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Marketing MSc

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Course code

N500PMKTING



Start date

January

September



Placement available



Mode of study

1 year full-time

16 months full-time with placement

2 years full-time with placement

15 months full-time

19 months full-time with placement

27 months full-time with placement



Fees

2024/25

UK £13,750

International £27,000



Entry requirements

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Book an Open Day (</study/open-days/postgraduate-open-evenings>)

Find scholarships (</scholarships>)

Enquire now (<https://goingto.brunel.ac.uk/form/enquiriesweb-form>)

Apply now

Subject area: Business School (</business-school>)

Overview

Due to the high volume of applications we receive there may be a short delay in the time it takes to make a decision on your application. However, please be assured that we fully assess and review all applications we receive in a fair, transparent and consistent way in line with our Admissions Policy. If you need any more details on our application process please refer to this [webpage](https://www.brunel.ac.uk/study/applicants/postgraduate-courses-how-to-apply/postgraduate-courses) (<https://www.brunel.ac.uk/study/applicants/postgraduate-courses-how-to-apply/postgraduate-courses>).

Good marketing is pivotal for business success. From delivering customer value to devising creative digital communications, marketing is a key area in the contemporary business world and offers many exciting and rewarding professional opportunities.

The Marketing MSc offers valuable and career enhancing pathways to study contemporary marketing principles and theories that are grounded in academic research and real world practice. The course is accredited by the Chartered Institute of Marketing (CIM), and it is possible to gain sought after CIM qualifications in professional marketing and become a member while studying at Brunel Business School. You can obtain the CIM Certificate or Diploma in Professional Marketing at an approved training centre, and you have certain [exemptions](https://www.brunel.ac.uk/business-school/why-study-at-the-brunel-business-school/accreditations-and-exemptions) (<https://www.brunel.ac.uk/business-school/why-study-at-the-brunel-business-school/accreditations-and-exemptions>) from the courses.

You will develop vocational and creative skills, systematic and critical thinking, and expertise that will enable you to generate, implement, and evaluate marketing and branding activities that will deliver value to employers and customers. Cutting edge academic and applied knowledge and experience can be obtained from all our modules whose teaching is grounded in the global practice of marketing in the twenty-first century.



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You can explore our campus and facilities for yourself by taking our [virtual tour](https://www.brunel.ac.uk/virtualtour) (<https://www.brunel.ac.uk/virtualtour>).

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Course content

The Marketing MSc consists of compulsory modules that give you a broad understanding of marketing in organisations of all sizes. Optional modules allow you to take a closer look at related areas of interest like CSR, social media, diversity in the workplace and branding.

This course can be studied 1 year full-time, 16 months full-time with placement or 2 years full-time with placement, starting in September. Or this course can be studied 15 months full-time, 19 months full-time with placement or 27 months full-time with placement, starting in January.

Year 1

This course has a placement option. Find out more about [work placements available \(/business-school/postgraduate-courses/masters-work-placements\)](/business-school/postgraduate-courses/masters-work-placements).

Please note that all modules are subject to change. Our exciting range of modules are currently under review and may be updated for 2024.

Read more about the [structure of postgraduate degrees at Brunel \(/study/postgraduate-taught-course-information\)](/study/postgraduate-taught-course-information).

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Careers and your future

The course offers an excellent preparation for a career in marketing or associated fields, and in a myriad of organisations which require marketing services.

We were one of the first business schools to offer postgraduate placements and you can now put your learning into practice through our six to twelve week or year-long work placement option. Find out more on our [work placements \(https://www.brunel.ac.uk/business-school/postgraduate-courses/masters-work-placements\)](https://www.brunel.ac.uk/business-school/postgraduate-courses/masters-work-placements) page.

Our programmes are built with the specific aim of helping you enter the workplace fully equipped and confident of your abilities. As a masters graduate you'll be equipped to enter a number of job roles, including: Business analyst; Business development manager; Marketing manager; Media buyer/planner; Management consultant; Project manager; Sales executive; Web content manager.

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UK entry requirements

A 2.2 (or above) UK Honours degree or an equivalent internationally recognised qualification in or a related or non-related subject. Work experience is not required.

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EU and International entry requirements

Select your country

If you require a Tier 4 visa to study in the UK, you must prove knowledge of the English language so that we can issue you a Certificate of Acceptance for Study (CAS). To do this, you will need an IELTS for UKVI or Trinity SELT test pass gained from a test centre approved by [UK Visas and Immigration \(UKVI\)](#) and on the [Secure English Language Testing \(SELT\) list](#) (<https://www.gov.uk/government/publications/guidance-on-applying-for-uk-visa-approved-english-language-tests>). This must have been taken and passed within two years from the date the CAS is made.


English language requirements

- IELTS: 6.5 (min 6 in all areas)
- Pearson: 59 (59 in all subscores)
- BrunELT (</international/ip/c/brunelt>): 63% (min 58% in all areas)
- TOEFL: 90 (min 20 in all)

You can find out more about the qualifications we accept on our [English Language Requirements](/international/English-Language-Requirements) (</international/English-Language-Requirements>) page.

Should you wish to take a pre-sessional English course to improve your English prior to starting your degree course, you must sit the test at an approved SELT provider for the same reason. We offer our own BrunELT (</international/ip/c/brunelt>) English test and have pre-sessional English language courses for students who do not meet requirements or who wish to improve their English. You can find out more information on English courses and test options through our [Brunel Language Centre](/international/language-centre) (</international/language-centre>).

Please check our [Admissions](/study/admissions/policy) (</study/admissions/policy>) pages for more information on other factors we use to assess applicants. This information is for guidance only and each application is assessed on a case-by-case basis. Entry requirements are subject to review, and may change.

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Fees and funding

2024/25 entry

UK	International
£13,750 full-time £1,385 placement year	£27,000 full-time £1,385 placement year

More information on any [additional course-related costs](https://www.brunel.ac.uk/study/admissions/additional-costs) (<https://www.brunel.ac.uk/study/admissions/additional-costs>).

Fees quoted are per year and are subject to an annual increase.

See our [fees and funding page](https://www.brunel.ac.uk/study/postgraduate-fees-and-funding) (<https://www.brunel.ac.uk/study/postgraduate-fees-and-funding>) for full details of postgraduate scholarships available to Brunel applicants.

Scholarships and bursaries

- [Brunel Graduate Discount](https://www.brunel.ac.uk/scholarships/page?id=080fb058-0597-4a10-968d-3e876eefd437) (<https://www.brunel.ac.uk/scholarships/page?id=080fb058-0597-4a10-968d-3e876eefd437>).
- [Postgraduate Academic Excellence Scholarship](https://www.brunel.ac.uk/scholarships/page?id=50ec113f-eb73-425c-a177-9878296861a4) (<https://www.brunel.ac.uk/scholarships/page?id=50ec113f-eb73-425c-a177-9878296861a4>)


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Teaching and Learning

How the course will be delivered

Required equipment

How you'll learn on your course

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Assessment and feedback

Modules are usually assessed by individual assessment or by examination in May.

Coursework and examinations give you a chance to demonstrate critical and constructive thinking and reasoning. Your dissertation is a 12,000 word document that will show your ability to conceive, design and execute a major project, which confidently substantiates your chosen line of enquiry.

Read our guide on [how to avoid plagiarism \(/life/library/SubjectSupport/Plagiarism\)](/life/library/SubjectSupport/Plagiarism) in your assessments at Brunel.

Location of study

