

[PGT](#)

International Strategic Marketing MSc



Globally ranked in the top 60 by the QS, MSc International Strategic Marketing will provide you with a detailed understanding of contemporary marketing principles, techniques and trends from an international perspective to help you think independently and strategically.

- **Academic contact:** business-recruitment@glasgow.ac.uk
- **Teaching start:** September
- **MSc:** 12 months full-time

[Apply now](#)

Why this programme



- You will develop the ability to critically analyse, evaluate and manage market opportunities within an international context to prepare you for a career in a large or small enterprise.
- You will foster a critical appreciation of relevant theories and methodologies from across the marketing discipline that will help you analyse situations and make decisions.

CIM
Accredited Degree

- You will develop an in-depth understanding of the opportunities and requirements of international strategic marketing in a dynamic, networked, international and culturally diverse economy.



- You will build upon your existing marketing knowledge and learn analytical and interpretive skills to help you integrate marketing with other management functions such as finance and HR.
- Upon graduating you will have enough marketing knowledge to make informed decisions relating to marketing strategy.
- We host a series of networking events and guest lectures by business leaders. Previous speakers have included the Head of Amazon UK, Microsoft Scotland, and senior managers from a range of industries.
- Staff who teach this programme have particular strengths in the areas of brand management, consumer behaviour, services marketing and ethics, with a strong focus on digital platforms.
- The MSc in International Strategic Marketing is [ranked by the QS](#).
- Take advantage of our individualised skills development programme, which will ensure you balance academic theory with crucial employability skills to help you maximise your potential and achieve your career goals.

Adam Smith Business School is triple accredited

Programme structure

You will take:

- nine core course
- three optional courses
- a dissertation

Reflecting, evaluating and presenting are facilitated at every stage by simulations, real life case studies and scenario investigations.

You will also be given the opportunity to pursue in-company projects and carry out consultancy work and take part in business simulations.

Core courses

- [GLOBAL BUSINESS ENVIRONMENT](#)
- [GLOBAL CONSUMER BEHAVIOUR](#)
- [GLOBAL PERSPECTIVES IN MARKETING ETHICS](#)
- [INTERNATIONAL SERVICES MARKETING](#)
- [INTERNATIONAL STRATEGIC MANAGEMENT](#)
- [MANAGING ACROSS CULTURES AND COMPARATIVE MANAGEMENT](#)
- [MARKETING COMMUNICATIONS STRATEGIES AND TACTICS](#)
- [MARKETING RESEARCH](#)
- [STRATEGIC MARKETING MANAGEMENT](#)

Optional courses

- [DATA SCIENCE FOR MARKETING ANALYTICS](#)
- [DIGITAL MARKETING STRATEGY \(SPECIALIST\)](#)
- [EXPORT MARKETING](#)
- [INTERNATIONAL BRAND MANAGEMENT](#)
- [MARKETING AND EMERGING MARKETS](#)
- [RETAIL MARKETING](#)
- [STRATEGIC MARKETING CONSULTANCY](#)

Euro-Asian MBA-MSc Programme

The Euro-Asian MBA-MSc programme is an exciting partnership designed in collaboration with Universiti Sains Malaysia (USM). The programme aims to provide you with a rigorous and comprehensive general management curriculum from the perspectives of Southeast Asian and European academics and practitioners; including a minimum of one-month work placement with our industry partners in Malaysia.

The Euro-Asian programme is a two-year degree, with your first year spent studying in Malaysia on the USM MBA programme. In your second year, you will have the opportunity to travel to Glasgow to study one of the three MSc programmes on offer: Corporate Governance & Accountability; Environment & Sustainable Development; or International Strategic Marketing.

Find out more

- [Adam Smith Business School: Euro-Asian MBA-MSc programme](#)

Programme alteration or discontinuation

The University of Glasgow endeavours to run all programmes as advertised. In exceptional circumstances, however, the University may withdraw or alter a programme. For more information, please see: [Student contract](#).

Career prospects

Graduates go on to work in marketing roles in small and large companies around the world, particularly in jobs relating to brand management, advertising and public relations, marketing research, marketing consultancy, jobs associated to conventional or digital marketing.

We have a dedicated careers and employability team who provide 1-2-1 support and advice, group workshops, employer events on campus and networking opportunities throughout the year to help you with your career prospects.

Fees & funding

Tuition fees for 2024-25

MSc

UK

- **Full-time fee:** £15000

International & EU

- **Full-time fee:** £30240

Fees for MBA-MSc Euro-Asian programmes delivered in collaboration with Universiti Sains Malaysia and Institut Teknologi Bandung (ITB) are listed separately on the MBA-MSc Euro-Asian drop-down tab above. Please email business-recruitment@glasgow.ac.uk for further enquiries.

Deposits

International and EU applicants are required to pay a deposit of **£2000 within four weeks** of an offer being made.

Deposits: terms & conditions

This programme requires some students to pay a deposit to secure their place.

If you are an international student, we will only issue a Confirmation of Acceptance for Studies (CAS) once the deposit has been paid.

Your offer letter will state:

- how to pay the deposit payment
- the deadline for paying the deposit

The following guidelines will apply in determining whether a deposit will be refunded. Where the deposit is refunded, a 25% handling fee will be deducted.

Deposits **will** be refunded to applicants under the following circumstances:

1. Where the University is unable to offer you a place.
2. Where the applicant has personal circumstances such as illness, bereavement or other family situations that has prevented them coming to the UK. Medical or other proof may be requested.
3. Applicant can prove that they have applied for a visa to attend the University of Glasgow, but the VISA has been refused. The applicant must have shown 'real intent' to study at the University of Glasgow but has been unable to obtain their visa.
4. Applicant does not meet his / her conditions of offer: this may be academic or language test requirements. Satisfactory evidence must be uploaded to the student's applicant self-service to prove that they have not met the conditions of their offer (note that applicants who do not meet the language condition of their offer must show reasonable attempt to meet this, i.e. they must provide a language test which was taken after the date that the deposit was paid).

Deposits **will not** be refunded to applicants under the following circumstances:

1. Applicant has decided to defer – in this situation the University will retain the deposit and credit it against the applicant's account for securing their place for the following year of entry.

Refund requests must be made within 30 days of the programme start date stated on your offer letter.

Requests made after this date will be subject to discretion.

- [Find out more about Deposits](#)

Additional fees

- Fee for re-assessment of a dissertation (PGT programme): £370
- Submission of thesis after deadline lapsed: £350
- Registration/exam only fee: £170

Funding opportunities

Adam Smith Tercentenary Scholarship (UK)

The University of Glasgow is offering a number of Adam Smith Scholarships for Academic Session 2024-25 to UK students. Scholarships are available to students entering the below Adam Smith Business School full-time postgraduate taught programmes and are awarded as a tuition fee discount.

- [Adam Smith Tercentenary Scholarship \(UK\)](#)

Adam Smith Business School Priority Country Discount

The University of Glasgow is offering a 20% tuition fee discount for Academic Session 2024-25 to students entering the Adam Smith Business School.

- [Adam Smith Business School Priority Country Discount](#)

Adam Smith Business School India scholarship

The Adam Smith Business School is honoured to announce the new ASBS India Scholarship for 2024 entry. This exciting new award aims to enable highly qualified students from India to pursue full-time Master's degree study at the University of Glasgow. This scholarship is available to students entering the Adam Smith Business School for Academic Session 2024-25. The scholarship is awarded as a tuition fee discount.

- [Adam Smith Business School India scholarship](#)

Adam Smith Tercentenary Scholarship (International)

The University of Glasgow has a number of Adam Smith Scholarships available for Academic Session 2024-25 to International students entering the Adam Smith Business School. The scholarship is awarded as a tuition fee discount.

- [Adam Smith Tercentenary Scholarship \(International\)](#)

GREAT Scholarships 2024- Greece, Nigeria, Egypt and Turkey

In partnership with the British Council and the GREAT Britain Campaign, University of Glasgow is offering 4 scholarships to students in Greece, Nigeria, Egypt and Turkey applying for postgraduate courses in any subject (excluding MBA and MSc by Research courses). All eligible courses can be viewed under the 'eligible programmes' tab on this webpage.

The scholarship offers financial support of £10,000 to students pursuing one-year postgraduate study in the UK. This discount cannot be combined with another University scholarship.

- [GREAT Scholarships 2024- Greece, Nigeria, Egypt and Turkey](#)

The Snowdon Trust Master's Scholarship

The Snowdon Trust Master's Scholarship is accelerating exceptional Disabled Students through masters' programmes into leadership positions to create change.

Do you have ambitions to change the world? Are you pioneering in your field? Are you creating change for Disabled People? Let us open some doors.

We are searching for individuals who choose to use their lived experience of disabling barriers to make a difference. To create change.

Applications open 2pm 15 January 2024. Join our launch webinar and Q&A [1-2pm 15 January 2024](#)

[Snowdon Trust, Investing in Disabled Students](#)

- [The Snowdon Trust Master's Scholarship](#)

Banco de Mexico

The Mexican National Bank (Banco de Mexico) provides special loans for students who wish to undertake a programme of postgraduate study. The University of Glasgow in partnership with Bank of Mexico FIDERH is offering a fee discount to holders of a Bank of Mexico FIDERH loan. See the [FIDERH website](#) for further information.

- [Banco de Mexico](#)

Erasmus+ Master Degree Loans

Erasmus+ Master Degree Loans are EU-guaranteed loans with favourable pay-back terms. They're designed to help prospective students finance their Master's courses in an Erasmus+ Programme country while leaving as little of a lasting economic footprint as possible.

The scheme is designed to provide postgraduate students with the means to pay their tuition and living expenses – thereby allowing individuals to focus on their degree instead of managing their bank balance. The programme aims to be as inclusive as possible, working under the following guidelines:

- No need for collateral from students or parents - ensuring equality of access
- Favourable, better-than-market interest rates
- Pay-back terms that allow graduates up to two years to find work before beginning repayment.

Please visit the [Erasmus+ Master Degree Loans website](#) for more information.

- [Erasmus+ Master Degree Loans](#)

PGT Excellence Scholarship

The University of Glasgow has a total of 20 PGT Excellence Scholarships available to UK students entering any of the University's Colleges.

- [PGT Excellence Scholarship](#)

Climate Leadership Scholarships

Cop26 was held in Glasgow from 31st October – 12th November 2021 and the University of Glasgow recognises the importance of universities in tackling the climate emergency. Glasgow is part of the newly formed [Cop26 Universities Network](#), a growing group of over 80 universities working together to promote a zero-carbon future. Alongside vital research being carried out by our academics, Glasgow recognises that urgent action is needed on our campuses, and we aim to be carbon neutral by 2030. We believe that the climate emergency can only be addressed by implementing long-term sustainability policies and our [Green Glasgow](#) strategy details our action plan for the next decade.

In recognition of the vital need for action to combat the climate emergency the University of Glasgow is excited to launch our Climate Leadership Scholarships. We have 20 scholarships available to UK students entering any of our Colleges on a PGT programme which engages with the climate emergency.

As a world-changing research-led University we are committed to supporting the next generation of researchers working across disciplines to address the climate emergency.

- [Climate Leadership Scholarships](#)

DAAD-University of Glasgow 1-year Master's grant

The University of Glasgow will offer a full tuition waiver to those students that successfully apply and are nominated by DAAD to the University. DAAD offers a monthly stipend of EUR 1,100 (for the academic year 2024/2025) and travel bursary of EUR 250.00 as well as health, accident, and personal liability insurance coverage in addition to the full tuition fee waiver from the University of Glasgow.

[Wichtige Hinweise zu DAAD-Stipendien - DAAD](#) (general info on DAAD tuition fee reimbursement)

Current list of tuition reduction / waiving offers (not including U Glasgow yet) : [Stipendien für ein Masterstudium im Ausland - DAAD - Deutscher Akademischer Austauschdienst](#)

- [DAAD-University of Glasgow 1-year Master's grant](#)

Chevening Scholarship

Chevening Scholarships are the UK government's global scholarship programme, funded by the Foreign, Commonwealth and Development Office (FCDO) and partner organisations. The scholarships are awarded to outstanding scholars with leadership potential. Awards are typically for a one year Master's degree at universities across the UK. There are over 50,000 Chevening Alumni around the world who together comprise an influential and highly regarded global network.

For further information, please refer to the [Chevening website](#).

- [Chevening Scholarship](#)

Colfuturo Fundacion para el Futuro de Colombia

The University of Glasgow offer discounts to all successful Fundacion para el Futuro de Colombia (Colfuturo) scholars who enrol at the University of Glasgow to complete a postgraduate programme.

- [Colfuturo Fundacion para el Futuro de Colombia](#)

Commonwealth Scholarship Commission Schemes

Commonwealth Scholarships enable talented and motivated individuals to gain the knowledge and skills required for sustainable development, and are offered to citizens from low and middle income Commonwealth countries. The majority of Scholarships are funded by the UK [Foreign, Commonwealth & Development Office \(FCDO\)](#), with the aim of contributing to the UK's international development aims and wider overseas interests, supporting excellence in UK higher education, and sustaining the principles of the Commonwealth.

- [Commonwealth Scholarship Commission Schemes](#)

Vice Chancellor EU Award

The University of Glasgow continues to be committed to ensuring a strong relationship with our existing and future EU students, and supporting EU talent to make their home at the University of Glasgow.

We appreciate the challenging financial implications that have arisen for our European applicants, and are therefore delighted to offer the Vice Chancellor EU Award to highly qualified new incoming EU students starting a postgraduate taught Masters programme in any discipline for Academic Session 2024-25. The scholarship is awarded as a tuition fee discount. This discount cannot be combined with another University scholarship.

Applicants that graduated from the University of Glasgow or completed a Study Abroad year, Exchange programme or International Summer School at the University of Glasgow, are eligible for the Alumni discount and this can be combined with the Vice Chancellor EU Award.

- [Vice Chancellor EU Award](#)

EU Welcome Award

The University of Glasgow continues to be committed to ensuring a strong relationship with our existing and future EU students, and supporting EU talent to make their home at the University of Glasgow.

We appreciate the challenging financial implications that have arisen for our European applicants, and are therefore delighted to offer the EU Welcome Award to new incoming EU students starting a postgraduate taught Masters programme for Academic Session 2024-25. The scholarship is awarded as a £5,000 tuition fee discount. This discount cannot be combined with another University scholarship.

Applicants that graduated from the University of Glasgow or completed a Study Abroad year, Exchange programme or International Summer School at the University of Glasgow, are eligible for the Alumni discount and this can be combined with the EU Welcome Award.

- [EU Welcome Award](#)

University of Glasgow African Excellence Award

The University of Glasgow African Excellence Award aims to support high achieving students from across Africa in their journey to become Future World Changers. We are looking for students who wish to undertake Masters level study, to further develop their knowledge and skills, in order to positively contribute to their community in the future.

The University is offering up to 15 scholarships for International students from Africa, starting a 1 year postgraduate taught Masters programme, in any discipline for academic session 2024/25. The scholarship is a full tuition fee waiver.

- [University of Glasgow African Excellence Award](#)

Emerging Asia Award

The University of Glasgow is proud to introduce an exciting new award designed to support students from a selection of underrepresented 'frontier and developing' Asian countries.

The University of Glasgow is offering 8 scholarships for highly qualified international students from Bangladesh, Cambodia, Lao People's Democratic Republic, Myanmar, Nepal and Sri Lanka.

Students must be starting a one-year postgraduate taught masters programme, in any discipline, for the academic session 2024/25. The scholarship is a full tuition fee waiver with stipend for one year that can not be combined with any other scholarships.

- [Emerging Asia Award](#)

University of Glasgow African Partners Award

The University of Glasgow African Partners Awards aims to support high achieving students from across Africa in their journey to become Future World Changers. We are looking for students who wish to undertake Masters level study, to further develop their knowledge and skills, in order to positively contribute to their community in the future. The scholarship is exclusively for students, alumni and staff of the University partners across Africa: [African Partners List 2024](#).

The University is offering up to 5 scholarships for International students from Africa, starting a 1 year postgraduate taught Masters programme, in any discipline for academic session 2023/24. The scholarship is a full tuition fee waiver.

Applicants must hold an offer of a place for a postgraduate taught one year Masters programme for September 2024 intake (offer is not needed to apply but applicants will require an offer to be considered for interview, and should take programme application timelines into consideration as detailed on programme webpages)

- [University of Glasgow African Partners Award](#)

University of Glasgow International Leadership Scholarship

The University of Glasgow has several International Leadership Scholarships available to International students starting a postgraduate taught Masters programme in any discipline for Academic Session 2024-25. The scholarship is awarded as a tuition fees discount.

- [University of Glasgow International Leadership Scholarship](#)

University of Glasgow Caribbean Partners Award

The University of Glasgow Caribbean Partners Awards aims to support high achieving students from our partner The University of the West Indies in their journey to become Future World Changers. We are looking for students who wish to undertake Masters level study, to further develop their knowledge and skills, in order to positively contribute to their community in the future. The scholarship is exclusively for students, alumni and staff of The University of the West Indies.

The University is offering up to 5 scholarships for students, starting a 1 year postgraduate taught Masters programme, in any discipline for academic session 2024/25. The scholarship is a full tuition fee waiver.

Those who apply must hold an offer of a place for a postgraduate taught one year Masters programme for September 2024 intake (offer is not needed to apply but applicants will require an offer to be considered for interview, and should take programme application timelines into consideration as detailed on programme webpages);

- [University of Glasgow Caribbean Partners Award](#)

University of Glasgow Caribbean Excellence Award

The University of Glasgow Caribbean Excellence Award aims to support high achieving students from across the Caribbean in their journey to become Future World Changers. We are looking for students who wish to undertake Masters level study, to further develop their knowledge and skills, in order to

positively contribute to their community in the future.

The University is offering up to 5 scholarships for International students from the Caribbean, starting a 1 year postgraduate taught Masters programme, in any discipline for academic session 2024/25. The scholarship is a full tuition fee waiver.

- [University of Glasgow Caribbean Excellence Award](#)

CONICYT (La Comsion Nacional de Investigacion Cientifica y Tecnologica de Chile)

The University of Glasgow offers a 25% discount to all successful CONICYT scholars who enrol at the University of Glasgow to complete a postgraduate programme.

- [CONICYT \(La Comsion Nacional de Investigacion Cientifica y Tecnologica de Chile\)](#)

University of Glasgow Chancellor's Award

The University of Glasgow has 40 Chancellors Award Scholarships available to students from low and middle income countries, starting a 1 year postgraduate taught Masters programme in any discipline, in academic session 2024-25. The scholarship is awarded as a tuition fee discount.

- [University of Glasgow Chancellor's Award](#)

India Merit Award

The University of Glasgow is proud to announce a new India Merit award for 2024 entry to acknowledge highly qualified Indian postgraduate taught offer holders. The scholarship is awarded as a £5,000 tuition fee discount. This discount cannot be combined with another University scholarship.

- [India Merit Award](#)

University of Glasgow Chancellor's Award (Nigeria)

The University of Glasgow has 10 Chancellors Award Scholarships available to Nigerian students starting a postgraduate taught Masters programme in any discipline in academic session 2024-25. The scholarship is awarded as a tuition fee discount.

- [University of Glasgow Chancellor's Award \(Nigeria\)](#)

CONACyT (Consejo Nacional de Ciencia y Tecnologia) / FUNED Agreement

CONACYT offers a non-refundable scholarship, a monthly stipend and medical insurance of an approximate total of \$20,000 USD (in the case of the UK, no medical insurance grant is given since students are already covered by the National Health System) The University of Glasgow offer a 30% discount to all successful CONACYT scholars who enrol at the University of Glasgow to complete a postgraduate programme.

- [CONACyT \(Consejo Nacional de Ciencia y Tecnologia\) / FUNED Agreement](#)

Postgraduate Student Loan (Scotland and EU)

Eligible full-time and part-time students, undertaking an eligible postgraduate course, can apply for a tuition fee loan up to a maximum of £7,000 towards their course. Eligible full-time postgraduate students can apply for a living-cost loan of up to £4,500.

This support extends to online Masters or Postgraduate Diplomas, and not to the online Postgraduate Certificate courses.

For more information visit the [SAAS website](#).

- [Postgraduate Student Loan \(Scotland and EU\)](#)

Postgraduate Tuition Fee Loans England only (PTFL)

If you're an English student looking to study a taught Masters programme in Glasgow then you can apply for a student loan. Students from England are able to apply for a non-means tested [Postgraduate Master's Loan](#) of up to £11,570 to help with course fees and living costs. You have to [repay your Postgraduate Master's Loan](#) at the same time as any other student loans you have. You'll be charged interest from the day you get the first payment.

If you're studying by distance learning, you can also apply.

- [Postgraduate Tuition Fee Loans England only \(PTFL\)](#)

Postgraduate Loans for Welsh Students

If you are a Welsh student looking to study a postgraduate programme* in Glasgow then you can apply for a student loan in exactly the same way as you would for a Welsh University.

* does not apply to Erasmus Mundus programmes

Postgraduate Master's Finance

If you're starting a full-time or part-time Postgraduate Master's course (taught or research based) from 1 August 2019, you can apply for Postgraduate Master's Finance and receive up to £17,000 as a combination of grant and loan:

- a maximum grant of £6,885 and loan of £10,115 if your household income is £18,370 and below

- a grant of £1,000 and loan of £16,000 if your household income is not taken into account or is above £59,200.

For more information visit [Student Finance Wales](#)

Postgraduate Doctoral Loan

If you're starting a full-time or part-time postgraduate Doctoral course (such as a PhD) from 1 August 2019 you can apply for a Postgraduate Doctoral Loan of up to £25,700.

For more information visit [Student Finance Wales](#)

- [Postgraduate Loans for Welsh Students](#)

Alumni Discount

In response to the current unprecedented economic climate, the University is offering a 20% discount on all Postgraduate Research and full Postgraduate Taught Masters programmes to its alumni, commencing study in Academic session 2024/25. This includes University of Glasgow graduates and those who have completed a Study Abroad programme, International Summer School programme or the Erasmus Programme at the University of Glasgow. The discount applies to all full-time, part-time and online programmes. This discount can be awarded alongside most University scholarships.

- [Alumni Discount](#)

Postgraduate Access Scholarship

The University of Glasgow is pleased to be offering Postgraduate Access Scholarships to support Home students who could face financial difficulties in taking up their place to study at the University. Applications are particularly welcomed from applicants who met any of our [widening participation criteria](#), or equivalent, at undergraduate level. The value of each scholarship is £4,000 and they are for students undertaking a one or two year Taught Masters programme. For two year Taught Masters programmes, the scholarship is available in year one only.

- [Postgraduate Access Scholarship](#)

Postgraduate Student Loan (NI)

If you are a Northern Irish student looking to study a taught Masters programme* in Glasgow then you can apply for a student loan in exactly the same way as you would for a University in Northern Ireland.

Northern Irish students are able to apply for non-means-tested tuition fee loans of up to £5,500, to help with the costs of funding.

For more information visit www.studentfinancenl.co.uk/types-of-finance/postgraduate .

** does not apply to Erasmus Mundus programmes*

- [Postgraduate Student Loan \(NI\)](#)

Sanctuary Scholarships

The University of Glasgow is offering up to 20 Sanctuary Scholarships for applicants to the University, who have been forced to travel to the UK for humanitarian reasons and are facing challenges in progressing onto Higher Education. The scholarship is open to prospective undergraduate and postgraduate taught students at the University of Glasgow applying for entry in September 2024/25. Please note that you must have applied to the University before submitting an application for this scholarship.

The scholarship will meet the cost of tuition fees for the duration of your programme, for applicants who are unable to access mainstream funding through [Student Awards Agency Scotland \(SAAS\)](#) or [Student Finance](#). The Sanctuary Scholarship also provides a £5,000 per year stipend, to assist with study costs. In addition, if the eligibility criteria for university accommodation is met, this will also be provided for the duration of your degree, if required. For more information on the accommodation criteria, please see the [Accommodation Services section](#) on the website.

Undergraduate students with refugee status (or equivalent) and access to funding, are eligible to apply for the scholarship and would receive the £5,000 stipend towards study costs only, if successful.

Postgraduate Taught Masters students with refugee status (or equivalent) and access to funding, are eligible to apply for the scholarship and would receive the £5,000 stipend towards study costs and a partial tuition fee waiver, to cover any shortfall not met by your Postgraduate Masters tuition fee loan.

- [Sanctuary Scholarships](#)

The Clan Gregor Society Prize

The Clan Gregor Society is offering an award to new entrants to the University of Glasgow who descend from Clan Gregor. Prospective students will be asked to submit an application highlighting areas of consideration such as academic excellence and financial need. The award is open to both Undergraduate and Postgraduate applicants for 2024 entry.

- [The Clan Gregor Society Prize](#)

The scholarships above are specific to this programme. For more funding opportunities [search the scholarships database](#)

Entry requirements

2:1 degree or non-UK equivalent in business and management, marketing or commerce, or a relevant social science degree.

Your degree must contain at least 25% of undergraduate credits in marketing or management, or you will have at least 2 years work experience in marketing or sales.

International students with **academic** qualifications below those required should contact our partner institution, [Glasgow International College](#), who offer a range of pre-Masters courses.

English language requirements

For applicants whose first language is not English, the University sets a minimum English Language proficiency level.

International English Language Testing System (IELTS) Academic module (not General Training)

- 6.5 with no subtests under 6.0
- Tests must have been taken within 2 years 5 months of start date. Applicants must meet the overall and subtest requirements using a single test.

Common equivalent English language qualifications

TOEFL (ibt, mybest or athome)

- 79; with Reading 13; Listening 12; Speaking 18; Writing 21
- Tests must have been taken within 2 years 5 months of start date. Applicants must meet the overall and subtest requirements , this includes TOEFL mybest.

Pearsons PTE Academic

- 59 with minimum 59 in all subtests
- Tests must have been taken within 2 years 5 months of start date. Applicants must meet the overall and subtest requirements using a single test.

Cambridge Proficiency in English (CPE) and Cambridge Advanced English (CAE)

- 176 overall, no subtest less than 169
- Tests must have been taken within 2 years 5 months of start date. Applicants must meet the overall and subtest requirements using a single test.

Oxford English Test

- Oxford ELLT 7
- R&L: ODI level no less than 6 with Reading: 21-24 Listening: 15-17
- W&S: ODI level no less than 6.

Trinity College Tests

- Integrated Skills in English II & III & IV: ISEII Distinction with Distinction in all sub-tests.

University of Glasgow Pre-sessional courses

- Tests are accepted for 2 years following date of successful completion.

Alternatives to English Language qualification

- Degree from majority-English speaking country (as defined by the UKVI including Canada if taught in English)
 - students must have studied for a minimum of 2 years at Undergraduate level, or 9 months at Master's level, and must have complete their degree in that majority-English speaking country **and** within the last 6 years
- Undergraduate 2+2 degree from majority-English speaking country (as defined by the UKVI including Canada if taught in English)
 - students must have completed their final two years study in that majority-English speaking country **and** within the last 6 years

For international students, the Home Office has confirmed that the University can choose to use these tests to make its own assessment of English language ability for visa applications to degree level programmes. The University is also able to accept UKVI approved Secure English Language Tests (SELT) but we do not require a specific UKVI SELT for degree level programmes. We therefore still accept any of the English tests listed for admission to this programme.

Pre-sessional courses

The University of Glasgow accepts evidence of the required language level from the English for Academic Study Unit Pre-sessional courses. We also consider other BALEAP accredited pre-sessional courses:

- [School of Modern Languages and Cultures: English for Academic Study](#)
- [BALEAP guide to accredited courses](#)

For further information about English language requirements, please contact the Recruitment and International Office using our [enquiry form](#)

International students

We are proud of our diverse University community which attracts students and staff from over 140 different countries.

- [Find out more about entry requirements and other country-specific information](#)
- [International student support & visas](#)
- [This one-year masters programme is eligible for a new, streamlined visa application process: find out more](#)

How to apply

To apply for a postgraduate taught degree you must apply online. We cannot accept applications any other way.

Please check you meet the Entry requirements for this programme before you begin your application.

Documents

As part of your online application, you also need to submit the following supporting documents:

- A copy (or copies) of your official degree certificate(s) (if you have already completed your degree)
- A copy (or copies) of your official academic transcript(s), showing full details of subjects studied and grades/marks obtained
- Official English translations of the certificate(s) and transcript(s)
- One reference letter on headed paper
- Evidence of your English language ability (if your first language is not English)
- Any additional documents required for this programme (see Entry requirements for this programme)
- A copy of the photo page of your passport (Non-EU students only)

You have 42 days to submit your application once you begin the process.

You may save and return to your application as many times as you wish to update information, complete sections or upload supporting documents such as your final transcript or your language test.

For more information about submitting documents or other topics related to applying to a postgraduate taught programme, see [how to apply for a postgraduate taught degree](#)

Guidance notes for using the online application

These notes are intended to help you complete the online application form accurately; they are also available within the help section of the online application form.

If you experience any difficulties accessing the online application, see [Application System Help](#).

- **Name and Date of birth:** must appear exactly as they do on your passport. Please take time to check the spelling and lay-out.
- **Contact Details:** Correspondence address. All contact relevant to your application will be sent to this address including the offer letter(s). If your address changes, please contact us as soon as possible.
- **Choice of course:** Please select carefully the course you want to study. As your application will be sent to the admissions committee for each course you select it is important to consider at this stage why you are interested in the course and that it is reflected in your application.
- **Proposed date of entry:** Please state your preferred start date including the month and the year. Taught masters degrees tend to begin in September. Research degrees may start in any month.
- **Education and Qualifications:** Please complete this section as fully as possible indicating any relevant Higher Education qualifications starting with the most recent. Complete the name of the Institution (s) as it appears on the degree certificate or transcript.
- **English Language Proficiency:** Please state the date of any English language test taken (or to be taken) and the award date (or expected award date if known).
- **Employment and Experience:** Please complete this section as fully as possible with all employments relevant to your course. Additional details may be attached in your personal statement/proposal where appropriate.

Reference: Please provide one reference. This should typically be an academic reference but in cases where this is not possible then a reference from a current employer may be accepted instead. Certain programmes, such as the MBA programme, may also accept an employer reference. If you already have a copy of a reference on letter headed paper then please upload this to your application. If you do not already have a reference to upload then please enter your referee's name and contact details on the online application and we will contact your referee directly.

Application deadlines

September 2024

International applicants

As there is extremely high demand for places on this degree programme, the University has established an application process with application rounds which recognises that different geographical areas complete and submit their applications at different times of the year. This process aims to ensure fairness and equity to applicants from all geographic regions.

Round 1 application dates

1 October 2023 to 17 November 2023. All international applications submitted within these dates will be reviewed with no priority given to any geographic region. You will receive our decision on your application by **21 January 2024**. Please note highly qualified applicants with, or on course for, a UK 1 or

equivalent should expect to receive a decision on their application by **18 December 2023**.

Round 2 application dates

18 November 2023 to 15 December 2023. All international applications submitted within these dates will be reviewed with no priority given to any geographic region. You will receive our decision on your application by **25 March 2024**. Please note highly qualified applicants with, or on course for, a UK 1 or equivalent should expect to receive a decision on their application by **16 February 2024**.

Round 3 application dates

16 December 2023 to 1 February 2024. Priority will be given to under-represented geographic regions. You will receive our decision on your application by **22 April 2024**. Please note highly qualified applicants with, or on course for, a UK 1st or equivalent should expect to receive a decision on their application by **3 April 2024**.

Round 4 application dates

2 February 2024 to 1 April 2024. Priority will be given to under-represented geographic regions. You will receive our decision on your application by **3 June 2024**. Please note highly qualified applicants with, or on course for, a UK 1st or equivalent should expect to receive a decision on their application by **6 May 2024**.

Round 5 application dates

2 April 2024 to 1 June 2024. Priority will be given to under-represented geographic regions. You will receive our decision on your application by **15 July 2024**. Please note highly qualified applicants with, or on course for, a UK 1st or equivalent should expect to receive a decision on their application by **24 June 2024**.

All international applications submitted by **15 December 2023** (application rounds 1 and 2) will be reviewed and processed normally with no priority given to any geographic region. From **16 December 2023**, priority will be given to applications from geographic areas which have been unable to submit applications before that point.

As we receive a great number of applications, prospective students are only allowed to apply once per year.

Home applicants

- **16 August 2024**

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- [Adam Smith Skills Award](#)

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