

The initial application deadline for this course is 1 June 2024. [Further detail here.](#)

Marketing MSc



Key information

Duration: 1 year full time

Institution code: R72

Campus: Egham

UK fees*: £14,800

International/EU fees**: £23,900

The course

Marketing (MSc)

The Royal Holloway MSc Marketing is a unique inter-disciplinary one-year course, providing cutting-edge insights into consumer markets, aimed at developing your professional and practical skills as a marketing manager.

This course is certified by the Chartered Institute of Marketing (CIM) and taught by one of the largest marketing departments in the Greater London area, with world-class expertise in areas such as digital marketing, data analytics, services marketing, consumer psychology, consumer culture, tourism and sustainability.

The course is aimed at students who have a keen interest in developing a deep and comprehensive understanding of marketing practice from a multiplicity of perspectives. Through our unique inter-disciplinary approach, you will develop your knowledge of marketing's contemporary challenges, from the advent of artificial intelligence to the climate crisis. You will build a solid knowledge and understanding of contemporary issues based on state-of-the-art research and practical case materials, giving a well-rounded, challenging and innovative insights into marketing practice and consumer behaviour.

As a student in the School of Business and Management you will join an intellectually stimulating, friendly and supportive research environment and, through working closely with our expert and experienced academic staff, you will be in a position to realise your full potential.



Distinct from traditional marketing programmes by focusing on multiple disciplines of marketing and consumer research, from arts and cultural studies to experimental psychology and data analytics.

Flexibility to tailor your studies to suit your specific areas of interest, such as: marketing analytics, consumer experiences, digital marketing, marketing communications and marketing sustainability.

International profile created from regularly hosting leading international marketing academics and practitioners who present their work to faculty and students.

Accredited by CIM (The Chartered Institute of Marketing). On completing this course you'll be able to apply for exemptions.

From time to time, we make changes to our courses to improve the student and learning experience. If we make a significant change to your chosen course, we'll let you know as soon as possible.

Course structure

Core Modules

- ✓ Strategic Marketing
- ✓ Strategic Brand Management
- ✓ Research Methods
- ✓ Marketing Dissertation
- ✓ Academic Integrity

Optional Modules

There are a number of optional course modules available during your degree studies. The following is a selection of optional course modules that are likely to be available. Please note that although the College will keep changes to a minimum, new modules may be offered or existing modules may be withdrawn, for example, in response to a change in staff. Applicants will be informed if any significant changes need to be made.

- ✓ Contemporary Issues in Marketing



Marketing Data Analytics

Managing Consumer Experiences

- ✓ Societal Impacts of Marketing
 - ✓ Marketing Communications
 - ✓ Digital Marketing
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Teaching & assessment

Entry requirements

Your future career

On graduating you will join an internationally diverse cohort of alumni that work in various sectors of the marketing industry, from artificial intelligence agencies to branding consultancies. You will have acquired the generic skills needed in order to build a versatile, in-depth and practical understanding of a world increasingly defined by consumerism and the role played by marketing activities.

You will gain an in-depth understanding of consumer markets, be able to analyse and respond strategically to the constantly changing marketing and consumer environment, which both challenges and builds upon traditional marketing concepts. In addition, you will have acquired a range of specific skills covered in our specialist marketing modules, from marketing data analytics to digital marketing, specifically designed for this degree and chosen for their relevance to contemporary marketing practice. Altogether, you will develop your professional skills as a marketing manager at the very cutting edge theory and practice.

This course is accredited by CIM (The Chartered Institute of Marketing). On completing this course you'll be able to apply for exemptions.

"My degree from Royal Holloway helped me get this role at Microsoft, thanks to the valuable insights into the digital marketing world I gained, it also taught me how to work as part of a team in an international environment. An experience I can only highly recommend to prospective Marketing students."

Vera Hoelscher, Sales Solutions Specialist at Microsoft

Fees, funding & scholarships

Accreditation

