

# International Marketing and Business Strategies MSc

Part of: [Business and Management](#)



The International Marketing and Business Strategies MSc provides students with the opportunity to develop a critical understanding of marketing concepts that drive organisational growth and internationalisation. The programme is suited to students who want to think strategically about the relationship between business dynamics and marketing. You will also have the opportunity to pursue an industry-based consultancy project, apply marketing knowledge and skills to real-world cases, and participate in business simulations.

- Study marketing in a strategic context, to gain a broader understanding of how marketing relates to business and management.
- Explore the challenges of the digital economy, networked marketing and platformization.
- Be well-equipped to pursue consultancy roles in the changing international marketplace.

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## Study options

Full-time, September 2024 | 1 year

|             |                                    |
|-------------|------------------------------------|
| Starting in | September 2024                     |
| Location    | Mile End                           |
| Fees        | Home: £14,850<br>Overseas: £31,850 |



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## What you'll study

Through assessments, project and problem-based activities, this programme aims to enable students to:

- Plan and conduct market research informed by literature in marketing, international management and strategy disciplines.
- Critically appraise marketing insights from literature, qualitative and quantitative data.
- Develop the skills to present analysis and recommendation of marketing practices and strategies.

## Structure

- Seven compulsory modules
- Choose from four optional modules
- Compulsory dissertation module



## Masters Open Event

Join us for our next Masters Open Event on Thursday 21 March 2024 where you can find out more about student life and study at Queen Mary

[Register now](#)

## Compulsory/Core modules

|  |
|--|
| ✓ Relationship and Network Marketing   |
| ✓ Research Methods for Marketing       |
| ✓ Dissertation for Marketing           |
| ✓ Introduction to Marketing Management |
| ✓ Global Marketing and Communications  |

## Elective modules

|                                       |
|---------------------------------------|
| ✓ Services Management                 |
| ✓ Social and Political Marketing      |
| ✓ Entrepreneurship                    |
| ✓ Social Marketing for Social Justice |



|  |
|--|
| ✓ Strategic Marketing                      |
| ✓ Sustainability Marketing, Ethics and CSR |
| ✓ Marketing Consultancy Dissertation       |
| ✓ Strategy and Management Consulting       |

*Please note that all modules are subject to change.*

## Assessment

Learning outcomes are assessed using a mix of coursework, essays, projects, presentations and exams. There will be variation across modules, and some are wholly examined by coursework. Teaching staff will aim to provide students with constructive feedback on assessments.

## Teaching

Teaching will be conducted by research and scholarship-oriented staff and supplemented, where appropriate, by visiting lecturers with professional expertise in sectors such as communications, advertising and public relations.

Students typically have 3 contact hours per week in each module. Within these three hours, each module has its own pattern of lectures, seminars/classes and other activities. Students could take part in a range of different teaching and learning activities, including one-to-one tutorials, guest lectures, group work, independent studies, research projects and team group learning.

## Dissertation

Compulsory with choice between Dissertation for Marketing or Marketing Consultancy Dissertation.



**Professor Stephan Henneberg**

Professor of Marketing and Strategy

Professor Henneberg joined the School of Business and Management in summer 2013. He's held academic roles at Manchester Business School (MBS), University of Manchester, and at the University of Bath. His research interests are mainly in the area of business marketing, supply chain management, and business strategy. He's worked in senior positions as a management consultant with A.T. Kearney and Kinsey & Co.



**Dr Zahra Sharifonnasabi**

Lecturer in Marketing and Co-Director of Research Group MINDS

Dr Zahra Sharifonnasabi is a lecturer and Assistant Professor at Queen Mary. Zahra's research falls into the field of consumer behaviour and she takes an interpretivist, qualitative approach in her studies.



## Where you'll learn

### Facilities

- ThinkPod interactive collaboration space with presentation, recording and video conferencing facilities.
- Media suite with industry-standard design and editing software (QUBE).
- Brand new Graduate Centre, offering purpose-built study spaces and an exclusive rooftop common room.
- 24-hour library on campus.

### Campus

Teaching is based at Queen Mary's [Mile End](#) campus, one of the largest self-contained residential campuses in the capital. Our location in the heart of London's East End offers a rich cultural environment.

We have invested £105m in [new facilities](#) over the past five years, to offer our students an exceptional learning environment. Recent developments include the £39m [Graduate Centre](#), providing 7,700 square metres of learning and teaching space.

The campus is 15 minutes from Central London by tube, where you will have access to many of the University of London's facilities, such as the Senate House library.



## About the School

### School of Business and Management

The School of Business and Management has a reputation as a socially engaged management school, with an innovative, multidisciplinary, mindful and responsible approach. We invite our students to ask incisive questions, to challenge their assumptions, and to search for solutions to real-world challenges.

We ensure students experience innovative and engaging educational pathways, alongside supportive staff and excellent research facilities.

The School is accredited by the [Association to Advance Collegiate Schools of Business](#) (AACSB), which ensures that the highest standards of excellence in teaching, research, curriculum, and learner success are met.

In the most recent [Research Excellence Framework](#) (REF 2021), the School of Business and Management dramatically moved up the Times Higher Education rankings. Among 108 UK business schools, the School now ranks:

- 22nd for overall research quality (up from 39th in REF2014)

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- 28th for research outputs (up from 34th)
- 12th for research impact (up from 24th)
- 21st for research environment (up from 59th)

Queen Mary is also part of the [Russell Group](#) - a body of leading UK universities dedicated to research and teaching excellence.

## Career paths

This programme is particularly well-suited to students who wish to go into consultancy which focuses on how marketing can help business growth. It would also suit students hoping to work in global marketing-led organisations or family businesses.

The School works closely with the Careers Service to support students with finding internships, making applications and preparing for interviews and assessment centres.

## Fees and funding

### Full-time study

September 2024 | 1 year

Home: £14,850

Overseas: £31,850

[EU/EEA/Swiss students](#)

### Conditional deposit

Home: Not applicable

Overseas: £2000

[Information about deposits](#)

Queen Mary alumni can get a £1000, 10% or 20% discount on their fees depending on the programme of study. Find out more about the [Alumni Loyalty Award](#)

## Funding

There are a number of ways you can fund your postgraduate degree.

- [Scholarships and bursaries](#)
- [Postgraduate loans \(UK students\)](#)
- [Country-specific](#) scholarships for international students



Our [Advice and Counselling](#) service offers specialist support on financial issues, which you can access as soon as you apply for a place at Queen Mary. Before you apply, you can access our funding guides and advice on managing your money:

- [Advice for UK and EU students](#)
- [Advice for international students](#)

## Entry requirements

### UK

#### Degree requirements

A 2:1 or above at undergraduate level in any subject.

Find out more about [how to apply](#) for our postgraduate taught courses.

### International

Country of Qualification

Select a country

## English language requirements

If you got your degree in an English speaking country or if it was taught in English, and you studied within the last five years, you might not need an English language qualification - [find out more](#).

The minimum English Language requirements for entry to postgraduate degree programmes within the School of Business and Management are:

#### Examining body

IELTS

7.0 overall including 6.0 in Writing, and 6.0 in Reading, Listening and Speaking.

*MSc Management with Integrated Pre-Masters requires 5.5 overall including 5.5 in Reading, Writing, Listening and Speaking.*

## Visas and immigration

Find out how to apply for a [student visa](#).

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[Postgraduate Admissions](#)

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Related Courses

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MSc

Business Analytics MSc

1 year Full-time  
MSc

International Business MSc

1 year Full-time  
MSc

Digital Marketing MSc

1 year Full-time  
MSc

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