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International Business Management (Marketing)

MSc

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2024

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graduate applications



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

Course options

International Business Management (Marketing)

MSc

International Business Management

MSc

International Business Management (Strategy and Leadership)

MSc

Key information

Duration: 1 year full time

Institution code: R72

Campus: Egham

UK fees*: £14,800

International/EU fees**: £23,900

The course

International Business Management (Marketing) (MSc)

The Royal Holloway International Business Management (Marketing) MSc is a rigorous - and rewarding programme aimed at ambitious and self-motivated individuals at the outset of their professional working life who have studied management previously. It is ideal for those who wish to pursue a postgraduate degree in general management (marketing) with an international orientation and will prepare you to enter the globalised world of work on a competitive footing, maximising your potential and widening your choices.

On graduating you will have a comprehensive and integrated knowledge and understanding of organisations, their management and the marketing environment in which they operate. As part of this, you will have examined accounting and finance from a manager's point of view and evaluated the impact of internal and external factors on the kinds of human resource strategies drawn up by international organisations. The course will focus on an understanding of how international marketing fits into the organisation and running of a company or multi-company corporation. There is also the option to participate in a field study trip, involving visits to a range of companies in a different country and an examination of how businesses operate at an international level. Read more about the 2023 trip to Lisbon [here](#).



As a member of 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.

Gain career management and employability skills to make competitive applications to multinational enterprises, non-governmental organisations or as a platform to pursue additional qualifications (such as in accounting or finance).

Innovative and effective Management School, with our Marketing ranked 10th in the UK (Complete University Guide 2019).

Vibrant international community: approximately 60% of our Management students come from overseas, with over 130 countries represented across the University.

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

- ✓ Economics, Finance and Accounting
- ✓ Strategy and Ethics in International Business Management
- ✓ People & Organisation
- ✓ Digital Business and Marketing
- ✓ Professional Business and Applied Research Skills
- ✓ Marketing Communications
- ✓ 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.



✓ International Business Study Field Trip

✓ Independent Business Project (Marketing)

Teaching & assessment

You will study seven mandatory units in general management over the first two terms. In addition, you will study three research units, including the Independent Report (6-8,000 words) in the last term, giving you the opportunity to study a Marketing issue in depth. You will also participate in a developmental unit over the first two terms, and workshops over three terms.

Assessment is carried out by a variety of methods including written assignments, closed-book examinations, in-class tests, oral presentations, group work and independent research.

Entry requirements

Your future career

On graduating with a MSc in International Business Management (Marketing) from Royal Holloway you will be in a position to take a variety of different career paths. You may choose to combine this qualification with your first degree studies to indicate a market sector or a functional specialism. Important skills are gained for those entering fields such as finance, accountancy and regulatory bodies; we also recognise the role of family and closely held business enterprises for some.

We will help students to recognise their own strengths, skills and abilities so that they can make strong applications for their chosen job or further study.

Graduates have entered many different international management-related areas, including Senior Associate at Bank of China International, Reporter at Xinhua News Agency, Senior Associate at PricewaterhouseCoopers, Finance Officer at Ealing Borough Council and Relationship Manager Investments) at Barclays Bank.

Fees, funding & scholarships

Accreditation

