

Join our Postgraduate Open Day - Wednesday 20 March

Register now

MSc Marketing

Start date

September

Duration

1 year full-time

Course Type

Postgraduate, Taught

Fees

For 2024-2025:

£15,030 (UK)

£30,330 (International)

[Attractive scholarships are available](#)

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Request a prospectus

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Course details
Entry Requirements
Teaching and assessment
Employability

Study MSc Marketing at the University of Birmingham



*Study MSc Marketing at the University of Birmingham**

Designed for those with no previous background marketing knowledge, our MSc Marketing course will develop your marketing expertise and the critical, analytical, communication and ethical capabilities required for a successful career.

Study marketing to boost your career

In the dynamic and ever-changing world of business, evolving marketing theory and practice create and shape upcoming trends. The innovative design of this programme with a 'block' teaching approach offers a more immersive learning experience that gives you the option to specialise in a chosen pathway.

You will learn the theory and practice of marketing with our taught modules, while having the opportunity to specialise in either digital, global or responsible marketing pathways that will prepare you to the future challenges that face organisations, such as digitalisation and sustainability.

Industry workshops, and careers support will help you to develop transferable skills, such as agile working and resilience.

Why study at Birmingham?



- By studying at [Birmingham Business School](#), you will be part of a prestigious community who studied at the oldest business school in the UK. Moreover, Birmingham Business School is part of an elite group of global business schools and holds the Triple-Crown accreditation from leading bodies AMBA, EQUIS and AACSB. The School is also a signatory of the Principles for Responsible Management Education (PRME).
- MSc Marketing is ranked #46 globally in the [QS Masters in Marketing 2023 Ranking](#)
- As part of this, during your studies, you will benefit from the Birmingham Business School [Future Ready Graduate Framework](#), developed to prepare you for the future of work and enhance your experience and graduate attributes.
- You can develop your understanding of business in a practical way, by working on real-time projects with top global companies through our Future Leaders Certificate.
- This course is accredited by the [Chartered Institute of Marketing](#). You will be able to gain industry-recognised qualifications at an accelerated pace, including the CIM Certificate in Professional Marketing or the CIM Certificate in Professional Digital Marketing.

Discover our unique scholarship offers



At Birmingham Business School we offer a wide variety of scholarships for our new MSc students in 2024.

These awards are available to both UK and international applicants and range in value from partial to full tuition fee support.

[Find out more about our scholarship offers](#)



‘Triple-crown’ accredited



[*Listen to an audio-described version of this video here](#)

[Open all sections](#)

Modules

Unless indicated otherwise the modules listed for this programme are for students starting in 2024.

In semester 1, the following modules must be taken which are worth 20 credits each:

- [Consumer Insights](#)
- [Marketing Strategy](#)

You must also choose one module from the following options:

- [Marketing Communications](#)
- [Services and Retail Marketing](#)

Semester 2 builds on semester 1 by offering a set of choices.

First, the following module must be taken:

- [Research and Analysis in Marketing](#)

Second, you will focus your learning by choosing one the these three streams below:

Responsible Marketing

- [Ethics of Markets and Marketing Ethics](#)
- [Marketing and Sustainability](#)

International Marketing

- [International Marketing](#)
- [Implementing International Marketing](#)

Digital Marketing

- [Foundations of Digital Marketing](#)
- [Digital Marketing Live Project](#)

Third, you will have an option to study one of these modules, worth 20 credits each:

- [Innovation Management and New Product Development](#)
- [Reputation Management](#)
- [Strategic Branding](#)

Finally, to finish your degree you will need to opt between a [Dissertation](#) or [Company Project](#), both of which are 40 credits.

Please note: The modules listed on the website for this programme are regularly reviewed to ensure they are up-to-date and informed by the latest research and teaching methods. On rare occasions, we may need to make unexpected changes to compulsory modules; in this event we will contact offer holders as soon as possible to inform or consult them as appropriate.

Fees

Fees for 2024 - 2025

- £15,030 (UK)
- £30,330

Please note that you will be required to pay a £50 non-refundable application fee for all of the above courses.

- For further information on programme fees and information please visit our [Fees and Financing](#) page.

Scholarships

- For information on scholarships you may be eligible to apply for, please use our [PG Funding Database](#).
- Business School Scholarships may be available, find out more about [our scholarships](#).

Additional Course Costs

- In addition to the Tuition Fees you will need to consider accommodation, living expenses and daily costs. You can find financial advice and support on our [Finance](#) pages.
- For information on our accommodation and services, including the support we offer to students wanting to rent privately, please visit the [Accommodation](#) pages.
- Questions about funding? Use our [Student Help](#) knowledge base to find the answer.

How To Apply

7 May 2024 is the application deadline for international students applying through the student route who wish to study in the United Kingdom. We are not able to consider applications for 2024 made after this date. The deadline for Home students is **30 August 2024**.

How to apply

To apply for a postgraduate taught programme, you will need to submit your application and supporting documents online. We have put together some helpful information on the taught programme application process and supporting documents on our [how to apply page](#). Please read this information carefully before completing your application.

[Apply now](#)

[Terms and conditions – what you need to know](#)

Our Standard Requirements

In order to be considered, applicants will have or should be expecting to achieve an Honours degree (2:1 or higher) or postgraduate diploma from a UK university (or overseas equivalent) in any subject.

Applicants who demonstrate being able to exceed the minimum entry requirements will be given preference.

Find out more about [entry requirements](#)

International Requirements

Select
country

International Students

English language scores of 7.0 IELTS (no less than 6.5 in any band)

- IELTS 7.0 with no less than 6.5 in any band
- TOEFL: 95 overall with no less than 22 in any band
- Pearson Test of English (PTE) including online: PTE Academic 76 with no less than 67 in all four skills
- Cambridge English (exams taken from 2015): Advanced or Proficiency – minimum overall score of 185, with no less than 176 in any component

If you are currently studying at a Chinese university, please view our [specific entry requirements including our list of acceptable universities for further study at Birmingham](#).

English Pre-sessional Programmes

If you're looking to improve your knowledge of spoken and written English in preparation for studying at Birmingham, our pre-sessional English courses are for you. If you have a conditional offer, you can take one of these courses as an alternative to retaking IELTS or other similar qualifications. [Find out more](#)

An innovative, industry-led teaching experience

The MSc Marketing programme aims to ensure that you will study the most current issues facing the discipline and is designed so that the different programme pathways are aligned with the research interests of leading academic experts in the Department of Marketing.

Get to know our talented researchers

The course is for graduates from a wide variety of backgrounds who may have no prior experience of or background in marketing or business. It is a generalist programme that reflects the ever-evolving nature of marketing theory and practice, coupled with a sensitivity to the impacts of ongoing technological developments, sustainability and responsibility issues, the challenges of global markets and the period of fluid transition that world economies face currently.

By the end of the programme, you will have acquired a high standard of knowledge of the principles, theoretical concepts and practice of marketing, developing more specialised skills in digital, global or responsible marketing depending on the pathway you chose.

In addition to critical analytical capabilities, problem solving, critiquing literature and evaluating information sources, you will develop your communication skills, both written and oral, and will have many opportunities to practice them by using IT and organising group and teamwork activities. You will also gain experience of project

work and develop the understanding required to manage marketing research projects through a range of modules, and diverse and inclusive modes of assessment. Modules to highlight include Reputation Management, Consumer Insights and Digital Marketing.

A high-class learning environment



As a postgraduate student, you will have access to our [award-winning £10 million postgraduate teaching space](#), the Alan Walters Building. This will provide you with access to facilities of the highest quality, including a state-of-the-art lecture theatre, dedicated computer clusters and seminar rooms as well as communal areas for studying and group work, which look out over the University's ambitious Green Heart development, which was completed in 2019.

Graduates will leave Birmingham perfectly placed to take up key marketing positions in marketing, advertising, public relations, fundraising or research industries.

These roles could be in the public, private or charity sectors where there is high demand for graduates who can conduct research, analyse information, formulate, and execute programmes of activity.

Top jobs in this area

- Advertising account executive
- Digital marketer
- Media buyer
- PPC specialist
- Public relations officer
- Social media manager
- Business adviser
- Marketing executive
- UX designer
- Business development manager

BBS Careers and Careers Network

As a Birmingham Business School student, you will benefit from two award-winning Careers teams.

[Careers Network](#) is the University of Birmingham careers and employability team offering: career fairs, employer events with top firms across the UK, start-up and entrepreneurial activities, and support. Internships and bursaries are also available exclusively to University of Birmingham students.

[BBS Careers](#) is a dedicated service for Birmingham Business School students. The team provides guidance, support, and work experience opportunities, tailored to business school students, to help you succeed during and after university. We offer workshops, alumni and employer events, and 1-to-1 consultations. These will help you to develop your skills and learn how to submit high-quality internship and graduate applications.

BBS Careers is one of a few, if not the only business school career service to offer life-long support.

We are here to support you! Whether you are applying for postgraduate end-of-study internship, a graduate job, or applying for a management role five years after graduation.

[Visit the BBS website for more details](#)

Welcome to Birmingham Business School Careers (BBS Careers)



[Online chat events](#)

[Ask our students](#)

[How to apply](#)

Related courses

[Strategic Marketing and Consulting MSc](#)

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Edgbaston
Birmingham B15 2TT
United Kingdom

Tel: +44 (0)121 414 3344

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