



MSc Business with Marketing Management (with Advanced Practice)

London Campus

Level of study: Postgraduate

Mode of study: Full-time

Duration: 1 year (up to 2 years with advanced practice)

Overview

The U.S. Bureau of Labor Statistics predicts that jobs for advertising, promotions and marketing managers will grow 10% between 2020 and 2030 (Forbes, 2022).

This programme is designed to give you an insight into business and enable you to specialise in marketing management, focusing first on building your general business knowledge to then later develop your leadership potential, learn about project management, and grow your understanding of international business.

Key facts

- This course is designed to develop your understanding of the global business environment, importance of marketing within an international context, and strategic marketing.
- Created for non-business graduates.
- Specialise in Marketing Management in the second semester.

- Newcastle Business School is part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation.
- Upon completion of your programme, you will be eligible for the QA Professional Pathways programmes which will enable you to further develop your skills with one of the UK's largest providers of IT and project management training.
- This course is also available as an Advanced Practice option, where you will gain all-important work experience and professional skills that will enhance your overall employability.

Course information

Level of study: Postgraduate

Fee (UK/Home): £11,250

Fee (International): £19,000

Entry requirements: 2:2 honours degree or equivalent from a recognised university IELTS 6.5, with no single element below 6.0, or equivalent.

English language requirements: IELTS 6.5, with no single element below 6.0, or equivalent

Mode of study: Full-time

Duration: 1 year (up to 2 years with advanced practice)

Assessment methods: Coursework and exams

Scholarships or bursaries: available

Student finance: available

Payment plan: available

Starts: Jan, May, Sep,

About this course:

What will I study?

This course is designed to develop your understanding of the global business environment, importance of marketing within an international context, and strategic marketing. Thanks to our specialist modules, you will gain an understanding of strategic marketing and consumer behaviour – giving you the required knowledge and skills to strategically analyse data and implement competitive marketing strategies. The development of these skills will enhance your employability when you are seeking a career post-graduation, whether this is in business or marketing.

How will I be taught and assessed?

- Teaching is delivered through lectures, seminars, studios, tutorials, and workshops totalling around **12 hours per week**.

- You are expected to engage in independent study, around **30 hours per week**.
- **Assessment** is based on a mix of assignments, presentations, group work, reflective reports, and portfolios.
- Taught by **experienced lecturers and academics** who use their industry experience to demonstrate how theories translate into real-life situations.
- **Technology Enhanced Learning** (TEL) is embedded throughout the course with tools such as the 'Blackboard eLearning Portal'.
- Benefit from **weekly academic support sessions** designed to build your confidence and ability as a postgraduate learner.
- You will be assigned a **guidance tutor** at induction that you will have meetings with at regular intervals across your period of study.

MSc Business with Marketing Management

If you enrol on the 1-year Masters (non-Advanced Practice) your study duration will be 12 months long over the 3 consecutive semesters.

Please refer to the table below on start and end points:

	Sept-Jan	Jan-May	May-Sept	Sept-Jan	Jan-May
Sept Start	Semester 1	Semester 2	Masters Dissertation		
Jan Start		Semester 1	Semester 2	Masters Dissertation	
May Start			Semester 1	Semester 2	Masters Dissertation

Careers and further study

Students who have successfully completed this programme typically enter professional and graduate management positions and, by the end of this course, you will be well-equipped with the skills and experience to follow suit and kickstart your own career.

Thanks to the specialist modules on this programme – Strategic Marketing and Analytics & Consumer Behaviour in Contemporary consumption context, you will gain expert knowledge in areas related to marketing management, including strategic marketing, consumer behaviour theory, and data analysis that will enable you to enhance your employability within this field.

Potential career routes after this course include but are not limited to:

- Global Marketing Analyst
- Marketing Operations Manager
- Marketing and Sales Director
- Digital Media and Marketing Manager
- Social Media Marketing Manager
- Public Relations Officer

Upon successfully completing your course, you will be eligible to undertake further professional development and training through Professional Pathways programmes. These are offered to our graduates for free, from our partner, QA. [Find out more about Professional Pathways and your eligibility.](#)

MSc Business with Marketing Management – Advanced Practice Stage

The Advanced Practice version of this course offers you the opportunity to choose from one of our four advanced practise modules, where you can opt to either do a masters internship, complete a consultancy project, create and pitch a successful business plan, or develop your expertise through professional skills practice.

Each of these options will give you invaluable experience, whether this is from being in a real-world workplace environment, working with live business issues, developing a successful business plan, or expanding your skills – all paths will enable you to be fully prepared for employment post-graduation.

This stage of the programme will take place after your Masters Dissertation and is a semester long (15 weeks) in duration. Internships as part of the Advanced Practice stage may be paid or unpaid. Whichever option you choose, you will successfully develop your business skills and further enhance your employability.

- **September start dates:** If you choose to start your Masters in September, your programme will last for up to 21 months. You will have a summer break after Semester 2, and commence your Advanced Practice stage in January after your Masters Dissertation.
- **January start dates:** If you choose to start your Masters with Advanced Practice in January, your programme will run for 24 months. You will commence the Advanced Practice stage of the programme in the September following your Masters Dissertation and summer break. Please note that there are two summer breaks included in this programme for those starting in January.
- **May start dates:** For those starting your Masters with Advanced Practice in May, you will start the Advanced Practice stage of the programme in May, straight after you have completed your Masters Dissertation. Your programme will run for a total of 16-18 months. Please note that no summer break is included in this programme for those starting in May.

The Advanced Practice programme is structured as below:

	Sept-Jan	Jan-May	May-Sept	Sept-Jan	Jan-May	May-Sept	Sept-Jan
Sept starts	Semester 1	Semester 2	Summer break	Masters Dissertation	Your chosen Advanced Practice module		
Jan starts		Semester 1	Summer break	Semester 2	Masters Dissertation	Summer break	Your chosen Advanced Practice module
May starts			Semester 1	Semester 2	Masters Dissertation	Your chosen Advanced Practice module	

Related reading

Business reading:

- [What is Business Intelligence?](#)

Marketing reading:

- [The World of Branded Content: A Visit to The Guardian](#)
- [A Day in the Life: Head of Marketing](#)
- [The Skills You Need to Succeed in Digital Marketing](#)
- [Leading-Edge Careers for our Students](#)
- [Technology and Cultural Trends for 2017 – A Guest Lecture](#)

Advanced Practice:

- [Master Your Future: MSc with Advanced Practice](#)
- [What is a 'Masters with Advanced Practice' ?](#)
- [Infographic: The Stages of a Masters with Advanced Practice](#)
- [Studying a Masters with Advanced Practice](#)

[Enquire now](#)

Entry requirements (1 year MSc)

Academic requirements

- Minimum of a 2:2 (second class) honours degree or equivalent from a recognised university

English language requirements

- IELTS 6.5 (or above) with no single element below 6.0 or equivalent.

If you don't meet the academic requirements

Applicants who do not have such an academic qualification but do have substantial experience of working in a business organisation and/or possess a relevant professional qualification will also be considered.

International entry equivalencies

We accept a wide range of international qualifications. Please visit our [entry requirements](#) page for country-specific qualifications.

Please note that if your qualifications are not in English, we might need certified translations in order to proceed with your application.

Pathway courses and support for international students

Masters Foundation programme

Alternatively, you may also be eligible for one of our [Pre-Masters courses](#). These are pathway programmes designed specifically for students who require additional support to meet the entry requirements of their chosen Masters degree.

Pre-Sessional English and Study Skills

If you have IELTS 5.5 – 6.0, you may be eligible to join our [Pre-Sessional English](#) before starting this programme. This programme will help you develop language skills in a content-based approach to learning involving critical thinking, questioning, discussion, reflection and analysis.

[Enquire now](#)

Modules (1 year MSc)

Fees and finance (1 year MSc)

Tuition fees 2023/24

- **UK/Home:** £11,250
- **International students:** £19,000

Tuition fees 2024/25

- **UK/Home:** £11,750
- **International students:** £19,750

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a Northumbria University London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £150 for the duration of your studies should you choose to purchase any additional reading materials.

Information for international students

Northumbria University is committed to providing the best possible experience to all our students. To ensure you secure your place with us, we require our international students to pay a deposit towards their fees. More information can be found [here](#).

What's included in your tuition fees?

Your tuition fees cover far more than your time in class with our expert academics, it covers the cost of providing you with excellent services and student experience.

- Contact time in class – typically in lectures, seminars and tutorials
- Access to facilities, including computers, on-campus Wi-Fi, printers, vending machines, quiet study spaces
- The support of our Careers & Employment Service who help you to become more employable, secure placements and run workshops
- Academic support – our ACE Team run multiple sessions on academic writing, presenting, exam techniques throughout the semester, as well as 1-2-1 appointments and drop-in sessions
- Student support services such as our Ask4Help Service. Find out more about the services available to you on our [Student Support](#) page
- Access to online resources, including 24/ 7 Library with over 400,000 e-books and 50,000 electronic journals.

Scholarships and bursaries for international students

Depending on the country you are from, you may be eligible for a country bursary and/or scholarship when studying this Masters programme.

All of our scholarships and bursaries are automatically applied when we process your application and one of our team will be able to confirm your eligibility.

London Cost of Living Bursary

Eligible international students will receive an automatic bursary for £1,334, covering one month's living costs in London*, applied at the Conditional Offer as a fee discount. This bursary is effective for intakes in May 2024, September 2024, January 2025 and May 2025. This offer excludes Pre-sessional English, standalone Graduate Certificate programmes and sponsored applicants.

If you receive this bursary, you may still be eligible for additional bursaries and scholarships, these will be confirmed at the Unconditional Offer stage. Full maintenance costs still need to be evidenced when applying for your visa.

This bursary is only available for international students from specific countries. Please visit our [Scholarships page](#) for more information.

*As defined by UKVI

[Scholarships and bursaries](#)

Payment plans for self-funded students

If you need support to spread the cost of your tuition, you may be eligible for our payment plan.

[Payment plans](#)

Government Loan for Masters study

If you are a UK or Home student, you may be eligible for a postgraduate loan of up to £10,000+ from the UK Government. Click [here](#) to find out more about the loan and whether you are eligible to receive it.

[Postgraduate Loan](#)

How to apply or find out more (1 year MSc)

How to find out more

Enquire now to find out more information about the course, studying with us, the application process, and to ask any other questions you may have.

[Enquire now](#)

How to apply

Once you're ready to apply, you can apply online to study the **1 year MSc Business with Marketing Management** programme. This method allows you to upload your supporting documents at the time of application and automatically receive your student application number.

Apply for May 2024

[Apply for 1 year MSc](#)

Apply for September 2024

[Apply for 1 year MSc](#)

We strongly recommend that you submit your application as early as possible to allow you to complete all of the preparations needed to study your programme. After receiving an offer it can take time to arrange your finances and apply for your visa (if required) and it is important that you arrive in good time to enrol onto your course. Please refer to the [Dates and Fees](#) page.

You can check more information on [how to apply here](#), including guidelines for the application forms.

Information For Disabled Applicants

At Northumbria University London we welcome applications from disabled students and are committed to ensuring an equal and accessible application journey. Your application will be considered on an equal basis to all other applications. Please contact us if you require any assistance. This website is continually optimised to adhere to accessibility best

practice guidelines; tools to assist users with specific accessibility requirements have also been provided. More information is available in our [accessibility statement](#).

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