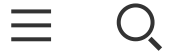


This website uses cookies to enhance your user experience. By continuing to browse the site you are agreeing to our use of cookies. Find out more about our cookie policy

OK



Nottingham Trent  
University



## Marketing and Data Analytics MSc

Find an open day

Order a prospectus

**Level(s) of Study:** Postgraduate taught

**Start Date(s):** September 2024

**Duration:** One year full-time / two years with a work placement

**Study Mode(s):** Full-time / Sandwich

**Campus:** City Campus

## Entry Requirements:

[More information](#)

## Year of entry:

2024

[Sign up for emails](#)

[Apply now](#)

## Find us on:

What  
you'll  
study

How  
you're  
taught

Employability

Facilities

Entry  
requirements

Fees  
and  
funding

How  
to  
apply

## Introduction:

The significance of data analytics needs no acknowledgement. Companies across industries have leveraged data science in combination with marketing to enhance productivity and to build long-term relationship with customers. Over the last decade, marketing has been revolutionised by data analytics, allowing brands to improve brand strategies and business management and therefore, to deliver better experience through personalised communication.

This course is designed to provide an advanced study of marketing analytics which is both practically and academically relevant to the current and future demands of the marketing profession. We work closely with industry practitioners so that you benefit from expert's real-life experience and the latest sector trends. Through specialist modules, you'll develop an advanced conceptual knowledge of the value of data analytics in contemporary organisations, and be introduced to the latest methods and techniques that enable identification of data to answer strategically important questions.

**Designed for aspiring marketing data specialists**

Our MSc Marketing and Data Analytics is the ideal next step for marketing graduates who want to pursue careers in customer analytics, marketing intelligence and marketing management. You'll be well-equipped to work in the analytical area of organisations, with the knowledge of the latest industry trends and skills to draw actionable insight from customer data.

## What you'll gain from this degree?

- develop skills and knowledge relevant to data specialists and data analysts, including data mining and the use of data to demonstrate the value of data for decision making in marketing.
- a comprehensive understanding of the role of consumer insight in marketing practices and building of strategic consumer relationships.
- the ability to critically analyse, interpret, organise and present consumer or market activities data.
- experience of applying your analytical knowledge and working with businesses and senior professionals through industry-facing projects.



NTU is ranked in the Top 20 for Marketing in The Complete University Guide 2021.



93% of students studying a postgraduate marketing course would recommend studying at Nottingham Trent University to others (Postgraduate Taught Experience Survey, 2021).



You will be allocated an Academic Mentor at the beginning of the academic year and you will meet with them regularly throughout the year. Academic Mentors help you make the most of your time at NBS.



At NBS you can create a personalised learning experience, giving you a unique Masters degree that equips you with the skills you'll need, for the career you want.

## Join our internationally accredited business school

Nottingham Business School is accredited to AACSB and EQUIS, the highest international standards for business school education. We are one of 47 global PRME Champions - a

United Nations-supported initiative leading the way with sustainable and responsible management education.



## What you'll study

At NBS you can create a personalised learning experience, giving you a unique Masters degree that equips you with the skills you'll need, for the career you want. Each of the modules will be delivered over a four week period, with teaching delivered in three weeks and the fourth week left clear for assessment work. This enables you to focus on one subject at a time, whilst allowing time for preparation and assessment work.

At the beginning of your course you will attend a residential trip with your new course mates and course team. This is a perfect introduction to your course and a great opportunity to get to know who you will be spending the next year studying with. The trip involves interactive ice-breaker sessions and team building activities.

## **Programme overview**

### **Semester one**

#### **Semester one modules**

- Marketing for the Boardroom
- Informed Customer Insight
- Data Analysis and Visualisation

### **Semester two**

#### **Semester two modules**

- Data Mining for Marketing
- Informed Decision Making
- Web Analytics and Digital Strategy

### **Semester three**

#### **Semester three modules**

### **Ongoing learning/professional development**

Your choice of final semester project. Experiential projects include:

### **Placement opportunities**

- Consultancy Experience Project;
- In-Company Experience Project; *or*
- Business Research Project

#### **Module for September starters undertaking the 2 year course**

- Placement Diploma in Industrial Experience

# How you're taught

## Teaching and learning

Nottingham Business School adopts a distinctive approach to the design of student learning opportunities. Your learning is structured around theory, practice, experience and observation, and reflection and improvement. At each level (course, module and session), you will study different theories, concepts and approaches and be given opportunities to apply these in a range of practical settings. The aim is to enhance your understanding through the direct experience of business, where you will have opportunities to observe business practices and behaviours (including your own) and analyse these using theoretical knowledge. It is our intention that by reflecting on these experiences, you will be able to use these theories to guide your actions and decisions in a business context or even consider how a theory itself might be improved. In this way, we aim to enhance the quality of your learning.

## Academic mentors

Every postgraduate student will be allocated an Academic Mentor at the beginning of the academic year and you will meet with them regularly throughout the year. Academic Mentors help you make the most of your time at NTU. They will support you in developing and enhancing the qualities and transferrable skills necessary for your studies, career progression, professional and personal development.

## Assessments

A range of assessment methods are used across the course, the choice of which reflects the needs and demands of the different types of module. Some modules will assess the ability to work collaboratively in a team and others will assess individual capability. Types of assessment will range from examinations to group presentations including essays, reports, financial analyses, literature reviews and research based projects.

The interactive nature of the taught sessions offers opportunities to gain feedback on your performance before being formally assessed and increasing use is made of eLearning to further support the feedback process.

## In-session English language support

In-sessional English language classes are offered to international students at no extra cost. The classes aim to provide focused support in the skills you need in order to develop your English in your subject area.

Further information please contact the Nottingham Language Centre based in the DICE building on City Campus:

Tel: +44 (0)115 848 6156 | Email: [englishsupport@ntu.ac.uk](mailto:englishsupport@ntu.ac.uk) | Website: [www.ntu.ac.uk/nlc](http://www.ntu.ac.uk/nlc)

## **Personalisation**

We know our postgraduate students are a diverse group, with different levels of academic knowledge in their chosen area of study, different cultural and educational backgrounds, and varying levels of personal and professional skills and competencies.

At NBS we strive to ensure that these two motivating factors are nurtured and therefore supported. Our students are encouraged to practice and develop the skills and competencies required to critically reflect on their learning, and on their ability to apply this learning to their studies and to real world complex issues within the workplace. Through a series of curricula and extra-curricular initiatives, strengthened by tailored academic mentor support, NBS provides all our postgraduate students with the ability to participate in a range of challenging and unique activities, projects, events and experiences to enable our students to succeed in a competitive and dynamic global environment.

## **Staff Profiles**

## **Ms Sharon-Marie Gillooley - Principal Lecturer**

### **Nottingham Business School**

Sharon-Marie is a Principal Lecturer in the Department of Marketing, the Course Lead Department Representative for Marketing and Fellow of the

[See Ms Sharon-Marie Gillooley's staff profile](#)

## **Careers and employability**

At Nottingham Business School, we're focused on your employability from the start of your postgraduate degree. We provide you with a learning experience that integrates theory and practice.

### **Matching your ambition**

Our course is designed to produce graduates with focused knowledge on data and analytics for marketing. This is crucial knowledge to have to succeed as a data specialist, in roles across market research, consumer insight or product marketing.

Market research and consumer insight professionals primarily work in market research and development, seeking to discover target areas that help drive the operational and creative strategies in organisations. Consumer insight is used in various divisions of a company, from product development to customer service.

Potential job roles this degree will prepare you for include:

- Product Marketing Manager
- Insight Manager
- Market Research Manager
- Marketing Analyst
- Customer Relationship Management Analyst



As your career evolves, progression from these roles can include Senior Insight Manager, Head of Market Research, Strategy Director or Director of Marketing.

## Employability Team

We have a dedicated Employability Team who not only help you during your time with us but also following graduation, they'll continue to support you by providing a number of services that will help kick-start your career.

Our [Employability Team](#) offer a wide range of support from one-to-one appointments with our specially trained consultants, to arranging recruitment fairs and skill building workshops.

Services they provide include:

- Finding placements, internships and part-time work
- Helping you to pursue self-employment
- Advice on taking gap years and time out
- Information and help on getting into volunteering
- Providing advice on further study.

As a student you will have access to our virtual learning environment, where you will be able to get in touch with our Employability team for CV support, application, interview and job hunting advice, career ideas and employer videos.

You can visit the Employability Team on your local campus every day during term time. They are also open outside of term time too, except on University closure days. So drop in, say hello, and get help with quick enquiries or book an appointment with a careers consultant from your school.

## Re:search Re:imagined

To us, research is about more than writing papers and proposing new ideas. By daring to think differently, we're disrupting the research landscape and finding the answers to the questions that really matter. From ethics, innovation and entrepreneurship to behavioural science, we're inspiring the brightest minds to rise up and find solutions to some of the most significant global challenges facing society.

Find out more: [ntu.ac.uk/research](https://ntu.ac.uk/research)

# Campus and facilities

We are continually investing in our facilities, and transforming our learning and teaching environment to create an inspiring and innovative atmosphere.

The School is based in the impressive [Newton Building](#) on NTU's [City Campus](#).

## Postgraduate Centre

A short walk from the Newton building and Boots library, the [Postgraduate Centre](#) facilitates on-campus teaching for Nottingham Business School's postgraduate and executive education courses.

## Dryden Centre

Benefit from the newly built [NTU Dryden Enterprise Centre](#) that provides dedicated support for entrepreneurs, start-ups, small and medium-sized enterprises.

## Fantastic facilities

- You can take advantage of the Link Lounge, a space dedicated to Business School students, located on floor zero of the Newton building.
- Explore your career prospects with the help of the University's Employability Team.
- You will benefit from spacious [teaching rooms and lecture theatres](#).
- We provide students with a variety of social spaces.
- Your studies will benefit from the £13 million [Boots Library](#).
- You can take advantage of our 24-hour IT facilities.
- Our [Student Services Centre](#) will also be on-hand should you need support.

The location of the City site also means that you have easy access to:

- sports facilities
- shops
- student accommodation
- music venues
- cafés.

[Take a Virtual Tour](#)



New Postgraduate Centre opening Spring 2024.

# Entry requirements

## UK

## International


### One year course

- You will need a degree in Marketing or in Business Management equivalent to a UK undergraduate honours degree (**2.1 or above**).
- All applicants will be required to demonstrate a commitment to the subject they wish to study and should demonstrate how their chosen programme of study will benefit them in their future career.
- One academic reference is required.

### Two years with placement

- You will need a degree in Marketing or in Business Management equivalent to a UK undergraduate honours degree (**2.1 or above**).
- All applicants will be required to demonstrate a commitment to the subject they wish to study and should demonstrate how their chosen programme of study will benefit them in their future career.
- One academic reference is required.

Get in touch If you need any more help or information, please contact us at [Ask NTU](#) or call on +44 (0)115 848 4200.

NTU may admit a student with advanced standing beyond the beginning of a course, through an assessment of that student's prior learning, whether it is certificated or uncertificated. Our [Recognition of Prior Learning and Credit Transfer Policy](#)  outlines the process and options available to these prospective students, such as recognising experiential learning or transferring to a similar course at another institution, otherwise known as credit transfer.

All prospective students who wish to apply via Recognition of Prior Learning should initially contact the central [Admissions and Enquiries Team](#) who will be able to support you through the process.

## Fees and funding

UK

International

### Home fees for September 2024 entry

Study route	Home fees
One year (full-time)	£11,900
Two years (placement year)*	£13,750 (£11,900 in year one and £1,850 in year two)

\*Please note that if you are considering a course that runs over more than one year, the tuition fee stated is for the first year of study. The course fee for the second year may be subject to annual review.

Placements are only available for students beginning their studies in September.

### Additional costs

Your course fees cover the cost of studies, and include loads of great benefits, such as the use of our [City Campus library](#), support from our expert [Employability team](#), and free use of the [IT equipment across our campuses](#).

You may choose to purchase core text books for your course, and prices for these may vary. However, our library is home to four floors of books,

journals and materials (many of which you can access online) – meaning you may not need to purchase as many books as you might think!

Whilst on placement students will be expected to pay for accommodation, travel and living costs.

## **Funding your studies**

Preparing for the financial side of student life is important, but there's no need to feel anxious and confused about it. We hope that our [fees and living costs](#) page and [funding](#) pages will answer your questions.

## **Postgraduate loans**

The government introduced a new postgraduate loan scheme for Master degrees. The loan will be a contribution towards the costs of study and it will be at the student's discretion to use the loan towards fees, maintenance costs or other costs. Find out more on our [postgraduate loans](#) page.

## **Scholarships**

You might be able to get a scholarship to help fund your studies. We award [scholarships](#) to those students who can demonstrate excellent achievement, passion and dedication to their studies.

## **Alumni Discount**

We're happy to be able to offer a [20% alumni discount](#) to most current NTU students and recent NTU alumni. This discount is currently available for those starting an eligible postgraduate taught, postgraduate research or professional course.

## **Getting in touch**

For more advice and guidance, you can contact our Student Financial Support Service on Tel: **+44 (0)115 848 2494** or for Scholarship help please contact us on Tel: **+44 (0)115 848 4460**.

# How to apply

UK

International

Ready to join us? **Apply through our [NTU Applicant Portal](#).**

1. **Register as a new applicant and create an account in the Applicant Portal** - don't worry you won't need to complete your application at once, you can come back to it so keep your details safe.
2. **Fill out and submit your application** - make sure to check all the information such as entry requirements before submitting.
3. **Track the progress of your application** – you can do this by logging into the Application Portal.
4. **Check your offer** – As long as you've provided all the information we need, we'll try and make a decision on your application within five to ten working days. However, this can take longer and you should allow at least three weeks for a decision.
5. **Accept your offer within four weeks** - Remember that competition for places is high, and if you don't accept your offer within four weeks it may lapse. After eight weeks it will be automatically withdrawn.
6. **Meet the conditions of your offer (if you have any)** - Upload all the documents required to meet the conditions of your offer using the My Documents section of the Applicant Portal.

Don't worry if you're waiting for results – we recommend applying now, and then adding them to your Application Portal once they arrive.

If you need some help in writing your application you can [view our handy tips](#).

Good luck with your application!

**More from**  
**Nottingham Business School**

[See more courses](#)

## You may also be interested in:

### MSc Marketing

This degree will help you become a market-ready professional with a global outlook, equipped for a successful international career in marketing, business or management. Created in close consultation with the marketing industry and the Chartered Institute of Marketing (CIM), it develops the strengths,

### MSc Digital Marketing

This degree has been designed in collaboration with senior digital marketing professionals. In partnership with the Chartered Institute of Marketing (CIM), it exposes you to the very latest in digital marketing.

[Find out more](#)



abilities and understanding today's marketing employers are looking for.

Find out more

## Take the next steps:

### How to apply for a postgraduate course

All you need to know about applying for a postgraduate or professional course here at NTU.

[Find out more](#)

### Fe

How  
you

[Find](#)

WINNER  
UNIVERSITY OF THE YEAR

## Contact us

+44 (0)115 848 2999  
[enquiries@ntu.ac.uk](mailto:enquiries@ntu.ac.uk)

## Current students

StudentHub  
Library

Other ways to get in touch

NOW

Lines are open:

Monday – Thursday 8.30 am – 5 pm

Friday 8.30 am – 4.30 pm

## Future students

Ask a question

Open days

Order a prospectus

## Campus information

Nottingham Trent University

50 Shakespeare Street

Nottingham

NG1 4FQ

NTU campuses

Campus access guides

Maps and directions

## Useful links

Academic Schools

Jobs

MyHub

NTU Arts

[About our website](#) | [Accessibility](#) | [Freedom of information](#) | [GDPR](#) | [Student Terms and Conditions](#) | [Website Cookies and Privacy Policy](#)

© Nottingham Trent University.

