



# Marketing (MSc)

Duration: 1 year  
Mode: Full time

Start date

23 September 2024

Apply for this course

**Conversion course**

This is a [conversion course](#). Conversion courses allow you to study a subject unrelated to your undergraduate degree or current career, and support you with a change of career path.

**Open day**

Find out more about studying here as a postgraduate at our next [Open Day](#).

## Why study this course

Bring your interests and expertise to a marketing programme designed for students from any disciplinary background.

**Industry insights**

See marketing in action on company visits and from high-profile guest speakers.

**Change business for good**

Address a contemporary business challenge as part of a team in a live Marketing Project.

**Marketing in context**

Explore contemporary marketing challenges in different organisational settings.

**Socially responsible**

As the world's first Public Value Business School, we're committed to delivering social improvement alongside economic development.

**Professional accreditation**

We're proud that our programme is a CIM (Chartered Institute of Marketing) accredited degree.

Marketing is the business of engaging with the world.

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*The business of changing the world is ours.*

Our MSc in Marketing is designed to enhance your previous study with additional insights into core marketing concepts, processes and skills. We'll help you become a marketing professional capable of analysing organisational scenarios and formulating evidence-based action plans.

Working with our academic and practitioner experts, you'll explore the principles and practices of marketing and how they can be deployed in multiple sectors, from goods-centred activities to service environments and across contrasting international contexts. You'll use leading research and real-life examples to identify ways in which organisations deliver value through marketing and research activities.

The programme will conclude with a final live marketing project. You'll work in a team to complete a marketing report for an organisation based on a defined brief and applying the core marketing concepts acquired on the course in the context of a specific organisation.

If you have previously studied marketing, you may be interested in [our MSc Strategic Marketing programme](#). Alternatively, if you have three years of relevant work experience, you may be interested in [our MBA programme](#).

Accreditations

- [Chartered Institute of Marketing \(CIM\)](#)
- [Association to Advance Collegiate Schools of Business \(AACSB\)](#)

Marketing (MSc)

Full time



in their field. It challenges students to develop core marketing skills in research, analysis and application.”

**Dr Mark Toon**  
Lecturer in Marketing and Strategy

Where you'll study

[Cardiff Business School](#)

We're an AACSB International and AMBA-accredited Business School with a clear mission: to make a positive impact in the communities of Wales and the world.

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[+44 \(0\)29 2087 4674](#)

Colum Road, Cathays, Cardiff, CF10 3EU

Admissions criteria

This is a conversion course. Conversion courses allow you to study a subject unrelated to your undergraduate degree or current career, and support you with a change of career path. No prior knowledge or degree in the subject is required

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1. A copy of your degree certificate and transcripts which show you have achieved a 2:1 honours degree in any subject, or an equivalent international degree. If your degree certificate or result is pending, please upload any interim transcripts or provisional certificates.
2. A copy of your IELTS certificate with an overall score of 6.5 with 6.0 in all subskills, or evidence of an accepted equivalent. Please include the date of your expected test if this qualification is pending. If you have alternative acceptable evidence, such as an undergraduate degree studied in the UK, please supply this in place of an IELTS.

If you do not have a degree in a relevant area, your application may be considered on the basis of your professional experience. Please provide additional evidence to support your application such as signed and dated employer references.

If you have previous study or work experience in marketing you may be interested in [our MSc Strategic Marketing programme](#). If you have at least three years of professional experience and meet the criteria detailed below, you may be interested in [our MBA programme](#).

### Application Deadline

We allocate places on a first-come, first-served basis, so we recommend you apply as early as possible. Applications normally close at the end of August but may close sooner if all places are filled.

### Selection process

We will review your application and if you meet all of the entry requirements, we will make you an offer.

Find out more about [English language requirements](#).

Applicants who require a Student visa to study in the UK must present an [acceptable English language qualification](#) in order to meet UKVI (UK Visas and Immigration) requirements.

### Criminal convictions

You are not required to complete a DBS (Disclosure Barring Service) check or provide a Certificate of Good Conduct to study this course.

If you are currently subject to any licence condition or monitoring restriction that could affect your ability to successfully complete your studies, you will be required to disclose your criminal record. Conditions include, but are not limited to:

- access to computers or devices that can store images
- use of internet and communication tools/devices
- curfews
- freedom of movement
- contact with people related to Cardiff University.

## Course structure

The programme comprises six module blocks, plus a marketing consultancy project. The first and last module blocks are scheduled on their own as introductory and capstone learning experiences. The four other modules are scheduled in pairs. The block approach provides an enriched opportunity for extended learning activities, close interaction and review of learning to enhance understanding. It also enables us to offer extra support for

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You will study two core modules in marketing research and service marketing before choosing two of the four optional modules offered within the programme. Within all modules you will be exposed to the latest research and practice in marketing.

A capstone ‘Marketing in Context’ module explores contemporary issues in marketing, with overarching theory delivered earlier in the programme challenged against context specific backdrops. This is designed to develop your insight and dexterity in the subject.

The programme concludes with a Marketing Consultancy Project, in which you will work as a group to develop a brief with an organisation and then undertake a marketing investigation in response.

Key academic and professional skills are integrated into all the modules, helping to build your confidence and the skills required to succeed both within the programme and in your future career.

The modules shown are an example of the typical curriculum and will be reviewed prior to the 2024/25 academic year. The final modules will be published by September 2024.

Open all

Core modules for year one

| Module title           | Module code | Credits    |
|------------------------|-------------|------------|
| Marketing Project      | BST360      | 60 credits |
| Marketing Fundamentals | BST350      | 20 credits |
| Services Marketing     | BST351      | 20 credits |
| Marketing Research     | BST352      | 20 credits |
| Marketing in Context   | BST353      | 20 credits |

Optional modules for year one

The University is committed to providing a wide range of module options where possible, but please be aware that whilst every effort is made to offer choice this may be limited in certain circumstances. This is due to the fact that some modules have limited numbers of places available, which are allocated on a first-come, first-served basis, while others have minimum student numbers required before they will run, to ensure that an appropriate quality of education can be delivered; some modules require students to have already taken particular subjects, and others are core or required on the programme you are taking. Modules may also be limited due to timetable clashes, and although the University works to minimise disruption to choice, we advise you to seek advice from the relevant School on the module choices available.

Show less about the course structure

Learning and assessment

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Consequently, each block of learning includes a variety of activities such as case studies, videos, mini team challenges, role-play, company visits, and industry speakers, all designed to introduce new ideas and develop your understanding.

We will help you to enhance the higher order reflective skills you were introduced to during your first degree

[Read more about learning and assessment](#) 

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# Tuition fees for 2024 entry

Your tuition fees and how you pay them will depend on your fee status. Your fee status could be home, island or overseas.

[Learn how we decide your fee status](#)

## Fees for home status

| Year     | Tuition fee | Deposit |
|----------|-------------|---------|
| Year one | £12,200     | None    |

## Students from the EU, EEA and Switzerland

If you are an EU, EEA or Swiss national, your tuition fees for 2024/25 be in line with the overseas fees for international students, unless you qualify for home fee status. UKCISA have provided [information about Brexit and tuition fees](#).

## Fees for island status

Learn more about the [postgraduate fees for students from the Channel Islands or the Isle of Man](#).

## Fees for overseas status

| Year     | Tuition fee | Deposit |
|----------|-------------|---------|
| Year one | £27,200     | £2,500  |

[More information about tuition fees and deposits](#), including for part-time and continuing students.

## Financial support

Financial support may be available to individuals who meet certain criteria. For more information visit our [funding](#) section. Please note that these sources of financial support are limited and therefore not everyone who meets the criteria are guaranteed to receive the support.

# Additional costs

## Living costs

We’re based in one of the UK’s most affordable cities. Find out more about [living costs in Cardiff](#).

# Funding

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[Alumni Discount](#)

The alumni discount is available for Cardiff University graduates who are planning to start an eligible master's in 2024/25.

Careers and placements

At Cardiff Business School, you'll receive a career-changing education from world-leading academics that have different points of view. They'll challenge your thinking as you consider the world of business from a range of alternative perspectives.

On our MSc in Marketing, you'll benefit from the knowledge and expertise of our Career Enhancer Team. They're ready and waiting to identify events and opportunities to help you achieve your future aspirations.

We've developed relationships that range from the largest multinationals to the smallest micro-businesses, and include a wide variety of social enterprises and cooperatives. We use these networks to deliver value for our students through:

- real-world case studies and insights
- collaboration with our Public Value Entrepreneurs in Residence
- guest lectures
- field trips and workshops.

This wide ranging and varied learning experience will help enhance your career and demonstrate how you can make a difference along the way.

The programme will enable new opportunities for a career in Marketing, supplementing the skills and knowledge you acquired in your first degree. The MSc Marketing offers advancement in the student's own discipline through complementary expertise and differentiation from other candidates in the field.

Placements

There is no placement opportunity within the programme. However, during the Marketing Consultancy Project you will work closely with an organisation and develop a marketing plan to address their organisational needs.

Next steps



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Register for information about our 2023 dates.



[International](#)

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[Make an enquiry.](#)

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23 September 2024

Apply

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eg. Architecture

Related searches: [Business](#), [Marketing](#)

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Postgraduate

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