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International Marketing and Consumer Psychology MSc

Part of: [Business and Management](#) and [Psychology](#). ACCREDITED BY:



The MSc Marketing and Consumer Psychology programme is designed to teach a combination of critical, strategic, and methodological skills in marketing, with an emphasis on consumer behaviour, psychology and consumption culture. Students will learn how to develop customer orientation approaches to drive strategies and branding campaigns, and how to devise consumer relationships within digital environments. You will also have the opportunity to pursue an industry-based consultancy project, apply marketing knowledge and skills to real-world cases, and participate in business simulations.

- Specialise in B2C marketing - marketing with a consumer orientation.
- Learn from academics with expertise in consumer psychology, consumer culture, services marketing and online consumer behaviour.
- You'll be taught to examine normative consumer behaviour concepts and consider their relevance to the Global South and non-western contexts.

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Study options

Full-time, September 2024 | 1 year

Starting in September 2024

Location Mile End

[EU/EEA/Swiss students](#)[Apply Now](#)

What you'll study

The programme will build the following broad skills:

- Ability to develop independent insights from research, concepts, and consumer psychology theories and apply these to real-world scenarios.
- Ability to critically evaluate approaches and viewpoints on consumer behaviour, utilising analytical skills to assess the choices consumers make.
- Ability to deal with complex and dynamic marketing challenges and innovatively apply consumer behaviour/psychology orientations to an international marketplace.
- Ability to examine ethical marketing practices in terms of sustainability, consumer rights and choice orientations.
- Knowledge of how to build consumer relationships ethically and with responsibility, in accordance with the changing regulatory environment.



Masters Open Event

Join us for our next Masters Open Event on Thursday 21 March 2024 where you can find out more about student life and study at Queen Mary

[Register now](#)

Structure

- Seven compulsory modules
- Choose from three optional modules
- Compulsory dissertation module

Compulsory/Core modules

▼ Understanding Consumer Behaviour
▼ Research Methods for Marketing
▼ Dissertation for Marketing
▼ Introduction to Marketing Management

Elective modules

▼ Brand Storytelling in the Digital Age
▼ Integrated Digital Communications and Campaigning
▼ Advertising and Media Strategies

- ▼ Global Marketing and Communications

- ▼ Social Marketing for Social Justice

- ▼ Sustainability Marketing, Ethics and CSR

- ▼ Marketing Consultancy Dissertation

Please note that all modules are subject to change.

Assessment

Learning outcomes are assessed using a mix of coursework, essays, projects, presentations and, in some cases, exams. There will be variation across modules, and some are wholly examined by coursework. Teaching staff will aim to provide students with constructive feedback on assessments.

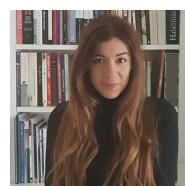
Dissertation

Compulsory with choice between Dissertation for Marketing or Marketing Consultancy Dissertation.

Teaching

Teaching will be conducted by research and scholarship-oriented staff and supplemented, where appropriate, by visiting lecturers with professional expertise in sectors such as communications, advertising and public relations.

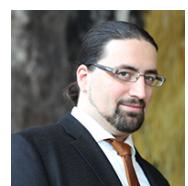
Students typically have 3 contact hours per week for each module. Within these three hours, each module has its own pattern of lectures, seminars/classes and other activities. Students could take part in a range of different activities, including one-to-one tutorials, expert lectures, group-work, independent studies, research projects, team group learning.



Zafeirenia Brokalaki

Lecturer in Marketing and Communications

Zafeirenia Brokalaki is a cultural scholar working at the intersections of marketing and consumer research, cultural studies and performance studies. She joined the School of Business and Management as Lecturer in Marketing in 2022. Prior to this, she held positions at the University of Leicester (School of Business), King's College London (Department of Culture, Media and Cultural Studies and the Royal Holloway Department), the University of Arkansas (Walton Business School) and the University of Ioannina (School of Theatre Studies).



Dr Stephan Dickert

Co-Director of Research Group MINDS and Reader in Marketing.

Dr Dickert is a Reader (Associate Professor) in Marketing and also holds a full Professorship of Psychology at the University of Klagenfurt, Austria. Dr. Dickert's research is widely published and focuses on aspects related to judgment and decision making in social and economic contexts.

Where you'll learn

Facilities

- ThinkPod interactive collaboration space with presentation, recording and video conferencing facilities.
- Media suite with industry-standard design and editing software (QUBE).
- Brand new Graduate Centre, offering purpose-built study spaces and an exclusive rooftop common room.
- 24-hour library on campus.

Campus

Teaching is based at Queen Mary's [Mile End Campus](#), one of the largest self-contained residential campuses in the capital. Our location in the heart of London's East End offers a rich cultural environment.



We have invested £105m in [new facilities](#) over the past five years, to offer our students an exceptional learning environment. Recent developments include the £39m [Graduate Centre](#), providing 7,700 square metres of learning and teaching space.

The campus is 15 minutes from Central London by tube, where you will have access to many of the University of London's facilities, such as the Senate House library.

About the School

School of Business and Management

The School of Business and Management has a reputation as a socially engaged management school, with an innovative, multidisciplinary, mindful and responsible approach. We invite our students to ask incisive questions, to challenge their assumptions, and to search for solutions to real-world challenges.

We ensure students experience innovative and engaging educational pathways, alongside supportive staff and excellent research facilities.

The School is accredited by the [Association to Advance Collegiate Schools of Business](#) (AACSB), which ensures that the highest standards of excellence in teaching, research, curriculum, and learner success are met.

In the most recent [Research Excellence Framework](#) (REF 2021), the School of Business and Management dramatically moved up the

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- 22nd for overall research quality (up from 39th in REF2014)
- 28th for research outputs (up from 34th)
- 12th for research impact (up from 24th)
- 21st for research environment (up from 59th)

Queen Mary is also part of the [Russell Group](#) - a body of leading UK universities dedicated to research and teaching excellence.

Career paths

Graduates of this programme will be well-equipped to pursue roles in marketing-related sectors both in the UK and internationally, as the ability to use psychology to drive consumer engagement is sought within many marketing teams in public, private and third sector organisations. They may also wish to consider specialised roles in consumer research, customer insights or CRM communications.

Fees and funding

Full-time study

September 2024 | 1 year

Home: £14,850

Overseas: £31,850

[EU/EEA/Swiss students](#)

Conditional deposit

Home: Not applicable

Overseas: £2000

[Information about deposits](#)

Queen Mary alumni can get a £1000, 10% or 20% discount on their fees depending on the programme of study. Find out more about the [Alumni Loyalty Award](#)

Funding

There are a number of ways you can fund your postgraduate degree.

- [Scholarships and bursaries](#)

Our [Advice and Counselling](#) service offers specialist support on financial issues, which you can access as soon as you apply for a place at Queen Mary. Before you apply, you can access our funding guides and advice on managing your money:

- [Advice for UK and EU students](#)
- [Advice for international students](#)

Entry requirements

UK

Degree requirements

A 2:1 or above at undergraduate level in any subject.

Find out more about [how to apply](#) for our postgraduate taught courses.

International

Country of Qualification

Select a country

English language requirements

If you got your degree in an English speaking country or if it was taught in English, and you studied within the last five years, you might not need an English language qualification - [find out more](#).

The minimum English Language requirements for entry to postgraduate degree programmes within the School of Business and Management are:

Examining body

IELTS

7.0 overall including 6.0 in Writing, and 6.0 in Reading, Listening and Speaking.

MSc Management with Integrated Pre-Masters requires 5.5 overall including 5.5 in Reading, Writing, Listening and Speaking.

Visas and immigration

Find out how to apply for a [student visa](#).

Contact

School of Business and Management

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Postgraduate Admissions

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Related Courses

International Marketing and Business Strategies MSc

1 year Full-time

MSc

Marketing and Digital Communications MSc

1 year Full-time

MSc

Marketing and Digital Analytics MSc

1 year Full-time

MSc

Digital Marketing MSc

1 year Full-time

MSc

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