

MSc

September 2024 start

International Management and Marketing

Management School, Faculty of Social Sciences

Our MSc will give you the critical knowledge and skills you need to succeed in an increasingly competitive jobs market. You'll develop a global view of management and marketing. The programme is accredited by the Chartered Institute of Marketing.

Course description

Our MSc International Management and Marketing course is designed for graduates from any disciplinary background wishing to gain knowledge and a critical appreciation of international management and marketing. It will equip you with the critical knowledge and skills necessary to be considered for international roles in these competitive fields.

You can apply to do a company-based dissertation, working with an external organisation. Recent dissertation projects include a feasibility study and business plan for a Sheffield-based product management organisation and a marketing project for a company in the care sector.

Applying for this course

We use a staged admissions process (<https://www.sheffield.ac.uk/postgraduate/taught/apply/staged>) to assess applications for this course. You'll still apply for this course in the usual way, using our Postgraduate Online Application Form.

Accreditation

The Management School is Triple Crown accredited by AMBA, EQUIS and AACSB.

This programme is accredited by the Chartered Institute of Marketing (CIM). Students who register for CIM student membership while studying with us are eligible to apply for CIM exemptions upon graduation from our programme. To achieve a CIM Certificate or Diploma in Professional Marketing/Professional Digital Marketing, further study is required via a CIM approved study centre (<https://www.cim.co.uk/study-centres/>).

You can find out more about CIM qualifications at CIM Accredited Degree (<https://www.cim.co.uk/qualifications/cim-accredited-degree/>) and about studying for a CIM qualification on the support for members page (<https://www.cim.co.uk/qualifications/studying-members-support/>).

Modules

A selection of modules are available each year - some examples are below. There may be changes before you start your course. From May of the year of entry, formal programme regulations will be available in our Programme Regulations Finder (<https://www.sheffield.ac.uk/programmeregulationsfinder/>).

Core modules

Contemporary Chinese Business and Management

Global Marketing

Marketing Management

Contemporary Marketing Practices

International Consumer Behaviour

International Business Strategy

European Business

International Human Resource Studies

Marketing Research

Project Dissertation

The content of our courses is reviewed annually to make sure it's up-to-date and relevant. Individual modules are occasionally updated or withdrawn. This is in response to discoveries through our world-leading research; funding changes; professional accreditation requirements; student or employer feedback; outcomes of reviews; and variations in staff or student numbers. In the event of any change we'll consult and inform students in good time and take reasonable steps to minimise disruption.

Duration

1 year full-time

Assessment

- Individual assignments
- Group projects
- End-of-semester examinations
- Dissertation

Entry requirements

Minimum 2:1 undergraduate honours degree or an approved professional qualification.

We also consider a wide range of international qualifications:

Entry requirements for international students (<https://www.sheffield.ac.uk/international/applying/postgraduate-taught>)

Overall IELTS score of 6.5 with a minimum of 6.0 in each component, or equivalent.

Other English language qualifications we accept (<https://www.sheffield.ac.uk/postgraduate/english-language>)

Pathway programme for international students

If you're an international student who does not meet the entry requirements for this course, you have the opportunity to apply for a pre-masters programme in Business, Social Sciences and Humanities (<https://usic.sheffield.ac.uk/programmes/pre-masters/business-social-sciences-and-humanities>) at the University of Sheffield International College (<https://usic.sheffield.ac.uk/>). This course is designed to develop your English language and academic skills. Upon successful completion, you can progress to degree level study at the University of Sheffield.

If you have any questions about entry requirements, please contact the department.

Fees and funding

- Home (2024 annual fee) : £14,800
- Overseas (2024 annual fee) : £31,000

The fee listed is for the advertised mode of study. If you're studying for an alternative qualification or via a different mode of study (eg full-time, part-time) then the fee could be different. Due to inflation, the fee for Home students could also increase after your first year of study. Use our fee calculator or contact the Student Fees team (<https://www.sheffield.ac.uk/postgraduate/taught/fees>) to check.

Fee status help (<https://www.sheffield.ac.uk/study/fee-status>)

More scholarships and fees information (<https://www.sheffield.ac.uk/management/postgraduate/scholarships-and-fees>) can be found on the Management School website.

Funding for postgraduate taught courses (<https://www.sheffield.ac.uk/postgraduate/taught/funding>)

More information

Management School (<https://www.sheffield.ac.uk/management/home>)

Any supervisors and research areas listed are indicative and may change before the start of the course.

Our student protection plan (<https://www.sheffield.ac.uk/study/policies/student-protection-plan>)

Recognition of professional qualifications: from 1 January 2021, in order to have any UK professional qualifications recognised for work in an EU country across a number of regulated and other professions you need to apply to the host country for recognition. Read information from the UK government (<https://www.gov.uk/guidance/providing-services-to-any-country-in-the-eu-iceland-liechtenstein-norway-or-switzerland-after-eu-exit#recognition-of-professional-qualifications>) and the EU Regulated Professions Database (https://europa.eu/youreurope/citizens/work/professional-qualifications/regulated-professions/index_en.htm#).