

Career development

Marketing graduates from the University of Edinburgh are highly sought after globally. Our dedicated Student Development Team within the Business School will be an integral part of your student experience from day one. We are here to help you become equipped to maximise your potential in the global market.

Graduate employment

The MSc in Marketing offers students an in-depth and balanced study of the marketing discipline. It aims to produce critical, reflective practitioners for a variety of destinations including commerce, public sector and academic institutions.

The programme could lead to a multitude of roles, including

- Advertising Managers
- Brand Managers
- Digital Marketing Managers/Executive
- Market/Data Analyst
- Marketing Fundraisers
- Media Managers
- Public Relations Managers
- Sales Directors

Past students

Career outcomes

The success of our programmes within the marketing portfolio is reflected in the career destinations of our graduates.

[Career outcomes of past students](#)

Student Development Team

Our dedicated Student Development Team works with you to develop your global employability; the skills, knowledge and experiences that you will need to enter, thrive, and progress in competitive job markets across the world.

Career Development is a life-long activity that requires self-awareness, personal responsibility and planning. To get this right, our students need support and tools that are tailored to each individual's needs and aspirations.

The Student Development Team will be an integral part of your student experience from day one, helping you become equipped to maximise your potential in the global market.

This forms part of the strong coaching culture you'll experience within your Master's Programme. It creates an environment that supports you to become more successful in both your professional and personal lives.

Below are a few examples of some of the activity that we host to support you in your career development journey.

Employability and Careers Expo

This is one of our flagship events - a fantastic opportunity to develop your practical employability skills, gain business insights and network with professionals who are currently in the types of roles you may wish to pursue.



The Employability & Careers Expo: Through a series of workshops, panels and discussions, students can equip themselves with new skills and insights to help reach their long term career goals.

Edinburgh Award in Global Employability

As part of your MSc programme you will have the opportunity to further enhance your employability credentials by taking part in the Edinburgh Award.

By proactively working on your own individually tailored development plan, you can gain official recognition through the Edinburgh Award in Global Employability. You will choose 3 core skills to develop during your year. As a participant you will also be offered one-to-one coaching, peer networking opportunities; workshops on topics such as leadership, time management and advanced presentation skills as well as access to a 'Skills Vault'.

In addition to receiving an official certificate from the University, completing the Award will be recognised on your Higher Education Achievement Report (HEAR).

One-to-One Coaching: How can you benefit from Coaching?

MSc | How can you benefit from coaching on a Masters programme?



You can benefit from coaching to lead you towards success at the University of Edinburgh Business School and beyond.

Skills, Opportunities and Networks

Skills

The above examples of activity are just some of the opportunities you will have to develop your skillset out with the classroom. Across your academic year you can benefit from a series of sessions - run by the Student Development Team - that cover a range of topics including:

- Presentation skills
- Resilience
- Networking
- Job search strategies
- Self awareness

For specific and tailored career advice and coaching you can book 1-to-1 sessions with a member of the Student Development Team to discuss:

- Tailored CV and application advice
- LinkedIn profile reviews
- Careers guidance
- Interview or assessment centre practice

Opportunities

All our MSc programmes have various built-in opportunities to engage with companies; an important step in your skills development and the expansion of your corporate network. Examples of programme-specific opportunities include:

- Treks
- Guest lecturers
- Practitioner focused projects
- Career lounges

We aim to provide our students with interaction across a wide range of businesses, gaining valuable insight into their operations, advice from their key decision makers as well as the opportunity to work on 'real life' projects proposed by our industry partners.

Industry opportunities

Networks

The Student Development Team is on hand to help you build your confidence and networking skills. By involving our alumni and network of corporate contacts, we are able to ensure that the activities are industry-relevant and give you the opportunity to build your own professional and global networks.

In addition to the Student Development team, there are a number of other services and societies across the university which may help with your professional development, such as:

- [School Blog](#)
- [Business School Alumni Services](#)
- [Business School LinkedIn](#)
- [Business School Events](#)
- [EUSA Clubs and Societies](#)
- [EUSA Volunteering Service](#)
- [University of Edinburgh Career Fairs](#)

Got questions? Get in touch



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Start your application

Apply

Join our next information session

Save my seat

Contact

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The School

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Why Edinburgh?

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