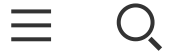


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Nottingham Trent
University



Marketing MSc

Find an open day

Order a prospectus

Level(s) of Study: Postgraduate taught

Start Date(s): January 2024 / September 2024; January 2025

Duration: One year full-time / two years with a work placement
(September starters)

Study Mode(s): Full-time / Sandwich

Campus: City Campus

Entry Requirements:

[More information](#)

Year of entry:

2024

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What
you'll
study

How
you're
taught

Employability

Facilities

Entry
requirements

Fees
and
funding

How
to
apply

Introduction:

Today's marketers need to be adept in a range of areas from analysing market trends to developing strong marketing strategies and effective product development processes. Understanding the theory and frameworks that underpin contemporary marketing thinking is critical. Created in close consultation with the marketing industry and the [Chartered Institute of Marketing](#) (CIM), our MSc Marketing degree develops the strengths, abilities and understanding that employers are looking for.

Through interactive and applied learning, you will look at the fundamental issues and concepts of marketing practice, examine consumer markets and behaviours that influence global strategies, and understand the role of marketers in product innovation. In your third semester, you will choose an experiential project. With the opportunity to use your skills in a real-world setting, you can choose from completing a consultancy experience project, an in-company experience project, or a business research project.

Designed for aspiring marketers

This course is aimed at students from a range of backgrounds who don't necessarily have a background in marketing. Whether you want to work for a major international organisation or small-scale start-ups, our MSc Marketing degree will ensure you learn the theory, tools and techniques needed to develop into an effective marketing professional ready to operate at strategic and tactical levels in industry.

What you'll gain from this degree?

- a Graduate Gateway accreditation from the CIM which means you will have the option to gain two professional qualifications - the Level 4 Certificate in Professional Marketing and the Level 6 Diploma in Professional Marketing.
- the opportunity to attend different advanced workshops with our industry partners and expert practitioners, where you will sharpen your practical skills.
- develop skills and knowledge to become a market-ready professional with a global outlook, equipped for a successful international career in marketing, business or management.
- evaluate the rigour and validity of published research and assess its relevance to the practice of conventional marketing and synthesise existing research to identify alternative approaches.
- demonstrate proficiency in the use of techniques of research and enquiry to draw conclusions from a critical evaluation of relevant conventional marketing issues.

Choosing the right postgraduate Marketing course can seem like a difficult task. Our useful [course comparison](#) will help you compare the modules available across our postgraduate Marketing portfolio.



You will have the option to gain two professional qualifications - the Level 4 Certificate in Professional Marketing and the Level 6 Diploma in Professional Marketing.



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



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

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.

Residential trip

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

- Principles of Marketing
- Understanding The Customer Experience
- Strategic Global Marketing

Semester two

Semester two modules

- Marketing Management
- Creativity in Product Innovation
- Contemporary Perspectives in Customer Engagement

Semester three

Semester three modules

Your choice of final semester project. Experiential projects include:

Ongoing learning/professional development

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

Don't just take our word for it, hear from our students themselves

Student Profiles

Rebecca Whittingham

I feel that my MSc Marketing degree will give me a leading edge, not only because I v
you and they give you the confidence to answer and make you feel confident in your

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 & observation, and reflection & 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.

Marketing Simulation

As part of your Principles of Marketing module you will take part in a simulation exercise which will see you make marketing decisions for a jeans company within a dynamic competitive market place. In class you will compete in teams and be able to track the impact of your decisions on the company's performance. Through the simulation you'll be able to connect essential marketing concepts to marketing practice and in doing so develop relevant professional marketing skills.

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-session 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 | Website: 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 an applied knowledge of marketing and product development processes, amongst many others. This is all crucial knowledge you will need to succeed in roles such as Marketing Managers or Product Marketing Managers.

Both Marketing Manager and Product Marketing Manager roles are similar, and as diverse as the industry you work in. From researching and analysing current and emerging trends, to gaining insight into customer needs and driving compelling campaigns, you will be involved in an exciting and rewarding career.

Graduates from this course have gone onto roles within the public, private and third sector, undertaking positions such as:

- Marketing Manager
- Marketing and Communications Executive
- Internet Marketing Analyst
- Digital Marketing Executive
- Corporate Communications Manager

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

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 seven 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

This programme is open to graduates from any discipline and does not require marketing study to be completed at undergraduate level.


One year course

- You will need an undergraduate degree equivalent to a UK undergraduate honours degree (**2.2 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 an undergraduate degree 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 and Brand Management

This degree will give you the leading-edge theories, tools and techniques you need to operate at a strategic and tactical level within global marketing.

[Find out more](#)

MSc Digital Marketing

This degree has been designed in collaboration with senior digital marketing experts from the Chartered Institute of Marketing to expose you to the very latest thinking in the field.

[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](#)



Contact us

+44 (0)115 848 2999

enquiries@ntu.ac.uk

Other ways to get in touch

Current students

StudentHub

Library

NOW

Future students

Lines are open:

Monday – Thursday 8.30 am – 5 pm

Friday 8.30 am – 4.30 pm

[Ask a question](#)

[Open days](#)

[Order a prospectus](#)

Campus information

Nottingham Trent University

50 Shakespeare Street

Nottingham

NG1 4FQ

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