

MSc

International Marketing

FULL-TIME

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

Acquire and develop the specialist knowledge, understanding and skills associated with the relevant professional and managerial functions of international marketing.

[How to apply](#)

[Ask a question](#)

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



Everything you need to know...

[What is the fee?](#)

[How long will I study?](#)

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

Where will I study?

City Campus

When do I start?

September 2024

January 2025

Work Placement Route

For international students wishing to undertake a placement as part of this course, you must apply to the [International Marketing \(work experience route\)](#) ► <https://www.shu.ac.uk/courses/marketing/msc-international-marketing-work-experience>. Transferring to the work experience route later will not be possible due to visa restrictions.

1. Course summary

Understand international marketing management and how it's applied in industry

Gain professional marketing skills in preparation for future employment

Demonstrate the ability to understand market changes in a fast-moving industry

Apply your knowledge to develop international marketing plans and strategies.

This course is well established and enjoys an excellent reputation for producing postgraduate students who can add value to international businesses. With the skills you gain you'll be well-equipped to succeed in the 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

Your lecturer's view

An introduction to Marketing at Sheffield Hallam Univ...



Watch course leader Scott Jones talk about this course.

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.

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

You learn through

- traditional lectures
- seminars
- group work
- independent study
- a dissertation

On this course, you'll acquire academic knowledge and applied skills related to international marketing. You'll study modules on understanding markets, relationship marketing, global brand management, marketing decision making, international consumer behaviour, digital marketing, international consultancy project, research methods and entrepreneurial marketing & innovation. These modules will introduce you to key concepts of marketing and skills – such as marketing decision making and critical thinking in international contexts – providing you with a strong foundation to fulfil your potential.

You will be supported in your learning journey through a number of key areas. These include

- access to our unique student support triangle to help with your personal, academic and career development
- access to our Skills Centre with one to ones, webinars and online resources, where you can get help with planning and structuring your assignments
- industry-specific employability activities such as live projects, learning in simulated environments and networking opportunities

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

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 placements

You'll be able to choose a work experience route where you source your own placement to complete during the course. This option runs parallel to the more traditional, full-time non-work experience route. By successfully completing either route, you'll achieve an MSc International Marketing.

Live projects

As part of your learning experience you'll complete a marketing consultancy project with a real-world business. Here you'll be able to 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 in

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

Some of our graduates return home to manage family businesses.

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.



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. Equipment and facilities

We've invested over £100m in new facilities in the last five years, to help you study how and when you want. This means 24-hour libraries and study spaces designed by our students.

6. 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'.

7. 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.

Modules studied may differ depending on when you start your course.

Compulsory modules

Module	Credits	Assessment
Digital Marketing	15	Coursework
Dissertation	45	Coursework
Entrepreneurial Marketing And Innovation	15	Coursework Practical
Global Brand Management	15	Coursework

Module	Credits	Assessment
International Consultancy Project 1	15	Coursework
International Consumer Behaviour	15	Coursework
Marketing Decision Making	15	Coursework
Relationship Marketing	15	Coursework
Research Methods	15	Coursework
Understanding Markets	15	Coursework

8. 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](#).

Student success story



'I love the way we learn and then discuss our thoughts. It generates many ideas and views from the class which will be applicable to my future career.'

Panisa Jarukornvasin, MSc International Marketing, 2018 graduate

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=00003222&code2=0008](https://msr.shu.ac.uk/urd/sits.urd/run/siw_ipp_lgn.login?process=siw_ipp_app&code1=00003222&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={C82C874E-1900-4829-B415-C2EF7936A016}>

Why choose us?



Teach ing

We are
Gold rated
in the
Teaching
Excellence



Empl oyme nt

95% of our
UK
graduates

Framework
(TEF) for
the
outstanding
quality of
our
teaching
and student
outcomes

**Acco
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We
guarantee
to find you
an
affordable
place to live
that's close
to campus
and comes
with all bills
included

are in work
or further
study 15
months
after
graduating
(2020/21
Graduate
Outcomes
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>

You might also like

Other courses relating to this MSc International Marketing course.

MSc

International Hospitality Management

► <https://www.shu.ac.uk/courses/tourism-and-hospitality/msc-international-hospitality-management/full-time/2024>

Full-time - 1 Year / 15 Months

Tourism and Hospitality

Start or develop a career in the international hospitality industry, gaining a broad range of professional, technical and transferable skills required by the industry.

2024 - Postgraduate

Sheffield

Hallam

University

City

Campus,

Howard

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UK

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