



2024

Marketing MSc

Full-time: **12 months**

UK fees: **£14,700**

Part-time: **Not available**

International fees: **£28,600**

Start date: **September 2024**

Entry requirements: **2:1**

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Course overview

Our Marketing MSc gives you all the key skills and knowledge you need to excel in high level marketing positions. There are countless marketing agencies and in-house corporate marketing teams across the world, so you will have far-reaching career opportunities.

The skills you will learn can be applied across all businesses, so your ambitions don't have to be limited to a particular sector. Our core modules cover all the essential elements required by professional marketers. You can select optional modules that reflect your personal career goals and interests, giving you specialist knowledge of areas including branding, digital marketing and b2b marketing.

You have the option to take industry-recognised digital qualifications by Microsoft and SAP alongside your course, which will [develop your digital skills](#) and help you stand out to future employers.

As our course is accredited by the [Chartered Institute of Marketing \(CIM\)](#), it is mapped against their assessments of the industry's needs. You can complete the CIM Diploma in Professional Marketing alongside your MSc studies at no extra cost, which means that you'll graduate with two internationally recognised professional qualifications.

This is a conversion course which is not designed for students with an extensive background in marketing. If your undergraduate degree contains modules with a marketing focus, please be aware that it is highly likely there will be overlap with your prior study. This should be considered carefully before applying.

Why choose this course?

Accredited

professional qualification recognised
worldwide

Top 60

in the world and Top 20 in the UK

Gain digital skills

We offer the opportunity to take
industry-recognised Microsoft and SAP

Course content

Across the autumn and spring semesters, you will take 120 credits of taught modules. Each module typically consists of 10 two to three hour sessions.

You will complete a 60-credit dissertation over the summer, and will be allocated an appropriate dissertation supervisor who will oversee your progress.

Modules

Course structure

Core modules

Semester one

Consumer Behaviour and Analytics

The module interrogates the concept of 'the consumer' and 'consumption'. It examines behaviour across the consumption cycle (through production, acquisition, use and disposal) addressing individual and contextual factors that shape behaviour at micro and macro levels.

It reviews the roots of research into consumer behaviour and consumption, covers particular theories and bodies of literature (for example, decision making, learning, habits, socio-cultural processes). It provides opportunities to apply theory to consumer behaviour and consumption in a variety of context and to assess the implications for commercial and non-profit organisations, public policy and consumers themselves.

Marketing Management in the Digital Economy

The module covers operational perspective on:

- nature of marketing in the global economy
- managing products, services and brands
- new product development
- pricing
- integrated marketing communications
- internal marketing
- managing distribution channels
- experience marketing
- sustainable marketing

Marketing Strategy

Lecture topics to include marketing strategy and business performance, strategic marketing planning, understanding the market environment, market segmentation, targeting and positioning, strategic choices, developing and analysing strategic options, implementing marketing strategies, strategic marketing thinking, marketing analytics, big data, behavioural data, marketing simulation game.

Semester two

Critical Marketing

The module discusses the marketing concept and the effects of marketing from different perspectives, using a macromarketing approach. It critically examines foundational and contemporary issues in the theory and practice of marketing and discusses the broadening domain of marketing. It introduces students to the notion and practice of critical thinking and the field of critical marketing.

Areas covered may include, for example, manipulation versus sovereignty of consumers, consumer vulnerability, and meanings and culture of consumption. Adopting a transformational agenda for marketing, this module also explores the role of sustainability and ethics in marketing.

Research Methods in Marketing

Possible topics include:

- the research process in marketing contexts
- interviews and focus groups
- observation and ethnography
- analysing qualitative data
- evaluating and presenting data
- designing and conducting survey research
- experimental design
- T tests and chi square
- ANOVA and regression analysis
- factor analysis
- writing research proposals

Summer

Applied Marketing Project

Marketing project on a topic in the area of marketing, selected by the candidate, in consultation with the Course Director and a member of staff designated as Project Supervisor.

Examples of appropriate projects might include (but are not limited to): a marketing communications plan, a market entry analysis for a new (international) market, a launch plan for a new product or service, a consumer (business-to-consumer context) or buyer (business-to-business context) market analysis for a specific product, a strategic marketing plan for an SME or a new venture.

Marketing Dissertation

Dissertation on a topic in the area of marketing, selected by the candidate, in consultation with the Course Director and a member of staff designated as Dissertation Supervisor.

Optional modules

Two from:

Branding and Marketing Communications

The module provides an introduction and overview to branding and marketing communications research. It explores the nature of branding and marketing communications practice and theory.

Business to Business Marketing

The content of this module will serve as an introduction to the main theoretical and managerial concepts and issues in the area of business-to-business marketing and will focus on aspects of strategic marketing relationships between companies and other stakeholders. Possible topics may include:

- What is a market? A service ecosystem approach to understanding markets
- Organisational buying behaviour and market structures
- How do markets work? Creating and shaping new markets and maintaining market dynamics
- Market relations and sustainable competitive advantage
- Forming business networks: business network partnership attraction
- Business-to-Business marketing strategies
- Innovation in business networks
- Managing business networks: communication, coordination and learning in business networks
- Strategic market relations in the digital world
- Branding and building loyalty: value co-creation in network partnerships

Digital Marketing

Lecture topics may include digital marketing definition and concept, digital marketing media, digital marketing communication strategy, digital advertising, social media marketing, email marketing, mobile marketing, content marketing, e-commerce vs digital vs internet marketing.

Sustainable Tourism Management

This module is concerned with providing an understanding of the theoretical and practical issues relating to environmental, economic and socio-cultural sustainability in tourism. A day-long compulsory field trip forms an integral part of the teaching of this module.

Topics covered may include:

- tourism management for natural resources
- ecotourism and nature-based tourism
- ethics
- socio-cultural sustainability
- stakeholder engagement
- community wellbeing
- economics of sustainable tourism
- social impact of tourism



The above is a sample of the typical modules we offer but is not intended to be construed and/or relied upon as a definitive list of the modules that will be available in any given year. Modules (including methods of assessment) may change or be updated, or modules may be cancelled, over the duration of the course due to a number of reasons such as curriculum developments or staffing changes. Please refer to the module catalogue for information on available modules. This content was last updated on Friday 24 November 2023.

Learning and assessment

How you will learn

Lectures

Seminars

Tutorials

Workshops

Digital professional skills certifications