 848 4460**.

How to apply

UK

International

Ready to join us? **Apply through our [NTU Applicant Portal](#).**

1. **Register as a new applicant and create an account in the Applicant Portal** - don't worry you won't need to complete your application at once, you can come back to it so keep your details safe.
2. **Fill out and submit your application** - make sure to check all the information such as entry requirements before submitting.
3. **Track the progress of your application** – you can do this by logging into the Application Portal.
4. **Check your offer** – As long as you've provided all the information we need, we'll try and make a decision on your application within five to ten working days. However, this can take longer and you should allow at least three weeks for a decision.
5. **Accept your offer within four weeks** - Remember that competition for places is high, and if you don't accept your offer within four weeks it may lapse. After eight weeks it will be automatically withdrawn.
6. **Meet the conditions of your offer (if you have any)** - Upload all the documents required to meet the conditions of your offer using the My Documents section of the Applicant Portal.

Don't worry if you're waiting for results – we recommend applying now, and then adding them to your Application Portal once they arrive.

If you need some help in writing your application you can [view our handy tips](#).

Good luck with your application!

More from
Nottingham Business School

[See more courses](#)

You may also be interested in:

MSc Marketing

This degree will help you become a market-ready professional with a global outlook, equipped for a successful international career in marketing, business or management. Created in close consultation with the marketing industry and the Chartered Institute of Marketing (CIM), it develops the strengths,

MSc Digital Marketing

This degree has been designed in collaboration with senior digital marketing experts at the Chartered Institute of Marketing. It will expose you to the very latest in digital marketing.

[Find out more](#)

abilities and understanding today's marketing employers are looking for.

[Find out more](#)

Take the next steps:

How to apply for a postgraduate course

All you need to know about applying for a postgraduate or professional course here at NTU.

[Find out more](#)

Fe

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you

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Current students

StudentHub

+44 (0)115 848 2999
enquiries@ntu.ac.uk
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50 Shakespeare Street
Nottingham
NG1 4FQ

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