

MSc

International Marketing (Work Experience)

FULL-TIME

[MARKETING ►► HTTPS://WWW.SHU.AC.UK/COURSES/MARKETING](#)

Acquire and develop the specialist marketing knowledge, understanding and skills — while gaining real industry experience.

How to apply

Ask a question

[►► https://www.shu.ac.uk/courses/international-marketing-work-experience/contact](https://www.shu.ac.uk/courses/international-marketing-work-experience/contact)



Everything you need to know...

What is the fee?

Home: £10,310 or £11,810 (with work experience) for the course
International/EU: £17,205 or £18,705 (with work experience) for the course

How long will I study?

2 Years

Where will I study?

City Campus

When do I start?

September 2024

Placement year available?

Yes

1. Course summary

Gain useful skills and industry contacts through work experience.

Develop an understanding of the international marketing management process and how it is applied in industry.

Identify and develop professional marketing skills in preparation for future application and employment.

Demonstrate the ability to understand market changes and apply this to the development of international marketing plans and strategies.

The course is well established and enjoys an excellent reputation for producing postgraduate students who can add value to international businesses and are well equipped to succeed in the fast-moving world of marketing and business.

Sheffield Business School accreditation

Sheffield Business School is [accredited by the Association to Advance Collegiate Schools of Business \(AACSB\)](#) [/notfound?item=web%3a%7b389867A6-ACE8-4CD1-8F1C-4B4A489BF021%7d%40en](#), placing us in the top 5% of business schools globally.



Come to an open day

Find out more at our postgraduate open days. Book now for your place.

[Learn more](#)

► <https://www.shu.ac.uk/visit-us/postgraduate-open-days>

2. How you learn

All our courses are designed around a set of key principles based on engaging you with the world, collaborating with others, challenging you to think in new ways, and providing you with a supportive environment in which you can thrive.

You learn to apply and critically challenge your understanding your field in practical contexts, particularly during real industry work experience.

The course will use your experience to work through business simulations and develop your professional marketing skills with a team of tutors who have a wealth of professional marketing and academic experience.

You learn through

- work experience
- traditional lectures
- seminars

This course is delivered face-to-face over three semesters - teaching is scheduled based on the length of your course and the academic calendar.

Work experience is embedded midway through your course. Your dissertation module will be submitted upon completion of your placement.

Course leaders and tutors

Pallavi Singh

► <https://www.shu.ac.uk/about-us/our-people/staff-profiles/pallavi-singh>

Senior Lecturer In Marketing

Pallavi Singh is a Senior Lecturer in Marketing at Sheffield Business School, Sheffield Hallam University, Sheffield, UK.

Applied learning

Work experience

Work experience is embedded on this course, providing you with a great opportunity to develop your practical skills in the UK or abroad. It also allows you to gain vital industry contacts for your future career.

We help you gain a placement by running employability workshops and have a dedicated work experience team to support you.

Live projects

Part of your learning experience will require you to undertake a marketing consultancy project with a real world business, in which you will apply your learning to a live marketing case.

The opportunity to visit and communicate regularly with a company will be particularly beneficial to you from the point of view of business engagement and real-life practical experience.

3. Future careers

This course prepares you for a career as

- an international marketing manager
- business development manager
- shipping executive in countries such as China, India, Greece, Netherlands and UK

Previous graduates of this course have gone on to work for

- Robert Bosch SA
- Servisair
- Swisscom AG
- Inlecom Systems Ltd

4. Where will I study?

You study at City Campus through a structured mix of lectures, seminars and practical sessions as well as access to digital and online resources to support your learning.

SHU City Campus | Virtual tour



City Campus

City Campus is located in the heart of Sheffield, within minutes of the train and bus stations.

[City Campus map ➤ https://www.shu.ac.uk/visit-us/how-to-find-us/city-campus-map](https://www.shu.ac.uk/visit-us/how-to-find-us/city-campus-map) | [City Campus tour ➤ https://www.shu.ac.uk/study-here/studying-with-us/our-campuses/city-campus-tour](https://www.shu.ac.uk/study-here/studying-with-us/our-campuses/city-campus-tour)



Location

Howard Street
Sheffield
S1 1WB

Get directions

➤ <https://www.google.com/maps/dir//53.378771,-1.466550/>



Adsetts library

Adsetts Library is located on our City Campus. It's open 24 hours a day, every day.

Learn more

► <http://libguides.shu.ac.uk/visitors>

5. Entry requirements

All students

Normally you need one of the following

- an honours degree
- equivalent professional qualifications

In exceptional circumstances we consider candidates without formal qualifications who demonstrate the necessary experience, intellect and motivation. You may also be able to claim credit points which can reduce the amount of time it takes to complete your qualification at Sheffield Hallam. [Find out more ► https://www.shu.ac.uk/study-here/how-to-apply/recognise-prior-learning](https://www.shu.ac.uk/study-here/how-to-apply/recognise-prior-learning)

Overseas applicants from countries whose first language is not English must normally produce evidence of competence in English. The standard for non-native speakers of English is as follows

- an IELTS score of 6.0 with 5.5 in all skills (or equivalent) for the full-time route.

- an IELTS score 6.5 with a minimum of 6.0 in all skills for the work experience route.

If your English language skill is currently below an IELTS score of 6.0 with a minimum of 5.5 in all skills we recommend you consider a Sheffield Hallam University [Pre-sessional English](#)  <http://www.shu.ac.uk/tesol/language/> course which will enable you to achieve an equivalent English level.

Additional information for EU/International students

If you are an International or non-UK European student, you can find out more about the country specific qualifications we accept on our [international qualifications page](#).  <https://www.shu.ac.uk/study-here/international/entry-requirements>

For details of English language entry requirements (IELTS), please see the information for 'All students'.

6. Modules

Module and assessment information for future years is displayed as currently validated and may be liable to change. When selecting electives, your choices will be subject to the core requirements of the course. As a result, selections may be limited to a choice between one of two or more specified electives in some instances.

You will be able to complete a placement year as part of this course. See the modules table below for further information.

Year 1

Compulsory modules

Module	Credits	Assessment
Digital Marketing	15	Coursework
Dissertation	45	Coursework
Entrepreneurial Marketing And Innovation	15	Coursework Practical
Global Brand Management	15	Coursework
International Consultancy Project 1	15	Coursework
International Consumer Behaviour	15	Coursework

Module	Credits	Assessment
Marketing Decision Making	15	Coursework
Relationship Marketing	15	Coursework
Research Methods	15	Coursework
Understanding Markets	15	Coursework

Final year

Compulsory modules

Module	Credits
Msc Placement	-

7. Fees and funding

Home students

Our tuition fee for UK students starting full-time study in 2024/25 is £10,310 for the course without work experience placement or £11,810 with work experience placement.

If you are studying an undergraduate course, postgraduate pre-registration course or postgraduate research course over more than one academic year then your tuition fees may increase in subsequent years in line with Government regulations or UK Research and Innovation (UKRI) published fees. More information can be found in our [terms and conditions](#) ► <https://www.shu.ac.uk/study-here/terms-and-conditions-and-student-regulations> under student fees regulations.

International students

Our tuition fee for International/EU students starting full-time study in 2024/25 is £17,205 for the course without work experience placement or £18,705 with work experience placement.



Postgraduate student loans

Up to £11,222 available for Home students on most masters courses.

[Learn more](#)

► <https://www.shu.ac.uk/study-here/fees-and-funding>

Additional course costs

This link allows you to view estimated costs associated with the main activities on specific courses. These are estimates and, as such, are only an indication of additional course costs. Actual costs can vary greatly depending on the choices you make during your course.

Additional costs for Marketing courses (PDF, 237.6KB)

► https://www.shu.ac.uk/-/media/home/olp/course-costs/2024/additional-costs-marketing.pdf?sc_lang=en

Legal information

Any offer of a place to study is subject to your acceptance of the [University's Terms and Conditions and Student Regulations](#) ► [/study-here/terms-and-conditions-and-student-regulations](#).

How do I apply?

You apply for this course via our online application form.

Apply for September 2024

► [https://msr.shu.ac.uk/urd/sits.urd/run/siw_ipp_lgn.login?
process=siw_ipp_app&code1=44MS01789SD&code2=0008](https://msr.shu.ac.uk/urd/sits.urd/run/siw_ipp_lgn.login?process=siw_ipp_app&code1=44MS01789SD&code2=0008)

You can also use the application form above to apply for future years of entry.

Not ready to apply just yet?

Why not come to our next open day? Open days are the perfect place to talk to staff and students, visit our campuses and get all the information you need. Alternatively, feel free to ask us a question.

Come to an open day

► <https://www.shu.ac.uk/visit-us>

Ask a question

► <https://www.shu.ac.uk/course-enquiry?courseId={9C15A19E-AED6-4B37-B6E5-4EB597E7AA98}>

Why choose us?



Teach ing

We are Gold rated in the Teaching Excellence Framework (TEF) for the outstanding quality of our



Acco mmo datio

We guarantee to find you an affordable place to live that's close to campus



Empl oyme nt

95% of our UK graduates are in work or further study 15 months after graduating (2020/21)

teaching and comes Graduate
and student with all bills Outcomes
outcomes included Survey)

Where next?

Find out more about Sheffield Hallam's postgraduate opportunities and community.



Come to an open day

You can chat to teaching and admissions staff, view our facilities and learn more about your funding options.

[Book now](#)

► <https://www.shu.ac.uk/visit-us/postgraduate-open-days>



Sign up for updates

Receive emails about postgraduate study, including application reminders and alerts for open days.

Sign up

► <https://www.shu.ac.uk/study-here/order-a-prospectus/postgraduate-updates>



Information for international students

Information for international students including entry requirements by country and funding.

Learn more

► <https://www.shu.ac.uk/study-here/international>

**Sheffield
Hallam
University**

City
Campus,
Howard
Street,
Sheffield,
S1 1WB,
UK

Phone

+44 (0)114
225 5555



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