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Postgraduate Taught

Study

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International Marketing MSc

UCAS code: N/A

- i Please note the course details apply to 2024 entry. Details for 2025 entry for our postgraduate courses will be published from October 2024.

Key information

**Study mode:**

Full time

Duration:	One year full-time, September to September
Credit value (UK/ECTS equivalent):	UK 180 / ECTS 90
Application status:	Open
Start date:	September 2024

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From brand management to consumer behaviour, this course provides you with the essential skills you'll need for a career in marketing. You'll be taught by expert researchers and experienced practitioners. And our central London location means there's plenty of career options when you graduate.

It's an exciting time in the marketing industry. But things are moving quickly and you need the latest thinking to keep up. Our research-led teaching will help you develop your knowledge of cutting-edge marketing theory. We'll show you how to put that into practice in real industry situations.

No matter what you studied at undergraduate level, if you've got the drive to succeed in marketing, we want to help you make it happen.

Key benefits

You will develop the ability to analyse, evaluate and manage market opportunities within an international context and prepare for a career in both large and smaller enterprises.

You will gain a high-level and rigorous understanding of the theory and practice of international marketing.

We offer in-depth studies of critical insights into marketing decision-making in a global marketing context.

Opportunities to gain specialised qualifications through the leading professional body for marketers worldwide with the Chartered Institute of Marketing (CIM) Graduate Gateway.

Apply for King's Business School scholarships of up to 50% tuition fees or £10,000 for our full-time postgraduate courses.



“I decided to take this course as I wanted to switch my career from Journalism to Marketing, and chose King's as it has one of the top business schools in the UK.”

Sanya, MSc International Marketing, King's Business School student

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Course essentials

This International Marketing MSc course will enable you to develop the professional knowledge and marketing skills required to work effectively in this increasingly complex environment, while also enhancing your ability to think strategically about critical marketing issues and challenges.

Our research-intensive course will also allow you to develop additional crucial insights into international marketing. We use various educational approaches to help you develop essential decision-making skills, and link marketing theory with practice through case study analysis, computer simulation, exercises and experiments, and traditional lectures.

Base campus



Strand Campus

Located on the north bank of the River Thames, the Strand Campus houses King's College London's arts and sciences faculties.

- i Please note that locations are determined by where each module is taught and may vary depending on the modules you study.
-

Regulating bodies

King's is regulated by the Office for Students

Entry requirements >

Teaching & structure >

Careers >

Fees & Funding >

Course essentials Entry requirements Teaching & structure Careers Fees & Funding

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Application closing date guidance

We encourage you to apply as early as possible so that there is sufficient time for your application to be assessed. We may need to request further information from you during the application process.

King's College London is committed to the recruitment of students with the greatest academic ability and to maintain a diverse student population. In order to ensure a balanced international student population for our most competitive programmes, we have implemented the following deadlines:



For applicants who are currently residing in mainland China, the first application deadline is 10 January 2024 (23:59 UK time).

We highly encourage you to apply by this deadline due to high demand, but applications will continue to be reviewed thereafter until the final application deadline on 10 March 2024 (23:59 UK time).

If you reside in mainland China and apply for this programme after the above final deadline, your application may be automatically withdrawn and you will not be eligible for an application fee refund.

Our first application deadline for all other applicants is on 10 March 2024 (23:59 UK time). The final application deadlines for this programme are:

Overseas (international) fee status: 26 July 2024 (23:59 UK time)

Home fee status: 26 August 2024 (23:59 UK time)

After the first application deadline, if the programme becomes full before the final deadlines stated above, we will close the programme to further applications.



Related courses in this study area

[Digital Marketing MSc](#)

[Executive MSc Strategic Marketing](#)

[Marketing MSc \(online\)](#)

[International Management MSc](#)



How to apply

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Related departments

[King's Business School](#)

Open days and events



Chat with current students and King's staff to find out about the courses we offer, life at King's and ask any questions you may have.

Explore more

KING'S *College* LONDON

Postgraduate Scholarships (King's Business School)

Find out more about the postgraduate scholarships available at King's...





Chat to students and staff

Chat to current students and staff to find out about life at King's.



Connect with a King's Advisor

Want to know more about studying at King's? We're here to help.



Accommodation

Discover your accommodation options and explore our residences.





Virtual Campus Tours

Can't join us in London? Take a virtual tour of our campuses instead!



Learning in London

King's is right in the heart of the capital.

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