

Postgraduate MSc Marketing

Are you an innovative thinker with aspirations to become an expert in the ever-changing area of modern marketing? If so, this is the course for you.

This programme is also available with an [Internationally Incorporated Masters \(IIM\)](#) (<https://www.kent.ac.uk/international-college/international-incorporated-masters>) specifically designed for the needs of international students.

Apply now

Book Open Event



Key information

Overview

Marketing is a rapidly evolving sector and a core part of every business and organisation. Marketers are responsible for planning and overseeing campaigns to promote brands, products and services while monitoring trends and responding to results.

The CIM-accredited MSc Marketing course at Kent Business School is delivered by academic experts using the latest research and industry experience. On the course, you learn cutting edge material on the marketing mix from the digital landscape to the foundational ideas of strategy and consumer market trends. You also develop practical

skills through industry speakers, workshops, and the option to undertake an Industrial Placement. MSc Marketing also comes with an optional [Industrial Placement](https://www.kent.ac.uk/courses/postgraduate/4382/marketing-with-industrial-placement) (<https://www.kent.ac.uk/courses/postgraduate/4382/marketing-with-industrial-placement>) .

Reasons to study MSc Marketing at Kent

- Kent Business School is a ‘Triple Crown’ accredited business school placing us in the top 1% of business schools globally to be accredited by AMBA, EQUIS and AACSB
- You’ll be part of a supportive community at our Canterbury campus, one hour from London
- You’ll learn from our expert teaching staff, many of which appear in the top 2% of researchers worldwide
- You can increase your career prospects through an [Industrial Placement](https://www.kent.ac.uk/kent-business-school/postgraduate) (<https://www.kent.ac.uk/kent-business-school/postgraduate>) or [In-Company Student Consultancy Project](https://www.kent.ac.uk/kent-business-school/business/student-placements) (<https://www.kent.ac.uk/kent-business-school/business/student-placements>) , or even transform your idea into a business through the [Business Start-Up Journey](https://www.youtube.com/watch?v=GjvihSj9GJE) (<https://www.youtube.com/watch?v=GjvihSj9GJE>) with [ASPIRE](https://www.kent.ac.uk/kent-business-school/facilities/aspire) (<https://www.kent.ac.uk/kent-business-school/facilities/aspire>)
- You’ll gain access to employability support from enrolment up to 3 years after graduation at the historic Canterbury Cathedral

What you'll learn

You'll learn a range of vital topics to furnish expertise in marketing, including strategy, consumer behaviour, digital marketing, brand management, innovation and new product development and marketing across cultures. You will end your Master's with a detailed report, applying your expertise as a marketeer.

Accreditation

This course is accredited by the [Chartered Institute of Marketing \(CIM\)](https://www.cim.co.uk/) (<https://www.cim.co.uk/>)

I feel confident applying the knowledge that I have obtained in class in a real-life professional environment.

~ Stefan Chilingirov MSc Marketing, 2020

Everything you need to know about our Marketing course

Entry requirements

The University will consider applications from students offering a wide range of qualifications. All applicants are considered on an individual basis and additional qualifications, professional qualifications and relevant experience may also be taken into account when considering applications.

[Learn more](#)

Course structure

Postgraduate taught modules are designed to give you advanced study skills, a deeper knowledge of the subject, and the confidence to achieve your ambitions.

[Explore modules](#)

How you'll study

Our expert teaching staff are leaders in their field who use innovative teaching methods to bring the subject to life. Programme aims and learning outcomes are set to ensure you get the most from your study.

[Learn more](#)

Research

Kent is a leading research university, meaning that you will be informed about new discussions and developments by the people making them. This means your work will have real potential to make a difference.

[Learn more](#)

Staff research interests

Full details of staff research interests can be found on the [School's website](#) (<https://www.kent.ac.uk/kent-business-school/people>) .



Professor Marian Garcia

Professor of Marketing and Innovation, Dean of Kent Business School

New Product Marketing, Consumer-Driven Marketing, Innovation Management and New Product Development, Crowdsourcing and Co-creation Models, Social Media for Open Innovation, innovation teams.



Dr Des Laffey

Senior Lecturer in E-commerce

Social media, online gambling, search engines, comparison websites and new venture creation.

[Read more](#)

[Read more](#)



Professor Ben Lowe

Professor of Marketing, Associate Dean for
Global Engagement & Recruitment

Consumer behaviour and adoption of innovations, Introductory pricing and promotional strategies, Pioneer Advantage, Social Marketing, Autonomous vehicles and automated technologies.

[Read more](#)

Find your supervisor(<https://www.kent.ac.uk/kent-business-school/people>)

Your future

Successfully KBS graduates: graduate destinations

Our Marketing graduates find work in consumer or business-to-business marketing, in a variety of marketing functions including marketing analytics, marketing communications, sales and brand management.

Companies that graduates have found work in, include:

- Facebook
- Mazda UK
- Amazon Web Services
- Merkle
- Zalando.

Many of our students also stay local and find job opportunities regionally in small and medium firms or even set up their own businesses as well-equipped entrepreneurs.

Embedded employability: developing career-enhancing skills

You gain much more than an academic qualification when you graduate. We enhance your student experience and accelerate your career prospects to help you achieve your ambition.

From the moment you start with us, our efforts are focused on helping you gain the knowledge, skills and experience you need to thrive in an increasingly competitive workplace. As part of the course, undertake an [Industrial Placement](https://www.kent.ac.uk/kent-business-school/postgraduate) (<https://www.kent.ac.uk/kent-business-school/postgraduate>) or opt for an [In-Company Scheme](#) (<https://media.www.kent.ac.uk/se/25138/20210909InCompanyLeafletScheme.pdf>) to work on a real business case study. Go on our [Business Start-up Journey](#) (<https://www.youtube.com/watch?v=GjvihSj9GJE>) and transform your idea into a business through [ASPIRE](#) (<https://www.kent.ac.uk/kent-business-school/facilities/aspire>). Our qualified careers practitioners provide support for up to three years after graduation.

Additionally, the [Postgraduate Employability Edge programme](#) (<https://www.kent.ac.uk/kent-business-school/news/18154/postgraduate-employability-edge-programme-further-enhance-your-career-prospects>), available to PGT students at Kent Business School takes place from Welcome Week through to the end of the academic year and is designed to enhance your career prospects further.

Fees and funding

The 2024/25 annual tuition fees for this course are:

Full-time

UK
£12,100

EU
£22,700

International
£22,700

For details of when and how to pay fees and charges, please see our [Student Finance Guide](#) (/finance-student/student-finance-guide/).

For students continuing on this programme fees will increase year on year by no more than RPI + 3% in each academic year of study except where regulated.* If you are uncertain about your fee status please contact [\(information@kent.ac.uk\)](mailto:information@kent.ac.uk).

Your fee status

The University will assess your fee status as part of the application process. If you are uncertain about your fee status you may wish to seek advice from [UKCISA](#) (<https://www.ukcisa.org.uk/Information--Advice/>) before applying.

General information

Additional costs

Funding

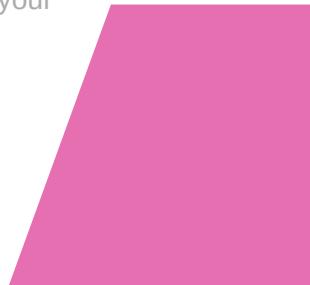
Next steps

Ready to apply?

Learn more about the application process (<https://www.kent.ac.uk/courses/postgraduate/apply>) or begin your application by clicking on a link below.

You will be able to choose your preferred year of entry once you have started your application. You can also save and return to your application at any time.

Apply now ➔



Need help deciding?

➔ **Contact us** (<https://www.kent.ac.uk/contact-us>)

Our friendly team is on hand to help you with any queries you have.

➔ **Get a prospectus** (<https://www.kent.ac.uk/courses/prospectus>)

Download our prospectus and guides.

➔ **Open Events** (<https://www.kent.ac.uk/courses/visit/open-days>)

Experience our stunning campuses.

➔ **International students** (<https://www.kent.ac.uk/international>)

Everything you need to know about applying to Kent from abroad.

Join our community

Stay connected with our postgraduate community.

First name*

Last name*

Email*

Phone number

When would you like to start your course?*

Are you a UK, EU or International student?*

What subject are you interested in studying?*

Country of residence*

Would you like to get all the latest information by email, text and post about courses available, upcoming events, life at Kent and scholarship opportunities?*

Register your interest

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If you would like further information about how the University of Kent will process your data, then please read our [Privacy Notice](#) (<https://www.kent.ac.uk/applicants/policies/privacy-notice>) .



Supporting your success

We are here to support your postgraduate journey.

Discover

Top 50

Kent ranked top 50 in *The Complete University Guide 2024*.

Fees and funding

Support for funding so you can focus on your studies.

Fees and funding



Research excellence

Kent has risen 11 places in THE's REF 2021 ranking, confirming us as a leading research university.

Research



Accommodation

It's easy to study on or off campus at Kent – discover what is right for you.

Accommodation



The University of Kent makes every effort to ensure that the information contained in its publicity materials is fair and accurate and to provide educational services as described. However, the courses, services and other matters may be subject to change. For more information, see our [terms and conditions](https://www.kent.ac.uk/terms-and-conditions) (<https://www.kent.ac.uk/terms-and-conditions>) .

*Where fees are regulated (such as by the Department for Education or Research Council UK) permitted increases are normally inflationary and the University therefore reserves the right to increase tuition fees by inflation (RPI excluding mortgage interest payments) as permitted by law or Government policy in the second and subsequent years of your course. If we intend to exercise this right to increase tuition fees, we will let you know by the end of June in the academic year before the one in which we intend to exercise that right.

If, in the future, the increases to regulated fees permitted by law or government policy exceed the rate of inflation, we reserve the right to increase fees to the maximum permitted level. If we intend to exercise this extended right to increase tuition fees, we will let you know by the end of June in the academic year before the one in which we intend to exercise that right.