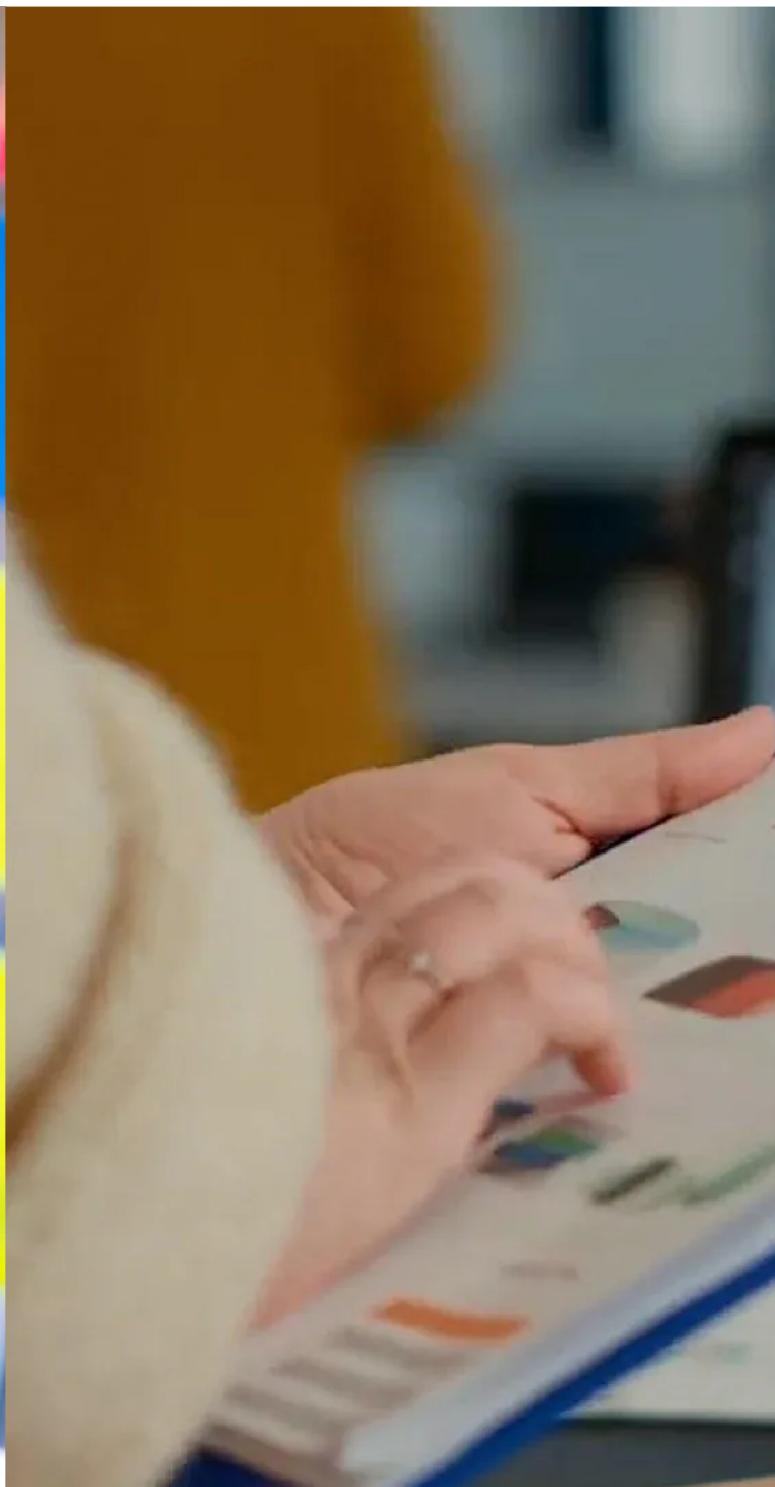


POSTGRADUATE TAUGHT

# Marketing Management

**MSc**





**CHOOSE AN OPTION****MSc****START YEAR****2024****START MONTH****September****MODE AND DURATION****Full time (1 year)**

 **Open**  
for UK applicants

 **Open**  
for international applicants

**Apply now**

**Want to develop managerial skills within your current marketing role? Like to get into the analytics and data of marketing or understand consumer psychology? This is the course for you.**

Our MSc in Marketing Management course has a unique business-oriented curriculum that will help sharpen your managerial skills and improve planning and scheduling. As well as this, you'll get into the depths of analytics and data handling as well as learn ethical marketing skills.

These skills will give you an understanding of the role of a marketing manager in an international business landscape.

**Chance to  
build**

**Get 25% off  
course fees**

**Career  
support**

professional CIM  
awards

↔ SWIPE

Learn in a  
leading  
Business School

Chartered  
Institute of  
Marketing

with our Alumni  
Postgraduate  
Scholarship

available for  
professional  
success

## About this course

This course combines both the theory behind marketing with practical applications and real-world insights to help you become a strategic and dynamic marketing professional.

Delve into the realms of market research, strategic marketing, brand management, consumer psychology, and international marketing through a range of modules

You'll study areas such as contemporary global marketing practice, marketing analytics, interactive integrated marketing communications, and buyer behaviour and ethics— all designed to help you become a strategic marketer.

The programme places a strong emphasis on the core managerial, analytical, and planning abilities in marketing. The course also focuses on collaborative learning, and you'll engage in Authentic Business Learning (ABL) projects, group assignments, interactive discussions, and debates.

These are designed for you to effectively collaborate with colleagues and clients in future roles. You'll also benefit from first-hand insights shared by guest speakers with extensive senior leadership experience.



# Choose your modules

For a full Masters degree, you'll study 180 credits over the duration of your course. Some programmes offer a Postgraduate Diploma (PGDip) qualification or a Postgraduate Certificate (PGCert) qualification. For a PGDip, you'll study 120 credits, and for a PGCert, you'll study 60 credits.

## Study Skills and Research Methods

This module equips you with the essential skills you need at the start of your MSc journey. You will learn the academic skills...

**CORE**  
0 CREDITS

**+ MORE**

## Buyer Behaviour and Ethics

Explore the impact of ethical marketing decisions on buyers' behaviour. Through discussions and sharing consumption...

**CORE**  
20 CREDITS

**+ MORE**

## Interactive IMC and Digital Marketing

This cutting-edge module explores the rapidly growing disciplines of digital and social media marketing. You will gain the...

**CORE**  
20 CREDITS

**+ MORE**

## Marketing Management in Action

This module equips you with the marketing knowledge and competencies necessary for managing in diverse organisations with...

**CORE**  
20 CREDITS

**+ MORE**

## Contemporary Global Marketing Practice

In an increasingly globalised, world managers need to understand key marketing issues prompted by operating in...

**CORE**  
20 CREDITS

**+ MORE**

## Events Marketing

Critically evaluate the contemporary events industry. On this module, you will learn practical competencies and employability...

**CORE**  
20 CREDITS

**+ MORE**

8 MODULES



THIS COURSE IS ACCREDITED BY



## Our academics

You'll be guided through this marketing course by professionals who have vast experience working within the industry before becoming academics.

From budding entrepreneurs and marketing enthusiasts who are ready to share their knowledge and enthusiasm with you.

### FEATURED ACADEMIC

#### Dr Fiona Walkley

Fiona brings senior marketing expertise to the University from a 15-year career in international marketing where she managed several well-known consumer brands. She is also Director of Student Recruitment for our Business School.

### FEATURED ACADEMIC

#### Dr Giles Hindle

Giles is a senior lecturer at Hull University Business School and an associate fellow at Warwick Business School. His areas of expertise include data science, business analytics and business modelling.

**See more academics for  
this subject**



# Entry requirements

UK

INTERNATIONAL

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## What do I need?

TYPICAL OFFER

**2:2 in any subject area**

### Additional entry requirements for this course

If you're an undergraduate student at Hull, you're guaranteed a fast-track route to this postgraduate degree, as long as you meet the entry requirements.

In order to ensure our students have a rich learning and student experience, most of our programmes have a mix of domestic and international students. We reserve the right to close applications early to either group if application volumes suggest that this blend cannot be achieved.

# Fees & funding

UK

INTERNATIONAL

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## How much is it?

TUITION FEES

MSc

**£12,000**

## **Additional costs you may have to pay**

### **How do I pay for it?**

UK students can take out a Masters Loan to help with tuition fees and living costs. For 2024 entry, they provide up to £12,471 for full-time and part-time taught and research Masters courses in all subject areas. [\*\*Find out more about Postgraduate Loans.\*\*](#)

## Our scholarships

We offer a number of awards, bursaries and scholarships for eligible students. They're awarded for a variety of reasons including academic achievement and/or to help those on lower incomes.

Scholarships and bursaries are separate to student loans. And the best bit is, you don't pay a penny back.

### Alumni Postgraduate Scholarship



University of Hull undergraduates progressing to a taught masters course may receive a 25% discount on the cost of their tuition fees.

Find out if you're eligible by visiting the **University of Hull Alumni Postgraduate Scholarship** page.

### International Scholarships and Bursaries



We offer a range of scholarships and bursaries for international students.

To find out more and see if you're eligible, please visit the **International Scholarships and Bursaries** page.

**Find out more about our scholarships**



## Take a look at our facilities



## **Business Lounge**

Network with entrepreneurs, organisations and partners in our newly enhanced Business Lounge at the heart of campus.

## **Brynmor Jones Library**

Our 7-storey library is home to 1 million+ books, extensive digital resources drawn from libraries and archives across the world, and stunning panoramic views of the city from the 7th floor.

## **Executive Education Suite**

This flexible space is located in a Grade II listed building but offers a modern teaching and workspace for our Business Management students.

## **Allam Lecture Theatre**

Located at the heart of our Business School, this is one of the largest lecture theatres on campus and one you'll use regularly.

**See more in our virtual tour** 

## **Future prospects**

Once you graduate from the course, you'll be prepared to meet the demands of today's fast-paced business environment. You'll possess the key skills you'll need to excel in a range of marketing and advertising roles.

You'll be able to start looking at roles such as marketing manager, marketing analyst, international marketing coordinator, brand strategist, marketing communications manager, and marketing consultant, as well as others.

## **Your next steps**

Like what you've seen? Then it's time to apply.

Make your application online now, and our admissions team will get back to you as soon as possible to make you an offer.

[Apply now](#)

[How to apply](#)

## Not ready to apply?

We regularly deliver virtual and on-campus events to help you discover your perfect postgraduate course, whether it's a subject you already love or something completely different. Our events are an opportunity for you to chat to tutors and current students and find out about the career options a postgraduate degree could lead to.

[Discover more](#)

## You may also be interested in...

### COURSE

[MSc Digital Marketing and Advertising](#)

### COURSE

[MSc Business Management](#)

### COURSE

[Global MBA](#)



All modules presented on this course page are subject to availability and this list may change at any time.



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