

MSc **Marketing**

Creating a powerful marketing strategy is vital to business success in a global digital economy. Develop the skills to set you apart and prepare for an exciting and varied career.

COURSE OVERVIEW

Marketing has changed with the arrival of the digital era. Today, any business can operate on an international scale via channels. With so much competition, connecting with customers has never been more important.

This industry-accredited masters offers you the chance to explore the latest thinking and techniques in this rapidly changing field.

You'll look at both traditional and digital marketing principles and strategies, as you develop an in-depth understanding of the marketing role in organisations of all shapes and sizes.

You'll also examine the issues and opportunities in marketing, strategy and consumer behaviour.

Theory into practice

Our staff are a mix of practising and research-active professionals. So they bring the real world of marketing into the classroom, ensuring your learning is always industry-relevant. You'll also build professional workplace skills through live projects.

Working on live client briefs and the opportunity to participate in internships will see you put theory into practice. You'll be building a portfolio while you study, ready to apply for jobs as soon as you graduate.

On this page

international branding and digital media.

Whether you're already working in marketing or you're looking to move into the sector, it's an opportunity to develop the expertise you'll need to succeed.

[Show less ^](#)

WHAT YOU NEED TO KNOW



When does the course start?

[September 2024 ▾](#)



What is the length of the course?

1 year full-time

2 years full-time if undertaking an internship



Where will I study this course?

[Manchester](#)

FEATURES AND BENEFITS

Accredited by the Chartered Institute of Marketing (CIM) – this course is CIM accredited and allows you to work towards a CIM qualification.

Rise programme – all students are eligible to take part in curricular activities with Rise. These might include volunteering, project work and certifications. [Find out more](#)

Triple accredited – our Business School holds the globally recognised trio of accreditations from EQUIS, AACSB and AMBA, placing us among the best business schools in the world.

Creative and digital hub – Manchester has one of the UK's biggest creative and digital sectors. You'll find inspiration everywhere, as well as plenty of employers when you graduate.

Beyond the classroom – with our live client brief unit and the chance to make an internship as part of your course, you can work with real clients on real projects, showcase your skills and add to your CV or portfolio.

Grow your network – use our extensive industry links to develop your own professional network. Internships, live client projects and guest lectures all present networking opportunities.

Learn from experts – our lecturers have years of industry experience. Their knowledge is supported by guest lectures from some of the industry's leading figures.

Digital focus – this course provides an introduction to digital marketing, to prepare you for today's marketing industry.

On this page

“The thing that I’ve enjoyed most about my time at Manchester Met has definitely been seeing myself grow. I’m really proud to have come through the year and to have ended up with a marketing job that I definitely wouldn’t have achieved without the knowledge that I’ve learned on this course.”

Charlotte
MSc Marketing

COURSE INFORMATION

Marketing is vital for firms to connect with their customers in an increasingly competitive, and rapidly evolving, marketplace. Our MSc Marketing will give you the expertise necessary to thrive in this dynamic landscape.

Study with us and you’ll develop your critical thinking in key areas of marketing, both traditional and digital. There’s a practical focus too, putting you to work on a live client project.

You’ll be taught by experts with extensive links to industry, people who understand what it takes to succeed in this field. And you’ll leave us with the theoretical knowledge and workplace-relevant skills to succeed in this exciting sector.

Rise with Manchester Met

Rise is a programme available to all students at Manchester Met giving you the opportunity to earn practice credits on your degree through employment-enhancing activities. During your studies you can collect points for the activities you engage in and if you engage in enough activity you could receive recognition on your degree transcript.

Postgraduate students can get involved in activities such as **project work**, workshops, **volunteering** and **certifications**. For example, you could gain certifications with the likes of Microsoft, Adobe and the Project Management Institute free of charge. Not only are these fantastic to have on your CV but they are also transferable to a wide range of careers.

All Rise activities are organised according to themes of Digital Capabilities, Self-Effectiveness, Sustainability, Internationalisation, Enterprise and Civics. Completing a number of activities within a certain theme will also earn you micro-accreditations in the form of **Digital Badges**.

On this page

ACCREDITATIONS, AWARDS AND ENDORSEMENTS



Accredited Degree

Accreditation

Chartered Institute of Marketing
Manchester Metropolitan University offers Chartered Marketing Institute (CIM) Accredited Degrees. This means our students can gain CIM exemptions whilst studying. The CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners.



Accreditation

Association to Advance Collegiate Schools of Business
The Business School is accredited by The Association to Advance Collegiate Schools of Business. This means we are internationally recognised for meeting global standards of excellence in business and management education.



Endorsement

Business School Impact System (BSIS)
The BSIS scheme is designed to determine the extent and nature of a business school's impact upon its local environment. BSIS has given us the tools to capture the enormous added value and impact that our business school brings to businesses and communities.



Accreditation

EFMD Quality Improvement System
Our Business School holds the EQUIS accreditation – a leading international system of quality assessment, improvement and accreditation of higher education institutions in management and business administration. By attending an EQUIS accredited institution, students can be confident they are part of a high quality institution.



Accreditation

Australian Marketing Institute
This course is recognised by the Australian Marketing Institute (AMI).

On this page

You'll study several core units, covering topics such as marketing in practice, strategy for digital and live client brief. From there you'll complete your applied research proposal and project. Alongside your core units you'll also study one additional unit linked to your subject area.

Your assessments will be coursework based and may include tasks such as writing reports, delivering presentations and creating posters.

During your studies you'll also be given the opportunity to engage in a number of optional extracurricular activities through our Rise programme. These activities include project work, volunteering and certifications. Sustained engagement in these activities will also earn you recognition on your transcript, which means future employers will be able to see your additional efforts.

Core units

MARKETING IN PRACTICE ▾

MARKETING MASTERS LEVEL LEARNING ▾

MARKETING COMMUNICATIONS ▾

STRATEGY FOR DIGITAL ▾

BUSINESS TO BUSINESS MARKETING ▾

LIVE CLIENT BRIEF ▾

MARKETING PSYCHOLOGY ▾

APPLIED RESEARCH PROPOSAL ▾

Study and assessment breakdown

10 credits equates to 100 hours of study, which is a combination of lectures, seminars and practical sessions, and independent study. A masters qualification typically comprises of 180 credits, a PGDip 120 credits, a PGCert 60 credits and an MFA 300 credits. The exact composition of your study time and assessments for the course will vary according to your option choices and style of learning, but it could be:

Study

Full-time 20% lectures, seminars or similar; 0% placement; 80% independent study

Assessment

Full-time 100% coursework; 0% practical; 0% examination

Placement options

If you choose to take the optional one year internship, you'll do so once you have successfully completed your taught units. The internship takes place over 36-48 weeks – you will be supported by our Placement Office, who have extensive contacts within the industry and over 25 years' experience of helping students to find placements.

The Placement Office advertise a variety of opportunities, support and advise on the application and recruitment process and continue to support you whilst you are away from the University.

An additional fee applies to this internship.

MEET US

Whether you've already made your decision about what you want to study, or you're just considering whether postgraduate study is right for you, there are lots of ways you can meet us and find out more about postgraduate student life at Manchester Met.

We offer:

- [open days](#)
- [webinars](#)
- [a virtual experience campus tour](#)
- [chats with current students](#)

MEET US

TAUGHT BY EXPERTS

Your studies are supported by a department of committed and enthusiastic teachers and researchers, experts in their chosen field.

We often link up with external professionals too, helping to enhance your learning and build valuable connections to the working world.

[MEET YOUR TUTORS](#)

[DISCOVER YOUR DEPARTMENT](#)

ENTRY REQUIREMENTS

ⓘ These typical entry requirements may be subject to change for the 2024/25 academic year. Please check back for further details.

On this page

All application if you don't have a degree, but you have significant relevant professional experience, with accompanying references and/or professional qualifications.

International students please see mmu.ac.uk/international

English Language Requirements

We require IELTS with an overall score of 6.5 with no less than 5.5 in any category, or an equivalent accepted English qualification. Accepted English qualifications can be viewed [here](#).

FEES AND FUNDING

UK AND CHANNEL ISLAND STUDENTS

Full-time fee: £10,750 per year. Tuition fees will remain the same for each year of your course providing you complete it in the normal timeframe (no repeat years or breaks in study).

EU AND NON-EU INTERNATIONAL STUDENTS

Full-time fee: £22,500 per year. Tuition fees will remain the same for each year of your course providing you complete it in the normal timeframe (no repeat years or breaks in study).

ADDITIONAL INFORMATION

A masters qualification typically comprises 180 credits, a PGDip 120 credits, a PGCert 60 credits, and an MFA 300 credits. Tuition fees will remain the same for each year of study provided the course is completed in the normal timeframe (no repeat years or breaks in study).

ADDITIONAL COSTS



On this page

POSTGRADUATE LOAN SCHEME

Loans available for many of our postgraduate courses

[FIND OUT MORE](#)

ALUMNI LOYALTY DISCOUNT

Rewarding our graduates

[LEARN MORE](#)

CAREER PROSPECTS

With the skills you'll develop, you'll open up a variety of career opportunities. You'll be ready to take on agency or in-house marketing roles, with skills suited to account or communications executive or manager.

[OUR CAREERS SERVICES](#)

On this page

(fast moving consumer goods), in roles including:

- Global Digital Marketing Specialist, BP
- Media Executive, MediaCom
- Managing Director, Run Creative Ltd
- Director of Client Services, Building Blocks (UK) Ltd
- Consultant to the CEO, Athens Urban Transport Organisation
- Assistant Media Scheduler, BBC Radio 1/1Xtra, Radio 4 and Asian Network

Take the opportunity to network with employers.
Manchester has a vibrant creative and digital sector.
Impress during an internship or on the live client brief unit and you could be rewarded with a job offer.

TAUGHT BY INDUSTRY PROFESSIONALS AND ACTIVE RESEARCHERS

Our courses are taught by a combination of industry professionals and research-active academics. The industry professionals use case studies to demonstrate how you can apply the theory and skills you learn to real life scenarios. The research academics are engaged in projects that contribute to the very latest thinking in their area of expertise.

78% of our business and management research is rated as world leading or internationally excellent (Research Excellence Framework 2021)

RESEARCH AT MANCHESTER MET

REGISTER YOUR
INTEREST

GOT A QUESTION?

HOW TO APPLY

You can apply for this course by selecting one of the options below.

- [**MSc Marketing 1 year full-time**](#)
- [**MSc Marketing 2 years full-time with Internship**](#)

Get advice and support on making a successful application.

You can review our current [**Terms and Conditions**](#) before you make your application. If you are successful with your application, we will send you up to date information alongside your offer letter.

MANCHESTER IS YOUR CITY, BE PART OF IT

On this page

YOUR NEW
HOME

YOUR NEW
CITY

WHY
UNIVERSITY?

RELATED COURSES

MSc

DIGITAL MARKETING COMMUNICATIONS

Postgraduate | 1 year full-time 2 years with internship (September start)

MSc

CREATIVE ADVERTISING STRATEGY

Postgraduate | 1 year full-time 2 years with internship

MSc

INTERNATIONAL MARKETING MANAGEMENT

Postgraduate | 1 year full-time 2 years full-time with internship (September start)

MSc

MARKET RESEARCH AND ANALYTICS

Postgraduate | 1 year full-time

Programme Review

Our programmes undergo an annual review and major review (normally at 6 year intervals) to ensure an up-to-date curriculum supported by the latest online learning technology. For further information on when we may make changes to our programmes, please see the [changes section of our Terms and Conditions](#).

Important Notice

This online prospectus provides an overview of our programmes of study and the University. We regularly update our online prospectus so that our published course information is accurate. Please check back to the

On this page

Confirmation of Regulator

The Manchester Metropolitan University is regulated by the Office for Students (OfS). The OfS is the independent regulator of higher education in England. More information on the role of the OfS and its regulatory framework can be found at [officeforstudents.org.uk](https://www.officeforstudents.org.uk).

All higher education providers registered with the OfS must have a student protection plan in place. The student protection plan sets out what students can expect to happen should a course, campus, or institution close. Access our current [Student Protection Plan](#).

GET IN TOUCH

Manchester Metropolitan University

All Saints Building

Manchester

M15 6BH

United Kingdom

+44 (0)161 247 2000

[Contact us](#)

[Website feedback](#)

[Policies, regulations and legal notices](#)

[Cookies](#)

[Website terms of use](#)

[Accessibility](#)

[Freedom of information](#)

[Governance of the University](#)

[Modern slavery](#)

[Working at Manchester Met](#)