

MSc Marketing

MSc Marketing

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MSc Marketing

Duration 9 months full time
12 months full time

Entry year 2024

Campus Streatham Campus 

Discipline Business and Management (</study/postgraduate/courses/business/>)

Typical offer Mid 2:2 degree.

[View full entry requirements](#)

Overview

- CIM accredited, this programme draws upon our expertise in the areas of marketing strategy, consumer behaviour, communications, marketing research, and branding
- Gain an understanding of how marketing and buyer behaviour work at the individual and organisational level, and how marketing influences broader society and culture
- Have the opportunity to develop your research skills and understanding of the theory of marketing, as well as a broad range of practical leadership skills and knowledge for contributing to a global economy
- Core modules are augmented by specialist optional modules to enable you to build up a knowledge base to suit your individual interests
- You'll be endowed with an in-depth knowledge of the marketing discipline, as well as practical managerial skills and the ability to think critically and creatively to successfully contribute towards the challenges organisations face in the global economy and society

Apply online

Select date of entry 

Open days and visiting us (</study/postgraduate/visit/>)

Get a prospectus (</study/postgraduate/prospectus/>)

Contact

Programme Director: Dr Lindsay Stringfellow (http://business-school.exeter.ac.uk/about/people/profile/index.php?web_id=Lindsay_Stringfellow)

Web: Enquire online (<https://www.exeter.ac.uk/enquiry/>)

Phone: +44 (0)1392 72 72 72 (tel://+441392727272)

MSc Marketing



UK Business School of the Year
Times Higher Education Awards 2022



Triple accredited Business School
AMBA, AACSB, EQUIS



Accredited by the Chartered Institute of Marketing





Accreditations

Accredited by: Chartered Institute of Marketing (CIM)



Entry requirements

A 2:2 degree with honours in any discipline. We do consider all applications where there is evidence of exceptional performance in modules relevant to the programme of study, significant relevant work experience or professional qualifications.

Pre-Masters programme for international students

The Graduate Diploma in Management run by the INTO University of Exeter Centre (<http://www.intostudy.com/en-gb/universities/university-of-exeter/>) is a pre-Masters programme designed to enhance your subject knowledge, study skills and English ability. Successful completion of the Diploma (subject to achieving the specific grades of entry) gives students from overseas the skills needed for acceptance onto this Masters programme.

[Read more](#)

Entry requirements for international students

English language requirements

International students need to show they have the required level of English language to study this course. The required test scores for this course fall under **Profile B2**. Please visit our English language requirements page (<https://www.exeter.ac.uk/study/englishlanguagerequirements/profile-b2>) to view the required test scores and equivalencies from your country.

Course content

This programme will give you an understanding of marketing as a core business activity, involving cross-departmental communication and collaboration that creates and delivers on an organisation's strategic goals and priorities.

You will be endowed with an in-depth knowledge base of the marketing discipline, as well as practical managerial skills and the ability to think about problems critically and creatively to successfully contribute towards the challenges organisation's face in the global economy and society.

The only difference between the 9 month and 12 month courses is that the 12 month course includes a dissertation or business project. By contrast, students on the 9 month course take additional taught modules to make up these learning credits. Both programmes have exactly the same entry requirements and result in exactly the same award.

Modules (9 month)

Modules (12 month)

Fees

2024/25 entry

UK fees per year:

£17,800 full-time

International fees per year:

£29,500 full-time

Scholarships

We invest heavily in scholarships for talented prospective Masters students. This includes over £5 million in scholarships for international students, such as our Global Excellence Scholarships (<https://www.exeter.ac.uk/study/funding/award/?id=4873>)*.

For more information on scholarships, please visit our scholarships and bursaries (<https://www.exeter.ac.uk/study/funding/postgraduatetaught/scholarships/>) page.

*Selected programmes only. Please see the Terms and Conditions for each scheme for further details.

Find out more about tuition fees and funding » (<https://www.exeter.ac.uk/postgraduate/fees/>)

Teaching and research

Our research is rated as world-leading or internationally excellent in the Research Excellence Framework (REF) 2021 (<https://www.exeter.ac.uk/research/ref2021/>).

Our research-led teaching is combined with practical experiences such as field trips and project work, so that you can apply your learning to real world scenarios. Upon graduation, you will have the skills and knowledge to pursue the career you want, wherever in the world you choose to work.

Our programmes cover a range of disciplines including entrepreneurship, international business, marketing, human resource management, and tourism. With strong links to organisations across the private, public and not-for-profit sectors, and with professional organisations such as the Chartered Institute of Marketing (CIM) and the Chartered Institute of Personnel Development (CIPD), we ensure that your Masters degree is widely recognised in today's global marketplace.

You will be taught by internationally respected academics who are at the forefront of their research. We draw upon disciplines across the social sciences and give emphasis to the dynamic nature of enterprise, global connectivity and the management and leadership of the global challenges that lie ahead.

The Business School is home to the following research centres:

- Centre for Entrepreneurship (<http://business-school.exeter.ac.uk/research/centres/entrepreneurship/>)
- Centre for Excellence in Teaching and Learning (<http://business-school.exeter.ac.uk/research/centres/teaching/>)
- Centre for Simulation, Analytics and Modelling (CSAM) (<http://business-school.exeter.ac.uk/research/centres/csam/>)
- Exeter Centre for Social Networks (ECSN) (<http://business-school.exeter.ac.uk/research/centres/ecsn/>)
- Exeter Centre for Leadership (ExCL) (<http://business-school.exeter.ac.uk/research/centres/excl/>)
- Exeter Sustainable Finance Centre (ESF) (http://business-school.exeter.ac.uk/research/centres/sustainable_finance/)
- Initiative in the Digital Economy at Exeter (INDEX) (<https://exeterindex.org/>)
- Land, Environment, Economics and Policy Institute (LEEP) (<http://www.exeter.ac.uk/leep/>)
- Research Methods Centre (<http://business-school.exeter.ac.uk/research/centres/rmc/>)
- Tax Administration Research Centre (TARC) (<http://tarc.exeter.ac.uk/>)
- The Exeter Centre for Circular Economy (ECCE) (<http://business-school.exeter.ac.uk/research/centres/circular/>)

Read more

The MSc Marketing programme has a huge variety of modules which were very different to those offered by other universities I looked at. The course covers a wide range of subjects from different fields of management giving you an overall knowledge of the business industry, which makes it easier for you to choose your specific area of interest to work in.

Sanja

MSc Marketing

Choosing the right course

MSc Marketing or MSc Digital Marketing? You choose...

Choosing the right postgraduate degree can be a difficult decision. We break down the difference and benefits of our Marketing and Digital Marketing Masters courses to help the choice a little easier.

Studying at postgraduate level adds extra depth to your experience allowing you to stand out in an increasingly competitive workforce. Whether you choose to focus on developing your core marketing and business strategy skills, via the MSc Marketing where you will learn how marketing ideas influence organizational development and practices, or take a more applied, analytical approach by specializing in digital marketing, our wealth of knowledge and expertise within the field will ensure that you have access to some of the very best teachers and researchers available.

Our experience of delivering Marketing programmes, alongside our commitment to reflect the very latest trends, means that Exeter offers a unique opportunity for anyone wishing to gain a greater understanding of this exciting and rewarding area.

The University of Exeter is one of the few Russell Group universities to offer Masters in both Marketing and Digital Marketing. We took the decision to offer a specialist Digital Marketing programme to help us better reflect the dynamic and disruptive nature of this field. Whilst you'll still gain a strong understanding of core marketing theories covered in the MSc Marketing, the MSc Digital Marketing is focused on applying these directly to the tools, platforms and processes that are the key features of the current marketing discipline.

MSc Marketing

Our MSc Marketing (/study/postgraduate/courses/business/marketing/) will give you an understanding of marketing as a core business activity, involving cross-departmental communication and collaboration that creates and delivers on an organisation's strategic goals and priorities.

Accredited by the Chartered Institute of Marketing (CIM), the course will prepare you for a successful career in a variety of marketing roles, including consultancy, brand management, marketing research, communications, and digital roles.

Students will be endowed with an in-depth knowledge base of the marketing discipline, as well as practical managerial skills and the ability to think about problems critically and creatively to successfully contribute towards the challenges organisations face in the global economy and society.

Core learning outcomes

- Using marketing as strategy, developing creativity, building leadership and research skills, and gaining cultural and critical understanding.

Who is it for?

- Whether you're a recent graduate, marketing professional, or looking to transition into a marketing career, the MSc Marketing is ideal for students from non-business subjects (such as humanities and social sciences), that are not typically grounded in mathematics or statistics. It's a great course for those who are unsure what role in marketing they're looking to pursue.

MSc Digital Marketing

Our MSc Digital Marketing (/study/postgraduate/courses/business/digital_marketing/) will help you to gain an understanding of the contemporary digital marketing environment and the role that digital channels play in consumer engagement, experience and loyalty.

The course will prepare you for a successful career in a marketing role, with a particular focus on marketing analysis, planning and communications.

Throughout the programme, you will be challenged to build an in-depth knowledge of current marketing principles as well as tactical analysis skills to effectively manage, interpret and act upon the wealth of data available in the modern marketing environment. This foundation will enable you to better identify and deploy innovative tools and channels to support your organisational goals.

Core learning outcomes

- Understand digital marketing on a global scale and develop marketing analytics skills. Learn about campaign planning and measurement, digital innovation, and contemporary challenges and issues.

Who is it for?

- Ideal for recent graduates, marketing or digital marketing professionals, or those with an interest in digital marketing and tactical data analysis, who want to build their digital marketing skills and pursue a career in this field. The MSc Digital Marketing is ideal for students from a broad range of subjects who are attracted to the more applied and measurable areas of marketing - including marketing metrics, analysis and planning.

[Read more](#)

Careers

Alumni Stories: Jerry | MSc Marketing at the University of Exeter



Our Masters programmes are designed to prepare you for a successful career in a variety of marketing roles, wherever in the world you plan to work. Employers expect advanced communication and technical skills, team-working and independent research, project-management and the very latest specialist knowledge from their postgraduate recruits.

An MSc in Marketing will enable you to develop the marketing and professional skills and subject expertise that will make you a valuable asset from day one of your marketing career.

Careers in Marketing

The MSc in Marketing will prepare you for a successful career in a variety of marketing roles, including consultancy, brand management, marketing research, communications, and digital roles.

This programme is a great way to pursue a career in marketing if you studied a non-related subject at undergraduate level; it also serves to deepen knowledge and understanding if you have studied marketing or a related discipline before. For all students, with careful selection from your optional modules, you can begin to build an area of marketing specialisation to enhance your employability and help you achieve your career goals. Optional modules may include Brand Design, Tourism Marketing, Consumption Markets and Culture, or Digital Marketing and Society, as well as others, to meet your individual marketing interests.

Potential employers

Potential employers include public and private sector companies, multi-nationals, SMEs and not-for-profit organisations across all sectors of the economy, which can offer you the opportunity to work 'in-house'. Opportunities also exist within full-service marketing agencies such as Saatchi and Saatchi, McCann Erickson and Ogilvy, and smaller boutique agencies around the world, which develop and implement marketing strategies and campaigns on behalf of their clients.

Graduate destinations

Graduates from this programme have secured employment at such diverse companies as Jamie's Foods, Mars Petcare China, China Construction Bank, Revlon, Saatchi & Saatchi, Samsung Electronics and Nestlé.

Further information can be found at:

- Prospects.ac.uk - Marketing (http://www.prospects.ac.uk/options_marketing.htm)
- Chartered Institute of Marketing (<http://www.cim.co.uk/>)

Our Careers & Employability team will help you identify your career path and support your route to a fulfilling global career.

Developing your skills and career prospects

The University of Exeter Business School provides a range of support to help you develop skills attractive to employers. Visit our postgraduate Business School careers service web page (<http://business-school.exeter.ac.uk/careers/about/>) for more information.

[Read more](#)

We offer a fantastic Double Degree option

Spend your first year at Exeter and a second year at another world class international institution, resulting in two Masters degrees and the opportunity to expand your knowledge even further.

We offer a fantastic Double Degree option (<https://business-school.exeter.ac.uk/study/studyabroad/pgstudyabroad/doubledegree/>) with:

- **Grenoble Ecole de Management** in France

For more information on Double Degrees and other postgraduate study abroad opportunities, visit the Business School's Study Abroad webpages (<https://business-school.exeter.ac.uk/study/studyabroad/pgstudyabroad/>).

Related courses

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Teaching Excellence Framework

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