



# MSc Marketing

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## Key facts

 **Start date:** September

 **Accreditation:** AACSB, EQUIS & AMBA

 **Study mode and duration:** 12 months full-time

## Study with us

Studying an MSc Marketing at Strathclyde Business School, you'll learn at a pioneering internationally-renowned academic organisation that develops the business minds of tomorrow.

- suitable for non-business graduates who want to pursue a career in this area
- develop an understanding of marketing in relation to individuals and organisations
- undertake an industry marketing project
- reflects the dynamic and technologically innovative nature of contemporary marketing, spanning the private, public and third sectors

## Why this course?

With our Masters of Marketing programme, you'll gain a sound knowledge of the principles of marketing and develop an understanding of consumer behaviour in relation to individuals and organisations. You'll have the opportunity to gain the necessary technical and personal skills for your future career.

Key features of the course include:

- real-life learning through our live industry problem-solving project, Marketing Works
- high-calibre industry collaboration
- research excellence
- skills-based teaching

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Our marketing postgraduate students are truly international with representations from all parts of the globe which further enhances your learning experience.

## Strathclyde Business School prospectus

### What you'll study

You'll study seven compulsory classes and choose four optional classes from a wide list, which reflects the current diversity in contemporary marketing practice.

The taught component will be covered in Semesters 1 & 2. Both semesters run for 12 weeks. At MSc level the dissertation is undertaken during the summer term.

### Leadership & team building

Throughout the programme you'll have opportunities for group working with your fellow students. This allows you to network with your colleagues and develop key management, team building and leadership skills.

### Accreditations & affiliations

The [Department of Marketing](#) has an international reputation for the quality of teaching and research. Our staff also act as advisors to private and public organisations; some hold senior positions in the Chartered Institute of Marketing, the Marketing Research Society and other professional associations.

We're affiliated with the [Chartered Institute of Marketing](#) and the [Marketing Society](#).

### Employability & career development

The course has a dedicated careers specialist for group sessions, employability seminars, individual interviews and CV compilation and continues to support graduates for a year after graduation.

Find out more about the [University Careers Service](#).

## Triple-accredited business school

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### Course content

Semester 1

Semester 2

Summer term

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## Core classes

### Strategic Marketing Management



The aim of this class is to enable students to advance their understanding of the strategic marketing management process, to develop their knowledge of marketing planning and implementing the strategic activities of marketing within organisations in order to succeed in competitive markets.

The class provides an overview of discrete marketing tools used as well as theories and the fundamental terminology used in the field of strategic marketing management. In addition, the class aims to equip students with the analytical skills necessary to be able to implement and assess the outcomes of marketing decision making.

### Consumer Behaviour



Understanding consumers is central to the business of marketing strategy. This class aims to move beyond the traditional focus upon the act of buying (buyer behaviour), to focus on having and being as fundamental processes in value formation.

Consumer behaviour in this regard is more than buying, it also embraces the study of how having (or not having) things affects our lives, and how our possessions influence the way we feel about ourselves and each other.

### International Marketing Research



Marketing research and customer information provide key input to the development of a company's marketing strategy. The marketing concept is better implemented when information about the market, the competitors and potential buying behaviour is available.

This class introduces the decisions and stages of the marketing research process, within the context of customer and market information now available from a wide range of sources including databases, loyalty cards and the internet.

### Brand Management & Strategy



This class provides a detailed understanding of brand theory and application of key brand strategies. Major brands will be reviewed.

Aspects and theories of brand management will be presented and discussed in order to equip you to manage effectively in a global brand environment. You'll gain a clear appreciation of the role of brand strategy within the corporation's operating plan. This will entail consideration of environmental factors causing changes to the structure and composition of the brand portfolio as well as discussion of conceptual issues surrounding the strategic roles of brand management.

## Chat to a student ambassador

Want to know more about what it's like to be a Strathclyde Business School student at the University of Strathclyde? A selection of our current students are here to help!

Our Unibuddy ambassadors can answer all the questions you may have about their course experiences and studying at Strathclyde, along with offering insight into life in Glasgow and Scotland.

[Chat now!](#)

## Learning & teaching

Teaching methods include case studies, simulations, seminars, presentations, teamwork, problem-solving exercises, and 'hands-on' real-life business projects.

These methods are designed to facilitate integration of the theoretical and practical aspects of the programme and encourage interaction among students. All classes require a high level of student.

A comprehensive support package is provided to enhance your learning and to ensure maximum benefit during your period of study. This includes:

- access to relevant text and digital resources via the University Library
- employability seminars and career counselling
- access to relevant databases
- a student/staff consultative committee providing an effective mechanism for student feedback throughout the year

Each year, we ask our students to evaluate the value of both the quality of the teaching and the associated support package to ensure that we maintain the highest of standards.

## Methods

Learning and teaching methods will vary between courses. These will include:

- online updates
- class discussions
- role-playing exercises
- case studies
- directed reading tasks
- guest lectures
- student-led presentations
- DVD/Podcast presentations
- computer-based/experiential learning
- self-motivated reading and research

## Assessment

Assessment for core classes comprises a combination of examinations worth 60% and assignments worth 40%. Elective classes have no examinations and are assessed in a variety of ways using essay/report based assignments worth 100%.

## Guest lecturers

World-class speakers from major international organisations give lectures on our programmes reflecting the high calibre industry collaborations of the Department.

**In addition to Strathclyde lecturers delivering classes, we were exposed to guest lecturers who are industry experts and this provided insights into industry trends and the application of theoretical concepts in the work environment**

Ogechi Okelu  
MSc Marketing (January)

[More about Ogechi's experience](#)

## Entry requirements

### Academic requirements

Minimum second-class Honours degree, or [overseas equivalent](#), in a non-marketing discipline. A Business degree may be considered, provided it does not contain significant marketing components.

### English language requirements

Students whose first language is not English must have a minimum of 6.5 IELTS score, with no individual score lower than 5.5. Get more information about the [English language requirements](#) for studying at Strathclyde.

The curriculum emphasizes a balanced integration of case studies and theoretical principles, bridging the gap between academic concepts and real-world application. This approach significantly minimizes the transition challenges students might face when entering the professional realm of marketing projects.

Cherry Lai  
MSc Marketing

[Read more about Cherry's experience](#)

## Pre-Masters preparation course

The [Pre-Masters Programme](#) is a preparation course held at the [University of Strathclyde International Study Centre](#), for international students (non-UK/Ireland) who do not meet the academic entry requirements for a Masters degree at University of Strathclyde.

Upon successful completion, you'll be able to progress to this degree course at the University of Strathclyde.

**Please note:** Previous Maths & English qualifications and your undergraduate degree must meet GTCS minimum entry requirements as well as the pre-Masters course and an interview will be conducted before an offer can be made.

## International students

We've a thriving international community with students coming here to study from over 140 countries across the world. Find out all you need to know about studying in Glasgow at Strathclyde and hear from students about their experiences.

[Visit our international students' section](#)

# Fees & funding

All fees quoted are for full-time courses and per academic year unless stated otherwise.

Fees may be subject to updates to maintain accuracy. Tuition fees will be notified in your offer letter.

All fees are in £ sterling, unless otherwise stated, and may be subject to revision.

## Annual revision of fees

Students on programmes of study of more than one year should be aware that tuition fees are revised annually and may increase in subsequent years of study. Annual increases will generally reflect UK inflation rates and increases to programme delivery costs.

### 2024/25

Scotland	£16,650
England, Wales & Northern Ireland	£16,650
International	£28,250
Visa and immigration	International students may have associated visa and immigration costs. Please see <a href="#">student visa guidance</a> for more information.
Available scholarships	<a href="#">Take a look at our scholarships search for funding opportunities.</a>

**Please note:** the fees shown are annual and may be subject to an increase each year. [Find out more about fees.](#)

## How can I fund my course?

[Scotland](#)   [England](#)   [Wales](#)   [Northern Ireland](#)   [International](#)

### Scottish postgraduate students

Scottish postgraduate students may be able to apply for support from the Student Awards Agency Scotland (SAAS). The support is in the form of a tuition fee loan and for eligible students, a living cost loan. [Find out more about the support and how to apply.](#)

Don't forget to check our scholarship search for more help with fees and funding.

# Glasgow is Scotland's biggest & most cosmopolitan city

Our campus is based right in the very heart of Glasgow. We're in the city centre, next to the Merchant City, both of which are great locations for sightseeing, shopping and socialising alongside your studies.

Life in Glasgow

## Careers

Our Masters in Marketing degree is recognised globally for its excellence and graduates develop careers in marketing and related employment all over the world. Some graduates choose to continue studying for a PhD.

### Job titles and employers

A small selection of job titles and employers is represented in the following examples\*.

Job titles include:

- Category Marketing Executive
- Integrated Marketing Officer
- Manager
- Operations Manager
- UK Sales Planner

Employers include:

- IRONMAN Austria
- Microsoft
- Ripple

\*Based on the results of the National Destinations of Leavers from Higher Education Survey.

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## Apply

For information and guidance on the application process, take a look at our [How to Apply web page](#).

**2024 entry.**

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## Marketing



Start date: Sep 2024

[Apply now](#)

## Contact us

### SBS Postgraduate Admissions

Telephone: [+44 \(0\)141 553 6105](tel:+44(0)1415536105) / [+44 \(0\)141 553 6116](tel:+44(0)1415536116)

Email: [sbs.admissions@strath.ac.uk](mailto:sbs.admissions@strath.ac.uk)

Strathclyde Business School, University of Strathclyde  
199 Cathedral Street  
Glasgow  
G4 0QU

[Chat with us](#)

## Have you considered?

We've a range of postgraduate taught and Masters courses similar to this one, which may also be of interest.

**Digital Marketing Management (MSc)**

**Innovation & Marketing Management (MSc)**

**International Marketing (MSc)**

**Tourism Marketing Management (MSc)**

**Technology Policy & Management (MSc)**

## Quick links

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## Get in touch

Ways to contact the University of Strathclyde

## Connect

