

# Marketing MSc

2 Year Full-Time | September Start (with Advanced Practice)

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**You will learn through a stimulating mix of lectures, seminars and workshops based around real life business case studies, enhanced by a team-building residential event early in the programme and an intensive team-based business simulation event later on.**

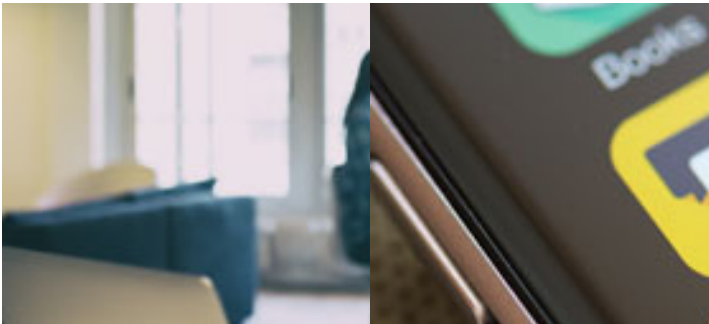
The MSc Marketing course at the Newcastle Business School is a one-of-a-kind specialist programme that allows you to tailor your studies to meet specific learning and career goals. Your learning experience provides you with a sophisticated understanding of marketing theory and practice, allowing you to bridge the gap between academic theory and its application.

To complement your core modules, you will have the chance to select two specialist modules in semester two. The option modules will cover issues such as branding, consumer consumption and global marketing.

For your final project you will have the choice of either an individual dissertation on a marketing subject of your choice (working alongside a marketing academic), or to work in our Business Clinic on a team-based consultancy project, where you will work with a real client to find solutions to real-life business problems.

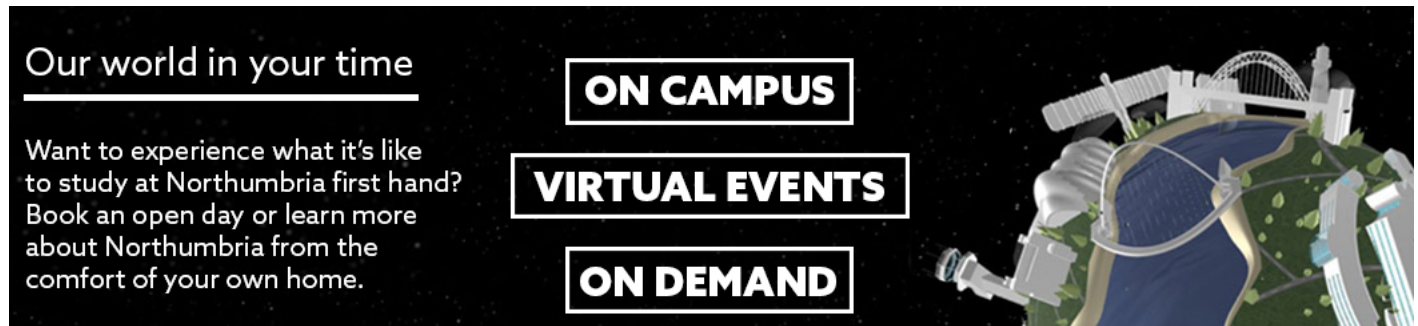
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## Entry Requirements 2024/25

### Standard Entry

#### Applicants should normally have:

A minimum of a 2:2 honours degree in any subject, or substantial experience of working in a business organisation.

#### International qualifications:

If you have studied a non UK qualification, you can see how your qualifications compare to the standard entry criteria, by selecting the country that you received the qualification in, from our country pages. Visit [www.northumbria.ac.uk/yourcountry](http://www.northumbria.ac.uk/yourcountry).

#### English language requirements:

International applicants are required to have a minimum overall IELTS (Academic) score of 6.5 with 5.5 in each component (or approved equivalent\*).

\*The university accepts a large number of UK and International Qualifications in place of IELTS. You can find details of acceptable tests and the required grades you will need in our English Language section. Visit [www.northumbria.ac.uk/englishqualifications](http://www.northumbria.ac.uk/englishqualifications)

## Modules Overview 2024/25

### Modules

Module information is indicative and is reviewed annually therefore may be subject to change. Applicants will be informed if there are any changes.

#### Year one

BM9718 -

**Research Methods and Analytics for Business Practice** (Core, 20 Credits)

In this module you will learn about a comprehensive range of research methods and business analytics techniques. This will equip you with the knowledge and practical skills necessary for you to conduct research at Masters' level and prepare you to complete a Master's Dissertation, Consultancy Project or Management Enquiry. By the end of the module you will know how to apply both quantitative and qualitative data collection and business analysis techniques. In quantitative techniques you will learn about sampling, questionnaire design, statistical inference, and hypothesis testing while qualitative techniques covered will include methods such as interviewing and focus groups. Analysis methods such as content analysis and thematic analysis will also be covered. In addition, you will gain some understanding of research philosophy (positivism and interpretivism) and research ethics and you will be able to write a research proposal to bring these ideas together.

Furthermore, this module will provide clear, critical, and analysis of data, you will also be able to consider the use of analytics implementation skills, where you will be introduced to analytics software such as SPSS. SPSS statistics analysis is one of the powerful solutions that is designed to help businesses and researchers to solve problems by various methods (geospatial analysis, predictive analytics and hypothesis testing).

GA\*

**Language Skills for Postgraduate Business Students** (Core – for International and EU students only, 0 Credits)

St. ay from your home country can differ due to cultural and language differences in teaching and assessment practices. This

m is designed to support your transition to postgraduate level study in the use and practice of subject specific skills around assessments

and teaching provision in your chosen subject. The overall aim of this module is to further develop your abilities to read and study effectively for academic purposes; to develop your skills in analysing and using source material in seminars and academic writing and to develop your use and application of language and communications skills suitable for a postgraduate level of study.

The topics you will cover on the module include:

- Understanding postgraduate assignment briefs.
- Developing advanced academic writing skills, including citation, paraphrasing, and summarising.
- Practising advanced 'critical reading' and 'critical writing'
- Planning and structuring postgraduate level academic assignments (e.g. essays, reports and presentations).
- Avoiding academic misconduct and gaining credit by using academic sources and referencing effectively.
- Speaking in postgraduate seminar presentations.
- Presenting your ideas
- Giving discipline-related postgraduate level academic presentations, experiencing peer observation, and receiving formative feedback.
- Postgraduate level speed reading techniques.
- Developing self-reflection skills.

MK9705 -

#### **Strategic Marketing for Sustainable Competitive Advantage** (Core, 20 Credits)

The module takes a contemporary and strategic view of marketing, and aims to help you develop a critical understanding of concepts, theories and techniques in the context of strategic marketing management at an advanced level. The intention is to support the development of knowledge and skills required to undertake strategic analysis of markets and organisations and formulate a competitive and sustainable marketing strategy. A contemporary approach to marketing is adopted throughout the module, as you will have the opportunity to learn and discuss the concepts that have changed the way we perceive marketing today, such as Responsible Marketing, Digital Marketing, value co-creation and disruptive innovation.

You will be introduced to Marketing at a strategic level of a business, and understand how marketing decisions are made in the context of other essential business functions; i.e. financial planning, operations and supply chain management, and human resource management. This will be addressed through engagement with a Business Simulation game delivered through workshops.

Within this module, you will cover three main areas associated with strategic marketing:

#### 1) Developing appropriate marketing strategies:

- Marketing Audit
- Assessing Micro- and Macro-environmental factors
- Customer profiling and the customer journey
- New product development
- Delivering and communicating customer value

#### 2) Implementation of strategies:

- Branding and brand management
- Sales management
- Retail Management and Marketing Channels
- International Marketing
- Performance metrics
- Strategy

#### 3) Emerging areas in contemporary marketing strategy:

- Internal marketing
- International Marketing - Marketing across the border
- Responsible Marketing and Sustainable Consumer Behaviour
- Digital marketing

MK9706 -

**Marketing Research and Analytics** (Core,20 Credits)

The aim of this module is for you to develop a comprehensive understanding of the roles of 'Marketing Research' and 'Marketing Analytics' in a successful organisation. You will gain an understanding of how marketing analytics and marketing research can assist managers, entrepreneurs and other stakeholders in their relentless pursuit of gaining competitive advantages. First, the principles of marketing research are presented. This involves exploring areas such as qualitative and quantitative research. From here the fundamentals of marketing analytics are discussed. Thus, a highly structured approach will be provided for you to undertake the module successfully.

Upon completion of the module, you will be able to:

- Describe and explain the key theoretical terms and concepts of marketing research. You will furthermore receive first-hand experience of qualitative and quantitative marketing research in the interest of developing qualitative and quantitative marketing research skills.
- Describe and explain the key theoretical terms and concepts of marketing analytics. In addition, you will have the appropriate skills to develop analytic dashboards.

MK9707 -

**Branding** (Optional,20 Credits)

You will learn a rich breadth of knowledge on branding, including critical competence and skills in brand design, branding strategies and brand management. You will discover up-to-date cutting-edge theories and techniques that you will need at the strategic and operational levels for branding in local and global markets. Topics include:

- Brand dynamics (e.g., brand meaning and identity in culturally diverse markets, brand forms and design elements).
- Brand design (e.g., brand identity system, colour, typography, sound, visual psychology and videography applications).
- Branding in the new technological environments (e.g., new digital devices, wearables, social media, Apps, content and crises management).
- Consumer-brand relationships (e.g., brand trust, brand love/hate, brand addiction, customer experiences/choices, brand relationship management, brand communities, value co-creation).
- Brand research and auditing (e.g., tools/techniques for brand research, competition and media analysis, brand audit).
- Brand management (e.g., brand initiatives, design management, creating and co-ordinating touch points, intellectual property, measuring performance, managing a portfolio of brands).
- Branding strategies for products and services (e.g., brand innovation, branding and portfolios for new-tech products, place/nation branding).

MK9708 -

**Contemporary Issues in Consumer Behaviour** (Optional,20 Credits)

Since the beginning as a stand-alone discipline, marketing theory and practice is underpinned by in-depth knowledge of consumers. However, understanding today's consumer is a challenge, even for the most seasoned marketing practitioners and academics. Research in consumer behaviour suggests that we live in a consumer culture, where consumers seek experiences that are underpinned by expectations of engagement, co-creation, choice, hyper-reality, and instant gratification.

Therefore, we encourage our marketing students to understand the complex nature of postmodern consumers and key issues they face in order to become capable marketers or academics. To begin with, you will learn about postmodern consumer culture and its influence on contemporary marketing strategy. It enables you to understand the complex and ever-changing needs and wants of postmodern consumer society. This covers key postmodern consumer traits such as experience, co-creation, hyper-reality, engagement, instant gratification, and fragmentation of self. It also helps you to critically understand the nature and importance of relational orientation in developing contemporary marketing strategies. Building on this understanding, you will be introduced to key issues of postmodern consumer culture and how they influence marketing as a discipline. Here, you will learn the depths of consumerism and critically evaluate its nature, traits and influences on gender issues, ethical debates, sustainability strategies, brand communities, and globalisation trends. You will engage in critical debates to learn how these issues are everyday part of our lives in today's postmodern culture, thus, bringing greater relevance to designing marketing strategies.

MK9709 -

**Global Consumers and Marketplaces** (Optional,20 Credits)

With changing migration patterns and digital media, we live in an increasingly global society. Whilst posing many opportunities for business, the digitalisation of a company's offering involves a range of complex business decisions. In this module, you will explore how marketing principles can be applied to global business, and in doing so develop a thorough commercial appreciation of the complexities of marketing across national boundaries.

This module is broadly composed of three themes:

- **The Global Consumer:** Consumers across the globe differ on a wide range of factors, including education levels, cultural norms, religious beliefs and wider lifestyle preferences. You will be introduced to some of these core differences, explore how cultural values differ across regions and the emergence of a global consumer culture. You will also explore how consumers tend to favour products from certain countries based on principles of country-of-origin and national identity.

- **International Marketing Strategy:** This theme will introduce you to the various market entry strategies utilised by organisations, including export, intermediate and hierarchical modes. Here you will explore the complexities of the global marketing environment (encapsulating political and economic differences) and developing international buyer-seller relationships.

- **Global Marketing Decisions:** Once an organisation chooses to internationalise, you will explore the range of marketing decisions that need to be made, including queries over product, pricing, marketing communications and branding. As part of this, you will be introduced to the 'standardisation versus adaptation' debate, which considers whether organisations should offer identical offerings across markets or implement a more tailored approach.

MK9711 -

**Developing Leadership Capability for Professional Practice** (Core,20 Credits)

This module engages you in personal and professional development in order that you develop and hone your teamworking, management and leadership skills, capabilities and attributes, and in so doing, enhance your employability. On this module, you will not only prepare for your first job after you graduate but also kickstart your commitment to life-long personal and professional learning. In the first part of the module you will be supported in a self-analysis by a range of activities, including the completion of self-administered tool-kits to demonstrate an increased self-awareness and self-understanding. This will also involve applying theoretical frameworks and researching contemporary literature for a more in-depth understanding of self. A key outcome of this process is how you will be able to exploit this development in order to lead, and manage, more effectively in your future careers. The second part of the module contains activities which enable you to build on your self-analysis and explore further your strengths, weaknesses and areas for development in the context of your career development plans. You will receive guidance on how to craft professional, postgraduate CVs, LinkedIn profiles, and supporting documentation to meet the needs of employer. Furthermore, you will use your understanding of self to help you to understand the key issues and specific challenges that you face, with your skills profile, in relation to your employability prospects in your target profession/industry/sector. This will also include the development of knowledge into the global graduate market, (including routes such as self-employment and developing your career with an existing employer) drawing upon local, national and international examples.

**Year two**

NX0470 -

**Applied Management Work Investigation** (Optional,60 Credits)

NX0479 -

**Business Clinic PG Group Consultancy Project** (Core,60 Credits)

NX0480 -

**The Newcastle Business School Masters Dissertation** (Optional,60 Credits)

NX9734 -

**Masters' Management Enquiry** (Optional,60 Credits)**Modules Overview 2025/26****Modules**

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**Year one**

BM9718 -

**Research Methods and Analytics for Business Practice** (Core,20 Credits)

GA7000 -

**Academic Language Skills for Postgraduate Business Students** (Core – for International and EU students only,0 Credits)

MK9705 -

**Strategic Marketing for Sustainable Competitive Advantage** (Core,20 Credits)

MK9706 -

**Marketing Research and Analytics** (Core,20 Credits)

MK9707 -

**Brand Management** (Optional,20 Credits)

M

**Consumer Issues in Consumer Behaviour** (Optional,20 Credits)

M

**Global Consumers and Marketplaces** (Optional,20 Credits)

M

**Developing Leadership Capability for Professional Practice** (Core,20 Credits)

Year two

- NX0470 - Applied Management Work Investigation (Optional,60 Credits)
- NX0479 - Business Clinic PG Group Consultancy Project (Core,60 Credits)
- NX0480 - The Newcastle Business School Masters Dissertation (Optional,60 Credits)
- NX9734 - Masters' Management Enquiry (Optional,60 Credits)

Study Options

The following alternative study options are available for this course:

Full Time Sep start	1 year Full Time / Sep start
Full Time Jan start	16 Months Full-Time / Jan start

Any Questions?

Our Applicant Services team will be happy to help. They can be contacted on **0191 406 0901** or by using our **Contact Form**.



SIGN UP

