

[Explore this course](#)

[Course overview](#) [Course content](#) [Your experience](#) [Careers and employability](#) [Fees and funding](#) [Entry requirements](#) [Contact us](#)

[STUDY\(/STUDY/\)](#) › [POSTGRADUATE TAUGHT COURSES \(/COURSES/POSTGRADUATE-TAUGHT/\)](#)

# Marketing MSc

We've set the country or region your qualifications are from as United Kingdom. Change it  
[here\(/study/international/countries/\)](#)

[Start in 2024/25\(/courses/2024/marketing-msc\)](#)

## COURSE DETAILS

- Entry requirements: **A 2:1 Honours degree**
- Full-time: 12 months
- Part-time: 24 months

## KEY DATES

- International deadline: **12 July 2024** (<https://app.askadmissions.co.uk/AY>)
- Starts: 23 September 2024

## POSTGRADUATE OPEN EVENTS

Join us this March for a range of sessions about postgrad life.

[Get a master's guide\(<https://www.liverpool.ac.uk/study/international/countries/>\)](#)

[Related courses \(/study/subjects/business-and-management/\)](#)

[Apply now\(<https://app.askadmissions.co.uk/AY>\)](#)

[Book your place\(\[https://www.liverpool.ac.uk/postgraduate-taught/pg-open-day/virtual-open-week/?utm\\\_source=Website&utm\\\_medium=Course\\\_page\\\_CTA&utm\\\_campaign=PG\\\_Events\\\_March\\\_2024\]\(https://www.liverpool.ac.uk/postgraduate-taught/pg-open-day/virtual-open-week/?utm\_source=Website&utm\_medium=Course\_page\_CTA&utm\_campaign=PG\_Events\_March\_2024\)\)](#)

# Course overview

Professionally accredited by the Chartered Institute of Marketing, this programme is ideal for developing a career as a marketing practitioner or in related professions.

## INTRODUCTION

### WHO IS THIS COURSE FOR?

The MSc Marketing is suitable for graduates of any discipline and assumes no prior knowledge of marketing, and is therefore less suitable for applicants with a first degree in marketing who may wish to consider the **MSc Advanced Marketing**(<https://programmes.liverpool.ac.uk/course/advanced-marketing-msc/>) instead.

## ACCREDITATION

The University of Liverpool Management School is one of an elite group of institutions worldwide to hold the gold standard 'triple-crown' accreditation from AACSB, AMBA and EQUIS.

[Accreditations in detail\(\)](#)

## MORE POSTGRADUATE EVENTS

We'd love to meet you at an upcoming event

[Find out more\(https://www.liverpool.ac.uk/postgraduate-taught/pg-open-day/\)](https://www.liverpool.ac.uk/postgraduate-taught/pg-open-day/)

## Advancement Scholarships

Join a Management School MSc or MBA and you could be eligible to receive a tuition fee discount of up to £5,000.

# Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

## Studying this course part-time

International students may be able to study this course on a part-time basis but this is dependent on visa regulations. Please visit the **Government website for more information about student visas**(<https://www.gov.uk/student-visa>).

If you're able to study part-time, you'll study the same modules as the full-time master's degree over a longer period, usually 24 months. You can make studying work for you by arranging your personal schedule around lectures and seminars which take place during the day. After you complete all the taught modules, you will complete your final dissertation or project and will celebrate your achievements at graduation the following term.

Semester one

Semester two

Final project

Teaching and assessment

**COMPULSORY MODULES**

✓ **CONSUMER BEHAVIOUR (ULMS795)**

✓ **MARKETING MANAGEMENT (ULMS766)**

✓ **DIGITAL MARKETING (ULMS855)**

✓ **SERVICES MARKETING (ULMS803)**

Programme details and modules listed are illustrative only and subject to change.

## Your experience

This programme is delivered by the triple-accredited **University of Liverpool Management School**(<https://www.liverpool.ac.uk/management/>).

The School has a thriving international master's community with a comprehensive, interdisciplinary programme of social and extra-curricular events and dedicated careers and employability support.



Management School



McKenzie Trading Suite at the Management School



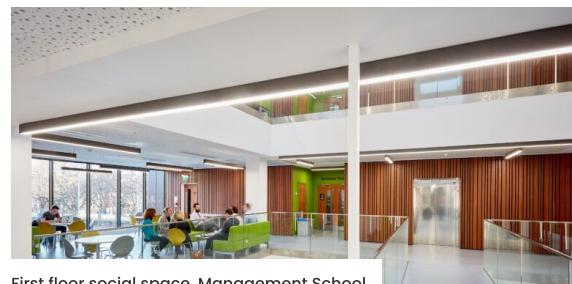
Reception and café



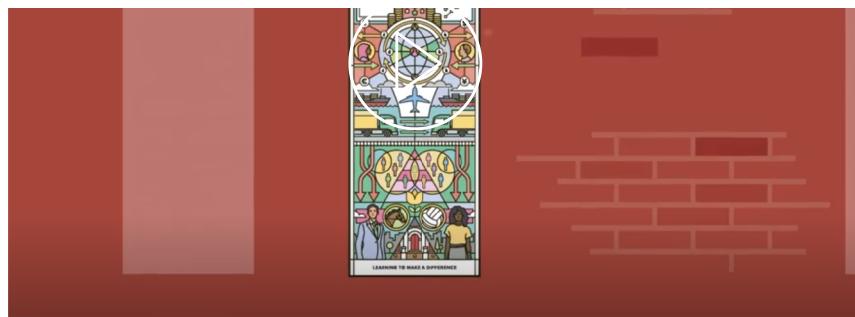
Seminar room 5, Management School



Seminar room 2, Management School



First floor social space, Management School



## VIDEO

### Inside Management. A conversation with Nazia Ahmed and Professor Claire Mallanaphy

## VIRTUAL TOUR

Back

▽

#### Chatham Building

Management School Atrium

Brett Building MBA Study

Management School Café

Management School Seminar Room 1

Management School Seminar Room 2

Management School Seminar Room 5



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Got it!

## SUPPORTING YOUR LEARNING

From arrival to alumni, we're with you all the way:

- **Careers and employability support**(<https://www.liverpool.ac.uk/careers/>), including help with career planning, understanding the job market and strengthening your networking skills

team(<https://www.liverpool.ac.uk/studentsupport/disabled-students/>). They can identify and recommend appropriate support provisions for you.



## Chat with our students

Want to find out more about student life?

Chat with our student ambassadors and ask any questions you have.

Match with an ambassador(<https://www.liverpool.ac.uk/study/chat/>)

## Careers and employability

Programme graduates should have enhanced access to a wide range of marketing positions within both private and public sector organisations. The content and delivery of the programme will also equip them to be intelligent consumers of marketing information should they take up more general management positions.

### Career planning

Our Careers Studio and career coaches can provide tailored support for your future plans.  
[\(https://www.liverpool.ac.uk/careers/career-support/career-coaches/\)](https://www.liverpool.ac.uk/careers/career-support/career-coaches/)

### From education to employment

Employability in your curriculum for a successful transition

[\(https://www.liverpool.ac.uk/careers/programmes/\)](https://www.liverpool.ac.uk/careers/programmes/)

### Networking events

Make meaningful connections with professionals  
[\(https://www.liverpool.ac.uk/careers/events/\)](https://www.liverpool.ac.uk/careers/events/)

## YOUR FUTURE

You will have access to a specialist, in-house **postgraduate careers team**(<https://www.liverpool.ac.uk/management/study/postgraduate-taught/careers/>) and have access to one-to-one careers guidance, workshops, seminars, and employability initiatives.

Graduates from our MSc Marketing course have secured jobs with companies such as:

- Deloitte
- Lush Ltd
- Shanghai Pudong Development Bank
- Marketing Edinburgh

In roles such as:

- Marketing Executive
- Business Development and Marketing Representative
- Social media and events coordinator
- Marketing Assistant
- Sales and Marketing Executive

## Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

Part-time place, per year

£6,875

Part-time place, per year

£14,000

Fees stated are for the **2024-25** academic year.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can **pay your tuition fees in instalments**(<https://www.liverpool.ac.uk/feespayment/tuition/self-financing/paying-in-instalments/>).
- All or part of your tuition fees can be **funded by external sponsorship**(<https://www.liverpool.ac.uk/feespayment/tuition/funded/>).
- International applicants who accept an offer of a place will need to **pay a tuition fee deposit**(<http://www.liverpool.ac.uk/study/international/fees-funding/fee-deposits/>).

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,167 to help with course fees and living costs. **Learn more about paying for your studies.**(<http://www.liverpool.ac.uk/paying-for-your-studies>).

## ADDITIONAL COSTS

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the **additional study costs**(<http://www.liverpool.ac.uk/paying-for-your-studies/study-costs/?course=marketing-msc>) that may apply to this course.

## SCHOLARSHIPS AND BURSARIES

We offer a range of scholarships and bursaries that could help pay your tuition and living expenses.

**Select your country or region for more scholarships and bursaries.**

### POSTGRADUATE GLOBAL ADVANCEMENT SCHOLARSHIP

International students

### GRADUATE LOYALTY ADVANCEMENT SCHOLARSHIP

Home and international students

UoL current students and alumni only

### ULMS EXCELLENCE SCHOLARSHIP

Home and international students

Join an MSc in the Management School and you could receive 50% off your tuition fees. The scholarship is awarded based on your academic excellence, CV and personal statement.

(<https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/management-school-awards/ulms-excellence-scholarship/>)

### ULMS PROGRESS TO POSTGRADUATE AWARD

Home and international     UoL current students only  
students

Progress from a current University of Liverpool degree, in any subject, to study an MSc in the Management School, and you could receive a tuition fee discount of £1,000.

(<https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/management-school-awards/ulms-progress-to-postgraduate-award/>)

### CHEVENING SCHOLARSHIPS

International students

Full funding of tuition fees and living costs stipend, awarded by the University in partnership with Chevening.

(<https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/chevening-scholarships/>)

### UNIVERSITY OF LIVERPOOL HUMANITARIAN SCHOLARSHIPS FOR MASTER'S PROGRAMMES

International students

The awards are open to support people who have recognised status as either refugees or are under humanitarian protection.

(<https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/humanitarian-scholarships/>)

### UNIVERSITY OF LIVERPOOL INTERNATIONAL COLLEGE EXCELLENCE SCHOLARSHIP

International students

£5,000 tuition fee reduction for University of Liverpool International College students.

(<https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/uolic-excellence-scholarship/>)

### UNIVERSITY OF LIVERPOOL INTERNATIONAL COLLEGE IMPACT PROGRESSION SCHOLARSHIPS

International students

Students must apply for one of the Kaplan Impact Scholarships demonstrating their commitment to making an impact across issues of importance to the University and Kaplan. £3,000 tuition fee reduction.

(<https://www.liverpool.ac.uk/paying-for-your-studies/scholarships-and-bursaries/masters/uolic-impact-progression-scholarships/>)

The qualifications and exam results you'll need to apply for this course.

We've set the country or region your qualifications are from as United Kingdom. [Change it here\(/study/international/countries/\)](#)

Your qualification	<b>Requirements</b> <a href="#">About our typical entry requirements(<https: applying="" entry-requirements-and-qualifications="" study="" undergraduate="" www.liverpool.ac.uk=""></https:>)</a>
Postgraduate entry requirements	Normally a university degree with a minimum of 2:1 standard from a UK university in any discipline (excluding Marketing), or an equivalent academic qualification from a similar non-UK institution is required.
International qualifications	<b>Select your country or region to view specific entry requirements.</b> If you hold a bachelor's degree or equivalent, but don't meet our entry requirements, you could be eligible for a Pre-Master's course. This is offered on campus at the <b>University of Liverpool International College</b> ( <a href="#">https://www.kaplanpathways.com/colleges/university-of-liverpool-international-college/</a> ), in partnership with Kaplan International Pathways. It's a specialist preparation course for postgraduate study, and when you pass the Pre-Master's at the required level with good attendance, you're guaranteed entry to a University of Liverpool master's degree.

## ENGLISH LANGUAGE REQUIREMENTS

You'll need to demonstrate competence in the use of English language. International applicants who do not meet the **minimum required standard of English language**([https://www.liverpool.ac.uk/study/international/apply/english-language/postgraduate-entry/](#)) can complete one of our **Pre-Sessional English courses**([https://www.liverpool.ac.uk/english-language-centre/pre-session-english-courses/](#)) to achieve the required level.

English language qualification	<b>Requirements</b>
GCSE	Grade C
IELTS	D <a href="#">View our IELTS academic requirements key.(<https: apply="" english-language="" ielts-key="" international="" study="" www.liverpool.ac.uk=""></https:>)</a>
International Baccalaureate	Standard Level (Grade 5)
INDIA Standard XII	National Curriculum (CBSE/ISC) - 75% and above in English. Accepted State Boards - 80% and above in English.

Hong Kong use of English at A level	▼
Cambridge Proficiency	C

## More about life in Liverpool

Discover more about the city and University.



### Why Liverpool? (<https://www.liverpool.ac.uk/study/why-liverpool/>)

Liverpool bursts with diversity and creativity which makes it ideal for you to undertake your postgraduate studies and access various opportunities for you and your family.



### Accommodation(<https://www.liverpool.ac.uk/accommodation/find-accommodation/postgraduate-accommodation/>)

To fully immerse yourself in the university experience living in halls will keep you close to campus where you can always meet new people. Find your home away from home.



### Fees and Finance(<https://www.liverpool.ac.uk/paying-for-your-studies/>)

Discover what expenses are covered by the cost of your tuition fees and other finance-related information you may need regarding your studies at Liverpool.

If you have a question about this course or studying with us, our dedicated enquiries team can help.

Chat with us(<https://direct.lc.chat/12897657/12>)

Phone: +44 (0) 151 794 5927(tel:+441517945927)

Send us a message(<https://www.liverpool.ac.uk/study/postgraduate-taught/contact-us/#enquiry-form>)

Last updated 6 December 2023 / See what's changed / Programme terms and conditions(<https://www.liverpool.ac.uk/student-administration/my-student-record/programme-terms-and-conditions/>)

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All contact details([//www.liverpool.ac.uk/contacts](https://www.liverpool.ac.uk/contacts))

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