

Upcoming Master's Deadline: February 29, 2024

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Hult Master's Degrees

Master's in International Marketing

Stand out in a competitive global marketplace with Hult's one-year MIM that equips you with the international strategic skills, creative executional ability, and cutting-edge knowledge to thrive in a constantly shifting digital environment.

[Download Brochure](#)

Key program features

- Full-time / One year
- Home campuses: Boston, London

Curriculum

Learn international marketing by doing it

Understand the importance of the customer journey in today's fragmented media landscape. Learn to develop a marketing strategy leveraging tools needed to market through digital

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Key skills developed

Customer Experience


Social Media


Digital Marketing

Financial Acumen

Customer Engagement

How it works:

 2023 Hult Master's

 2023_personal_coaching_mobile.png

Core modules for this program:

Module 1

Foundations

Immerse yourself in the world of a global marketing professional. Nail the essential foundational skills, from consumer behavior to data, finance, and communication.

Business Challenge #1: AI Challenge

[View Details](#) →

Module 2

Markets

Now you've got the basics covered, it's time to take it up a gear. Advance your own soft skills while delving deeper into all things consumer-focused and brand-related.

Business Challenge #2: New Market Challenge

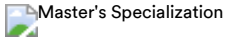
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Boost your marketing acumen with product development and sales strategies before applying everything you've learned in your final Business Challenge.

Business Challenge #3: Impact Challenge

[View Details](#) →



-
- Courses and challenges subject to change
 - Applicable for students starting the program in September 2024
-

Get your second degree tuition-free

Double your chances in the global job market with a Dual Degree from Hult, which sees you earn two triple-accredited degrees in as little as 18 months. Applicants are also eligible for a full tuition award on their second degree. This is available for a limited time and applies only to the Dual Degree program.

This is available for a limited time and applies only to the Dual Degree program. Want to know if you **qualify for a Dual Degree**? Take our quick three-minute quiz to find out.

The Hult Dual Degree



Take the Quiz

Application Deadline - Round 3

February 29, 2024

Priority is given to those who apply by the applications deadline. Our enrollment team will support and guide you through the entire process.

[How to Apply](#)

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Campus Locations

Get global experience

Choose Boston or London as your home campus for your core program and travel to others for electives with Global Campus Rotation. Study in centrally located campuses in some of the world's most influential business hubs and gain on-the-ground international experience as you build a global network.

Boston

London

Global Campus Rotation

Career Development

Personal career support at every step

We work with every student individually to set a targeted strategy, equip them with the right tools, and guide them on a clear path to achieve their career ambitions. The results speak for themselves.

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People from every part of the world, intense class debates, skills in all aspects of business and marketing, and my dream job—Hult offered me all this and more.

Jasmin Manzano
Filipino/American
2020



100%

of Hult master's graduates changed country, industry, or function

90%

of Hult master's graduates were employed after 6 months

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49%

of international Hult master's graduates at US campuses gained employment in the US

58%

increase in pre-master's salary, *Financial Times*, Masters in Management Ranking, 2021

Class of 2022 Results →

Fees & admissions

You can apply for a range of merit-based scholarships that reward your achievements and potential. So, whether you're an active humanitarian, a driven entrepreneur, or an aspiring leader —there could be a scholarship for you at Hult.

How to apply

If you're made to do, then the chances are, you're made for Hult. We assess candidates individually based on the strength of their whole profile and take the time to get to know

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Entry requirements

- Bachelor’s degree in a business-related field OR Bachelor’s degree in any subject + one year’s relevant work experience
- Proficiency in English (TOEFL/IELTS/PTE)
- Successful application process

Take this short questionnaire to check if you meet the entry requirements.

[Requirement Checker](#) →

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Billed cost of attendance for 2024 - 2025

	Boston	London
Program fee ¹	56,700 USD	45,300 GBP
Other student-related costs ²	3,860 USD	1,760 GBP

Estimated expenses³

	Boston	London
Room & board	10,000 USD	11,000 GBP

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	Boston	London
Living	12,000 USD	9,000 GBP
Books & course materials⁴	1,000 USD	700 GBP

Application fee: 95 USD

¹ A non-refundable Confirmation Deposit counts toward the Annual Program Fee.

² Includes Insurance (provider varies), and Library which includes cases, articles and other licensed materials.

³ Amounts are based on market benchmarks and exchange rates at the time of print and are therefore subject to change. Estimated expenses should be applied a second time for studying Dual Degree. ▶

⁴ Course instructors may assign additional textbooks, licensed software or other materials not included in our library as part of the requirements of their course. These are not included in student course fees and costs are an estimate.

For a full breakdown of our fees, terms & conditions, and scholarships, please visit the following pages:

[How to Apply](#)[Full Fees, Terms & Conditions](#)[Scholarships](#)

Download Brochure

Download a brochure for an in-depth look at Hult's master's programs.

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Communicate With Us Your Way

Our international team of advisors is here to discuss your individual goals and answer all your questions. How you get in touch is up to you.

[Talk To Us](#)

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4-minute Hult Quiz

Which master's program is right for you? Take this four-minute quiz to find out.

[Start Quiz →](#)



In 2022, Hult received a 4.03/5 Satisfaction Score from its students. [More on Hult Reviews →](#)

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