



## MSc Strategic Marketing

**Start date:**

September 2024

**Duration:**

12-16 months

**Location:**

London, UK

[Admissions](#)[Funding and scholarships](#)

## Developing the next generation of marketing leaders in a data-driven world

With the rise of digital technologies, social media and a rapidly changing business environment, organisations need to be able to adapt their marketing strategies quickly and effectively to remain competitive. Our full-time MSc Strategic Marketing will teach you the fundamental marketing concepts needed to navigate this ever-evolving digital landscape with opportunities to apply your learning through a Strategic Marketing Consulting Project, Work Placement, Case Study or Independent Research Project.

Drawing on our world-class marketing faculty and thought-leaders in strategy, entrepreneurship and technology, our MSc Strategic Marketing provides a uniquely Imperial College view — one where marketing fundamentals intersect with the latest in technology and innovation, and where marketing science is blended with data-driven decision-making for business. Upon graduation, you will have the credentials to work in a variety of sectors in roles such as a brand manager, business development manager, product manager, account executive, or digital strategist.

**4th**

in the world (QS Business Master's Rankings 2024: Marketing)

**96%**

employed within six months (class of 2022)

1.1

2

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[Accept and continue](#)

[Explore the programme](#)

## Studying MSc Strategic Marketing at Imperial

A global top three Master's in Marketing from a leading Business school in London

**3rd**

in Europe (Imperial College London, Times Higher Education World University Rankings 2024)

**6th**

in the world (Imperial College London, QS World University Rankings 2024)

**#1**

city for students (London, QS Best Student City Rankings 2023)



## Consulting experience

For the Strategic Marketing Consulting Project, you will work with a real client on a live project. You will present your findings to company representatives and a panel of industry experts who will provide feedback on proposed solutions. Previous students have worked with companies such as IB Johnson & Johnson, Bentley Motors Limited and more.

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Discover the Imperial advantage

### Programme content

Show page contents

## Programme content

You will be taught through a combination of methods including lectures, syndicate discussions, team exercises, and individual case studies – assessed through examinations, team presentations, and coursework. Made up of core, electives, integrated, and applied modules, the programme will develop your domain expertise while expanding your understanding of how to solve complex business problems.

If you wish to complete a four-six month work placement (internship) as part of your programme, you also have the option to extend the programme to 16 months and graduate with 120 ECTS (additional tuition fees apply).

*Please note, programme content is subject to change. Candidates who fail to successfully complete this degree are not entitled to a Postgraduate Certificate or Postgraduate Diploma.*

### Programme preparation

Core modules

Electives

Integrative and applied modules

Global experiences

Through a combination of online pre-study modules and induction week, you will be ready to hit the ground running when your programme begins. This comprehensive preparation not only prepares you for the academic rigour ahead but also ensures you're thoroughly equipped to maximise the benefits of your programme.

### Online pre-study modules

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Induction week

[Read more](#)

#### WHAT OUR STUDENTS SAY



"The most rewarding part of the programme has been working on the individual and group projects that allow us to apply our understanding of the concepts we learn in our modules to real-life examples and case studies. Being able to understand and come up with creative and innovative solutions to these problems is very motivating and exciting."

**Omer Giritoglu**

**MSc Strategic Marketing 2022**

[Hear more from Omer](#)

#### Class of 2023-24

288

students

23

average age

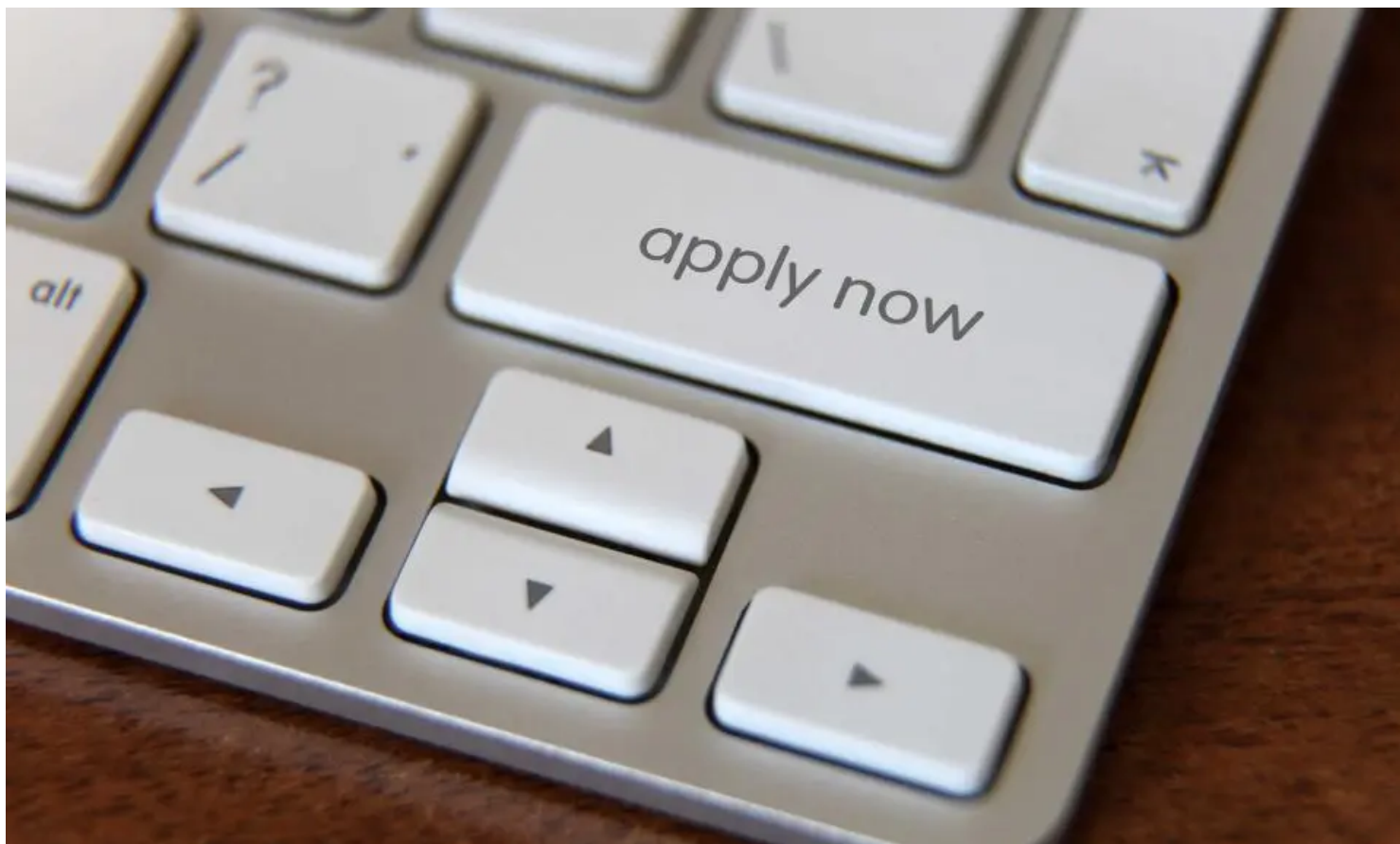
74%

female students

50

nationalities

Meet the class



## How to submit a winning MSc application

19 March 2024

12.00 - 13.00

Are you considering a Masters' programme at Imperial College Business School? Discover the admissions process and receive exclusive guidance on how to submit a successful application.

During this webinar you will hear from both the Recruitment and Admissions teams on the admissions process from start to finish, including entry requirements, tips and hints for your personal statement, what to include in supporting documents and much more.

[Register to attend](#)

### NEXT STEPS

[Admissions](#)

[Funding and scholarships](#)

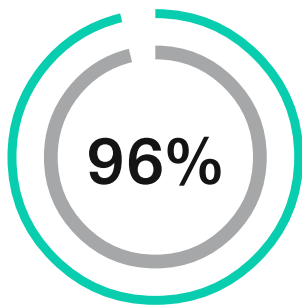
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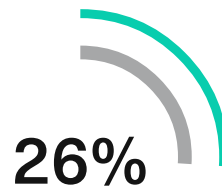
## Career impact

Imperial College Business School Careers provides world-class support, advice, and guidance that is tailored to your own individual career aspirations and is an integral part of your time at Imperial. A number of personalised services are provided before you start and throughout your time at the Business School to support you in securing a successful role in your chosen area.

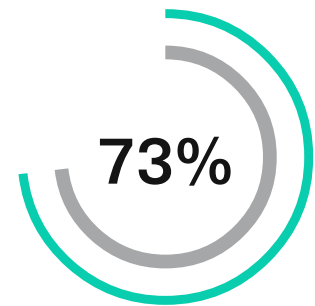
*Employment outcomes below refer to the class of 2022.*



employed within six months



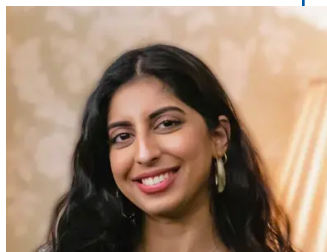
employed in FMCG, Luxury & Retail



employed in UK

[Find out more about career outcomes](#)

## WHAT OUR STUDENTS SAY



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"I'd say the most rewarding part of the programme has definitely been being able to apply theory to practical examples, whether that's through group projects, individual assignments, case studies or learning from professionals. It's been super interesting viewing campaigns from a managerial perspective, and all the modules tie in really well with each other so we're able to apply learnings across the whole programme at the same time"

**Noor Shahid**

MSc Strategic Marketing 2021-22

[Read more about Noor's story](#)

## Meet your faculty

Our faculty are specialists in their respective fields. They have international research reputations, consult for some of the top businesses in the world and are often asked by the media to give academic insight on a wide variety of topics.



**Omar Merlo**

Associate Dean (External Relations), Assistant Professor of Marketing - Academic Director, MSc Strategic Marketing

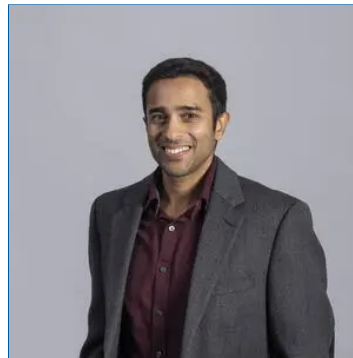
[Imperial Professional Web Page](#)



**Andreas Eisingerich**

Professor of Marketing - Academic Director, MSc Strategic Marketing (online, part-time)

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**Rajesh Bhargava**

Associate Professor of Marketing

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**Gokhan Yildirim**

Associate Professor of Marketing

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## Frequently asked questions

[Application process](#)[Entry requirements](#)[Fees and funding](#)[Visa and immigration](#)[The Business School](#)[Accommodation](#)[Other questions](#)

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How do I submit an application and what documents do I need to provide?

Can I test my quantitative ability to see if I am suitable to apply for a Finance programme?

How many programmes can I be considered for each year?

Do I need to submit evidence of my English language proficiency with my application?

When will my referees be asked to provide a reference?

I've received an email confirming that my referees have submitted my references, but this isn't yet confirmed on my account?

Will I be invited to interview?

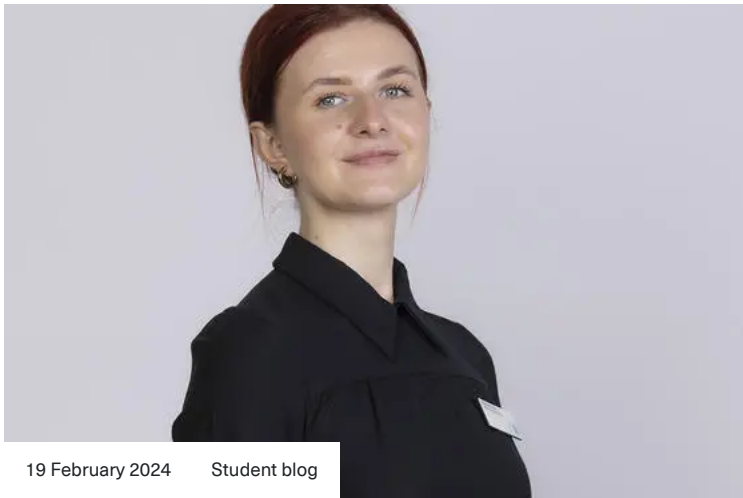
What interview platform do you use, and how will I be notified if I need to complete an online interview?

When will I receive a decision on my application?

Why is my offer subject to checks by Central Admissions?

I've been put on a waiting list, when will I receive a final decision?





19 February 2024 Student blog

## Why I chose to study MSc Strategic Marketing

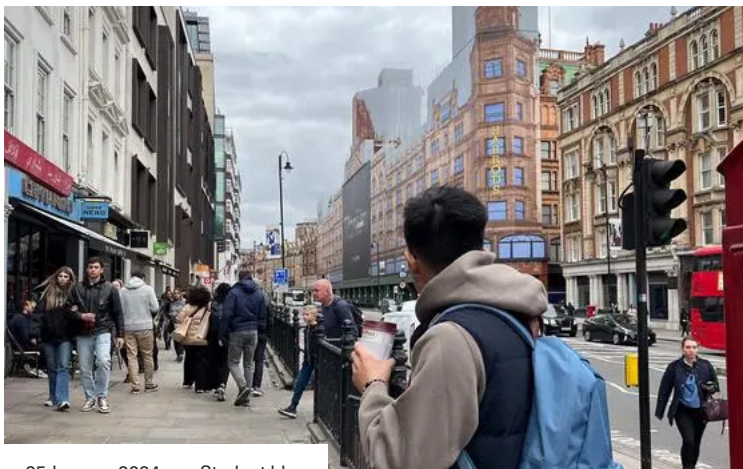
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26 January 2024 Student blog

## Imperial's night at the museum

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25 January 2024 Student blog

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## Explore more

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[MSc Strategic Marketing \(online, part-time\)](#)

[Upcoming events](#)



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**Imperial College  
Business School**

Imperial College London, South Kensington Campus, London, SW7 2AZ, United Kingdom

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## Accreditations



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