



MSC MARKETING/ MSC MARKETING (SPECIALISM)

Develop a critical appreciation of key areas in marketing, with the opportunity to hone your skills in a specific area.

- > Gain the key skills required for a successful career in marketing
- > Learn about marketing management strategy and the development processes to bring new products to market
- > Learn about research methods, including techniques of data collection and analysis
- > Option to choose a specialist pathway to help you stand out in the job market
- > Opportunity to apply for an international exchange to broaden your horizons and enhance your employability in the global job market.

International exchange

The exchange programme allows you to spend semester 2 at a partner university overseas. This experience enhances your global business and management learning and development. You can apply for a place once you are registered on the course.

Exchange partners:

- | | |
|---------------------------------|---------------------------------|
| > Aalto University | Luigi Bocconi |
| > Copenhagen Business School | > Université Catholique |
| > EM Lyon | > University of Louvain |
| > RSM Erasmus University | > Universität St. Gallen |
| > Stockholm School of Economics | > Universität zu Köln |
| > The University of Melbourne | > University of Florida |
| > Università Commerciale | > University of New South Wales |
| | > Wirtschaftsuniversität Wien |

Availability of places at exchange partners is dependent on current balances and contract renewals.

Entry requirements

We normally look for a First or Upper Second class honours (2:1) degree from a UK university or the overseas equivalent, in any discipline.

→ Learn more about career destinations at:
ambs.ac.uk/masters-careers

Course duration:
12 months

Course start date:
September 2024

Tuition fees:
Home: **£17,000**
Overseas: **£30,000**
Application fee: **£60**

Applications vs class size*:
2,528 vs 96

Age range*: **21–31**

Nationalities on course*: **27**

* Class of 2023



Ranked 3rd in the UK and 12th globally (QS Masters in Marketing Rankings 2023)

Recent recruiters

AKQA, Amazon, Amnet, Avantgarde Experts, Bentley Motors Ltd, Dyson Ltd, EY, Feilo Sylvania, Google, GroupM, Intercontinental Hotels Group, L'Oréal, Marks & Spencer, MM Creation Overseas, Reckitt Benckiser, Transparency Market Research, Tug Agency London and Volkswagen Group UK.

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SEMESTER ONE

- > Marketing Strategy and Competitive Advantage
- > Research & Analysis in Marketing
- > Marketing in a Digital World
- > Customer Behaviour and Insights

(All taught course units are 15 credits)

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SEMESTER TWO

Route 1 — MSc Marketing
Four elective units from:

- > Business-to-Business Marketing
- > Marketing in Society
- > Integrated Marketing Communication and Advertising
- > International Marketing
- > Marketing Analytics
- > Retail Marketing
- > Services Marketing

Route 2 — MSc Marketing (Specialism)
Three elective units from the route 1 list, plus:

- > The elective matching the title of your specialism:
 - Business-to-Business Marketing
 - International Marketing
 - Retail Marketing
 - Services Marketing
- > Dissertation or Group Business Project focused in specialism area

By agreement with the Course Director, one elective unit may be taken from another Alliance MBS Masters course. All elective units are subject to availability and timetabling.

SUMMER PERIOD

Dissertation or Group Business Project (60 credits)

- > Apply what you have learned in the taught part of the course
- > A dissertation normally consists of a literature review followed by a piece of work based on qualitative or quantitative research.
- > The Group Business Project consists of a group challenge and a piece of individual critical analysis work, supported by a literature review.

Examples of recent dissertation topics:

- > Rebuilding brand images: a study of Abercrombie & Fitch communication strategy between toxic masculinity and gender diversion
- > How has grocery consumer behaviour changed during the COVID-19 pandemic in Italy
- > Make-Up advertising and the effect on men in the UK
- > How Instagram influencers impact fashion product consumption of young women
- > Formulating a marketing implementation plan for Swerv
- > How consumers measure their purchases have changed their lives
- > Effective digital marketing for start-up organisations: case study in the UK music industry
- > Investigating The Impact Of Social Media Influencer Marketing In Gaming Context
- > A Critical Analysis on the role Digital Influencers play in promoting Veganism
- > Why is Costa not as famous as Starbucks in China: A Deep View In Starbucks Business Mode

