

[PGT](#)

## Marketing MSc/PgDip/PgCert: Online distance learning



The University of Glasgow's online marketing degree is designed for tomorrow's world. You will study with international faculty at the Adam Smith Business School who are experienced and knowledgeable in both marketing fundamentals and the latest digital trends. Graduate with expertise in advertising, branding, user experience (UX) design, marketing analytics and more.

Online learning at the University of Glasgow allows you to experience the outstanding education we are known for without the need for relocation.

- [Watch our Online MSc Marketing overview and VLE demonstration webinar](#) led by Programme Director Alena Kostyk and Deputy-Programme Director Amy Goode
- [About online study](#)
- **100% online**
- **Key contact:**  
[onlinedegreesadmissions@glasgow.ac.uk](mailto:onlinedegreesadmissions@glasgow.ac.uk)
- **Start:** January, April or September
- **Duration:** MSc in Marketing 30 months part-time
- **PgDip:** 24 months part-time
- **PgCert:** 12 months part-time

### Request Information

Complete the form below for detailed programme information and to be contacted by phone and/or email.

First name \*

Last name \*

[Apply now](#)

### Why this programme



- The Adam Smith Business School is accredited by AACSB, AMBA and EQUIS, making this online Marketing degree highly attractive to prospective employers.
- The School is rated one of the top 100 business schools in Europe by the Financial Times in 2021.
- The Online MSc Marketing at University of Glasgow has been accredited by the Chartered Institute of Marketing (CIM) providing students with an opportunity to work towards a professional qualification in marketing alongside their studies. *Please note the CIM accreditations apply at the Masters level only.*
- CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. University of Glasgow has joined forces with CIM to give students the opportunity to gain professional qualifications through the CIM Accredited Degree partnership.
- CIM qualifications are highly sought after by employers. This ensures students are equipped with the best opportunities for a successful marketing career. The School's teaching content has been developed alongside CIM's learning outcomes to ensure that course content is aligned to industry requirements.
- The University of Glasgow is also currently ranked 14th in the UK and 48th worldwide for International Strategic Marketing (Campus Masters) ([QS Business Master's Rankings 2023: Marketing](#)).
- Your postgraduate studies will begin with courses in marketing, advertising and brand management. These core courses take a modern approach to marketing, as fundamental concepts converge with digital tactics dominating this industry. Master topics in marketing research and pursue optional courses in UX design as well as digital, retail, social media, services marketing and marketing ethics, consumption and technology.
- The course features contemporary research-led content, input from industry experts, and case studies, featuring everything from start-ups to well-known brands. Study of these subjects are crucial for success in today's digital, customer-centric environment and ensures that you will graduate as a candidate with skills that are in high demand in the marketing field.
- Whatever sector or context you're working in, you will significantly enhance your value as an employee. You will develop the analytical and critical skills you need to make informed marketing decisions for your organisation.
- To apply, previous marketing experience is not essential. What is more important is your ambition and a willingness to embrace new marketing ideas and challenges.
- Through interactive online study you'll be able to share ideas and create long-lasting networks with your fellow marketeers.
- You'll learn from lecturers at the forefront of social sciences research, as 90% of research by our School of Social Sciences is assessed as world-leading and internationally excellent – Research Excellence Framework 2021.



## **Adam Smith Business School is triple accredited**

[request information](#)

## **Programme structure**

After exploring core subjects such as marketing management, analytics and customer behaviour in year 1 and the beginning of year 2, you will select two optional 10 credit courses in the second year.

Before graduating you will need to complete a dissertation, where you will need to draw on the concepts, theories and research you have learnt throughout the programme.

The University of Glasgow specially adapts programmes to the online format. You will attend interactive lectures, seminars and individual tutorials. You will also build important connections with fellow students by taking part in project and team work.

To help support your learning experience, the 100% online programme offers a mix of engaging learning styles such as video, discussion boards, interactive quizzes, recorded and live seminars, journals and ebooks. Please note that interaction in online environments is not usually in real time, but this may be experienced occasionally.

Our expert staff will assess your progression through each course in a variety of ways. This may include essays, discussions, blogs, online presentations, interactive quizzes, assignments or group work. Details of these assignments are found in your induction.

Taken on a part-time basis, the duration of this marketing programme is 2.5 to 6 years depending on the credential obtained.

To discover more about the programme [watch our webinar with the programme director](#) or visit our [articles section](#) for more information.

For more detailed information on our courses, click the links below.

## Year 1

In year 1 take 3 x 20 credit core courses.

### PgCert, PgDip and MSc:

- [MARKETING MANAGEMENT](#)
- [CONSUMER BEHAVIOUR](#)
- [MARKETING COMMUNICATIONS STRATEGIES AND TACTICS](#)

## Year 2

In year 2 take 2 x 20 credit core courses and 2 x 10 credit optional courses.

### PgDip and MSc:

- [BRAND MANAGEMENT](#)
- [MARKETING RESEARCH & ANALYTICS](#)

### Optional courses (select two of the below):

- [DIGITAL MARKETING](#)
- [RETAIL MARKETING](#)
- [SERVICES MARKETING](#)
- [\[\[\[MGT5419\]\]\]](#)
- [\[\[\[MGT5454\]\]\]](#)
- [SOCIAL MEDIA MARKETING](#)

## Year 3

MSc: 1 x 60 credit dissertation in year 3.

- [MARKETING DISSERTATION \(SEMESTER 2\)](#)

***This program helped me to deepen my knowledge in consumer studies and I managed to find a dream job in market research.” –***

Natela Tcaava, Online MSc Marketing student

## Programme outcomes

- Apply relevant theories and methodologies from across the marketing discipline to support your decisions.
- Identify international market opportunities, preparing you for a career in a range of enterprises.
- Evaluate marketing against other management functions such as finance and HR.
- Combine marketing expertise with other management functions both inside and outside of a business.
- Undertake international marketing in a dynamic, networked, international and culturally diverse economy.
- Recognise and explain current theory and methodology of marketing to drive marketing decisions in organisations.
- Apply marketing theory and methodology in an international and domestic context.
- Identify market opportunities and identify threats within a range of business contexts.
- Construct advanced marketing research activity.
- Apply analytical skills in marketing and other business environments.
- Deliver oral and written communication and design and deliver pitches.

### 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](#).

[request information](#)

## Career prospects

Careers in this area are highly rewarding, both financially and creatively. In 2023, the marketing industry's hiring landscape is pivoting towards skills-based recruitment, as highlighted by LinkedIn's insights. The top 10 essential abilities sought by employers include expertise

in social media strategy, proficient management and communication, leadership, and project management, vital digital marketing skills applicable across domains, adept communication for resonating strategies especially in remote setups, the ability to coordinate strategies and marketing efforts cohesively, strong leadership translating organizational activities into compelling narratives, adept project management for juggling diverse tasks, skilled advertising proficiency in identifying, selling to, and demonstrating value to customers, and ultimately, customer service excellence as marketing's core lies in understanding and serving customer needs.

Holding an online Marketing degree from Glasgow opens many doors. It unlocks careers such as roles in marketing management and brand development — but it also offers the flexibility to specialise in particular areas or transition into a related field.

By exploring marketing theory through real world application, our accredited online master's degree in marketing will enhance your career opportunities across multiple sectors, in both traditional and digital contexts. Current students work as marketing specialists and managers in fields such as business development, hospitality, sales, retail, project management, communications and education.

***By being able to apply to apply what I've learned, exceed, and surpass work expectations and goals, I was promoted several times and received new benefits.***” – Petar Vidovic, Online MSc Marketing student

[request information](#)

## Fees & funding

### MSc

#### UK / EU / International:

- £15,000 (total cost)

You can pay in instalments of £1,667 per 20 credits.

### PgDip

#### UK / EU / International:

- £10,000 (total cost)

You can pay in instalments of £1,667 per 20 credits.

### PgCert

#### UK / EU / International:

- £5,000 (total cost)

You can pay in instalments of £1,667 per 20 credits.

Fee information is subject to change and is for guidance only.

### 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

### UK Study Online Scholarship

The UK Study Online scholarship is open to UK, EU and international students taking online undergraduate and postgraduate courses.

Please see [UK Study Online](#) for more details.

- [UK Study Online Scholarship](#)

### 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 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.studentfinanceni.co.uk/types-of-finance/postgraduate](http://www.studentfinanceni.co.uk/types-of-finance/postgraduate) .

\* does not apply to Erasmus Mundus programmes

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

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

## Entry requirements

To be accepted for this programme, you must have:

- At least a 2:2 undergraduate degree from a recognised university.
- We welcome candidates with non-academic qualifications and backgrounds, on the basis of highly relevant work experience or demonstrated interest. Candidates with more than three years' work experience will be considered. For more information on this, [please contact us](#).

When submitting your application, please include:

- Your Curriculum Vitae
- A supporting statement

### **Are you interested in confirming your eligibility and reserving your place on our online programme?**

If you meet the above entry criteria and have studied in the UK, Canada, USA, Saudi Arabia or the UAE then we may be able to provide an offer in principle. Submit your degree certificate (or equivalent), including your final overall grade and a copy of your CV to [our team here](#) for a check. A member of our team will provide feedback or an offer in principle within 48 hours.\*

**What is an offer in principle?** *An offer in principle is an initial offer, letting you know that based on the information you've supplied, we think you're eligible and would love to support you in submitting an application. It is not a formal offer of admission to this university. A formal offer may have conditions attached.*

*\*Terms and conditions apply which will be specified in any offer in principle you receive.*

## **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 at home)**

- 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-session 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](#)

## Computer requirements for studying online

### Broadband internet connection

- 3 mbps or higher

### Internet Browsers

Our online learning platform Moodle is compatible with any standards compliant web browser. This includes:

Desktop:

- Chrome
- Firefox
- Safari
- Edge
- Internet Explorer

Mobile:

- MobileSafari
- Google Chrome

For the best experience and optimum security, we recommend that you keep your browser up to date.

Javascript needs to be enabled within your browser

Please note: legacy browsers with known compatibility issues with Moodle 3.3 are:

- Internet Explorer 10 and below
- Safari 7 and below

### Computer specifications

- Processor: 2GHz
- Operating system (minimum):
  - Microsoft Windows Vista service pack 1
  - Windows 7
  - Mac OS X v10.4.11+
- Memory: 3GB of RAM or more
- Hard disk: 300GB
- Sound card and microphone

- Speakers or headphones
- Monitor and video card with 1024x768 display or higher

#### Mobile device specifications

- iOS: latest (Apple Safari & Google Chrome)
- Android: 4.4+ with latest Google Chrome

#### Other software

- Adobe Acrobat Reader
- Media player e.g. Windows Media Player or VLC
- Word processing software (that outputs to the following file types for marking online: .doc, .docx, .html, .txt, .rft, .pdf, .ppt, .pptx, .pps, .hwp)
- Anti-virus software

#### Advised hardware / software

- Microsoft Office 2010
- Headset (ideally with a USB connector)
- Webcam

[request information](#)

## 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
- An English language certificate/evidence of your English language ability may be required
- 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, check [Frequently Asked Questions](#)

### 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, you should visit the [Application Troubleshooting/FAQs](#) page.

Please ensure all documents are correctly named and are uploaded before you submit your application to prevent any delays with your file.

All documentation must be attached to your online application, but please remember your student recruitment coordinator is here to support you by reviewing it before you upload it, so feel free to send them over to your student recruitment coordinator before you submit your application.

- **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. Online taught masters degrees begin in January, April and September.
- **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. It is important to upload official copies of your transcripts and certificates for your full academic history, from Undergraduate onwards. For example, if you have a bachelors and a masters degree, you must send documents from both degrees.
- **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

January 2024

- All applicants: 15 December 2023

[Apply now](#)

## More information about this programme

- [Meet the Academics](#)
- [Studying online](#)
- [What our students say](#)

## Skills Award

- [Adam Smith Skills Award](#)

Watch our webinars:

- [Programme overview with Matt Offord, Alena Kostyk and Jaylan Azer](#)
- [Marketing Q&A webinar](#)
- [How do I increase consumer engagement with my social media content?](#)
- [Virtual Learning Environment Demonstration](#)

[request information](#)

## Related programmes

### [Online postgraduate](#)

- [See the range of online postgraduate taught programmes available](#)

### Business

- [Behavioural Science \[MSc\]](#)
- [Corporate Governance & Accountability \[MSc\]](#)
- [International Business \[MSc\]](#)
- [Master of Global Business \[MGB\]](#)

[more related Business programmes](#)

### Related links

- [About postgraduate study](#)

- [Taught degree programmes A-Z](#)
- [How to apply for a postgraduate taught degree](#)
- [Postgraduate research opportunities A-Z](#)
- [How to apply for a postgraduate research degree](#)
- [Fees and funding](#)



## **[Postgraduate events](#)**

[Open Days](#), [information sessions](#), [campus tours](#), [events near you](#)



## **[Download](#)**

[Postgraduate prospectus](#)