

MSc

International Marketing Management

Explore global career opportunities in marketing, a vital component of business success. Develop the skills to set you apart and prepare for an exciting future.

On this page

COURSE OVERVIEW

International marketing is vital for businesses to connect with their customers in an increasingly competitive, and rapidly evolving, marketplace. This course will give you the expertise necessary to thrive in this dynamic landscape.

You'll gain the knowledge, technical and personal skills to operate across a range of dynamic and competitive international marketing environments.

We'll provide you with knowledge from experts with extensive links to industry, people who understand what it takes to succeed in this field, plus leading researchers at the cutting edge of knowledge. Their expertise will help you develop an understanding of international marketing and how it's applied in industry.

Show less ^

WHAT YOU NEED TO KNOW



When does the course start?

23/24



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**What is the length of the course?**

1 year full-time

2 years full-time with internship (September start)

**Where will I study this course?**

[Manchester](#)

FEATURES AND BENEFITS

Accredited by the Chartered Institute of Marketing (CIM) – this course is CIM accredited and allows you to work towards a CIM qualification.

Professional practice and skills development – with our internationally focused case studies, and the chance to take an internship as part of your course, you can develop your skills to fit the needs of the global job market.

Triple accredited - our Business School holds the globally recognised trio of accreditations from EQUIS, AACSB and AMBA, placing us among the best business schools in the world.

Rise programme – all students are eligible to take part in curricular activities with Rise. These might include research volunteering, project work and certifications. [Find out more](#)

Creative and digital hub – Manchester has one of the UK's biggest creative and digital sectors. You'll find inspiration everywhere, as well as plenty of employers when you graduate.

Grow your network – use our extensive industry links to develop your own professional network. Internships, live client projects and guest lectures all present networking opportunities.

Digital focused content – you'll graduate with an understanding of the latest developments in digital marketing to prepare you for your future career as a marketing professional.

Learn from experts – our lecturers have years of industry experience. Their knowledge is supported by guest lectures from some of the industry's leading figures.

"The practical nature of the course, with its focus on real-world marketing challenges and opportunities, ensures that graduates are well-prepared to make a positive impact in their future careers."

Diana

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COURSE INFORMATION

Marketing encompasses a wide range of subject areas. On this course you'll learn about marketing in the international, global and operational context. You'll develop a broad range of knowledge and skills across marketing, with a particular focus on global markets. These skills include research and insight, communication and networking ability, creativity and writing, planning and teamwork.

The units you'll study are enriched by internationally renowned and research active academics. Our team are experts in their respective fields, particularly in business-to-business and place marketing, with extensive industry experience. You'll critically explore topics such as branding, marketing planning, digital communications and more during a selection of core units. You'll further explore the challenges and opportunities of the global external environment to enrich your insights around the application and evaluation of key marketing principles.

You'll gain the ability to understand market changes and apply this to the development of international marketing plans and strategies. We'll also help you develop personal and professional marketing skills, including an optional one-year internship in industry, so that when you graduate you are prepared to take your next step towards an exciting and vibrant career in international marketing.

Rise with Manchester Met

Rise is a programme available to all students at Manchester Met giving you the opportunity to earn practice credits on your degree through employment-enhancing activities. During your studies you can collect points for the activities you engage in and if you engage in enough activity you could receive recognition on your degree transcript.

Postgraduate students can get involved in activities such as **project work**, workshops, **volunteering** and **certifications**. For example, you could gain certifications with the likes of Microsoft, Adobe and the Project Management Institute free of charge. Not only are these fantastic to have on your CV but they are also transferable to a wide range of careers.

All Rise activities are organised according to themes of Digital Capabilities, Self-Effectiveness, Sustainability, Internationalisation, Enterprise and Civics. Completing a number of activities within a certain theme will also earn you micro-accreditations in the form of **Digital Badges**.

To find out more about what Rise has to offer, [visit their website](#)

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ACCREDITATIONS, AWARDS AND ENDORSEMENTS

Accreditation

Chartered Institute of Marketing

Manchester Metropolitan University offers Chartered Marketing Institute (CIM) Accredited Degrees. This means our students can gain CIM exemptions whilst studying. The CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners.

Accreditation

EFMD Quality Improvement System

Our business school holds the EQUIS accreditation - a leading international system of quality assessment, improvement and accreditation of higher education institutions in management and business administration. By attending an EQUIS accredited institution, students can be confident they are part of a high quality institution.

Accreditation

Association to Advance Collegiate Schools of Business
Our business school is accredited by the Association to Advance Collegiate Schools of Business. This means we are internationally recognised for meeting global standards of excellence in business and management education.

Endorsement

Business School Impact System (BSIS)

The BSIS scheme is designed to determine the extent and nature of a Business School's impact upon its local environment. BSIS has given us the tools to capture the enormous added value and impact that Manchester Metropolitan's Business School brings to businesses and communities.

Accreditation

Australian Marketing Institute

This course is recognised by the Australian Marketing Institute (AMI).

Year 1**Year 2**

You'll study several core units, covering topics such as international marketing, strategy for digital and marketing communications. From there you'll complete your applied research proposal and project. Alongside your core units you'll also study one additional unit linked to your subject area.

Please note: The order in which you complete these units will depend on which date you select to

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start the course (September or January).

During your studies you'll also be given the opportunity to engage in a number of optional extracurricular activities through our Rise programme. These activities include project work, volunteering and certifications. Sustained engagement in these activities will also earn you recognition on your transcript, which means future employers will be able to see your additional efforts.

Core units

INTERNATIONAL MARKETING ▾

BRANDING INTERNATIONAL PLACES AND DESTINATIONS ▾

STRATEGY FOR DIGITAL ▾

APPLIED MARKETING RESEARCH AND ANALYTICS ▾

BUSINESS TO BUSINESS MARKETING ▾

MARKETING COMMUNICATIONS ▾

THE MARKETING PROFESSIONAL ▾

APPLIED RESEARCH PROPOSAL ▾

APPLIED RESEARCH PROJECT ▾

Study and assessment breakdown

10 credits equates to 100 hours of study, which is a combination of lectures, seminars and practical sessions, and independent study. A masters qualification typically comprises of 180 credits, a PGDip 120 credits, a PGCert 60 credits and an MFA 300 credits. The exact composition of your study time and assessments for the course will vary according to your option choices and style of learning, but it could be:

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Study

Full-time 20% lectures, seminars or similar; 0% placement; 80% independent study

Full-time with internship 0% lectures, seminars or similar; 100% placement; 0% independent study

Assessment

Full-time 100% coursework; 0% practical; 0% examination

Full-time with internship 100% coursework; 0% practical; 0% examination

Placement options

If you choose to take the optional one year internship, you'll do so in Year 2 once you have successfully completed your first year taught units. The internship takes place over 36-48 weeks – you will be supported by our Placement Office to find placements, who have extensive contacts within the industry and over 25 years' experience of helping students. **Please note:** the internship year option is only available to students starting the course in September (not January).

The Placement Office advertise a variety of opportunities, support and advise on the application and recruitment process and continue to support you whilst you are away from the University.

An additional fee applies to this internship.

MEET US

Whether you've already made your decision about what you want to study, or you're just considering whether postgraduate study is right for you, there are lots of ways you can meet us and find out more about postgraduate student life at Manchester Met.

We offer:

- [open days](#)
- [webinars](#)
- [a virtual experience campus tour](#)
- [chats with current students](#)

MEET US

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TAUGHT BY EXPERTS

Your studies are supported by a department of committed and enthusiastic teachers and researchers, experts in their chosen field.

We often link up with external professionals too, helping to enhance your learning and build valuable connections to the working world.

[MEET YOUR TUTORS](#)

[DISCOVER YOUR DEPARTMENT](#)

ENTRY REQUIREMENTS

You'll need a UK honours degree – at least a 2:2 – or the international equivalent. We'll also welcome an application if you don't have a degree, but you have significant relevant professional experience.

International students please see mmu.ac.uk/international

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English Language Requirements

We require IELTS with an overall score of 6.5 with no less than 5.5 in any category, or an equivalent accepted English qualification. Accepted English qualifications can be viewed [here](#).

FEES AND FUNDING

UK AND CHANNEL ISLAND STUDENTS

Full-time fee: £10,250 per year. Tuition fees will remain the same for each year of your course providing you complete it in the normal timeframe (no repeat years or breaks in study).

EU AND NON-EU INTERNATIONAL STUDENTS

Full-time fee: £18,000 per year. Tuition fees will remain the same for each year of your course providing you complete it in the normal timeframe (no repeat years or breaks in study).

ADDITIONAL INFORMATION

A masters qualification typically comprises 180 credits, a PGDip 120 credits, a PGCert 60 credits, and an MFA 300 credits. Tuition fees will remain the same for each year of study provided the course is completed in the normal timeframe (no repeat years or breaks in study).

ADDITIONAL COSTS



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POSTGRADUATE LOAN SCHEME

Loans available for many of our postgraduate courses

FIND OUT MORE

ALUMNI LOYALTY DISCOUNT

Rewarding our graduates

LEARN MORE

CAREER PROSPECTS

With the skills you'll develop, you'll open up a variety of career opportunities.

Our former Marketing graduates are working in many sectors, from advertising agencies to

OUR CAREERS SERVICES

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pharmaceutical companies, and financial and legal services to fast moving consumer goods, in roles including:

- Global Digital Marketing Specialist, BP
- Media Executive, MediaCom
- Managing Director, Run Creative Ltd
- Director of Client Services, Building Blocks (UK) Ltd
- Consultant to the CEO, Athens Urban Transport Organisation
- Assistant Media Scheduler, BBC Radio 1/1Xtra, Radio 4 and Asian Network

Manchester has a vibrant creative and digital sector, and we have some great connections within the city that allow you to see the industry in action. During your course, we'll give you the opportunity to network with employers through a range of events, live briefs and internship opportunities. Some of our former marketing graduates have found employment following live briefs and internships where they have made a great impression on the company.

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TAUGHT BY INDUSTRY PROFESSIONALS AND ACTIVE RESEARCHERS

Our courses are taught by a combination of industry professionals and research-active academics. The industry professionals use case studies to demonstrate how you can apply the theory and skills you learn to real life scenarios. The research academics are engaged in projects that contribute to the very latest thinking in their area of expertise.

78% of our business and management research is rated as world leading or internationally excellent (Research Excellence Framework 2021)

RESEARCH AT MANCHESTER MET

WANT TO KNOW MORE

REGISTER YOUR
INTEREST

GOT A QUESTION?

HOW TO APPLY

You can apply for this course by selecting one of the options below.

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- **MSc International Marketing Management 1**
year full-time
- **MSc International Marketing Management 2**
years full-time with Internship

Please note: Applications for January 2024 are now closed. The next available start date for this course is September 2024.

Get advice and support on making a successful application.

You can review our current **Terms and Conditions** before you make your application. If you are successful with your application, we will send you up to date information alongside your offer letter.

MANCHESTER IS YOUR CITY, BE PART OF IT

YOUR NEW
HOME

YOUR NEW
CITY

WHY
UNIVERSITY?

RELATED COURSES

MSc
MARKETING

Postgraduate | 1 year full-time 2 years full-time if undertaking an internship



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DIGITAL MARKETING COMMUNICATIONS >

Postgraduate | 1 year full-time 2 years with internship (September start)

MSc

CREATIVE ADVERTISING STRATEGY >

Postgraduate | 1 year full-time 2 years with internship

Programme Review

Our programmes undergo an annual review and major review (normally at 6 year intervals) to ensure an up-to-date curriculum supported by the latest online learning technology. For further information on when we may make changes to our programmes, please see the [changes section of our Terms and Conditions](#).

Important Notice

This online prospectus provides an overview of our programmes of study and the University. We regularly update our online prospectus so that our published course information is accurate. Please check back to the online prospectus before making an application to us to access the most up to date information for your chosen course of study.

Confirmation of Regulator

The Manchester Metropolitan University is regulated by the Office for Students (OfS). The OfS is the independent regulator of higher education in England. More information on the role of the OfS and its regulatory framework can be found at officeforstudents.org.uk.

All higher education providers registered with the OfS must have a student protection plan in place. The student protection plan sets out what students can expect to happen should a course, campus, or institution close. Access our current [Student Protection Plan](#).

**GET
IN TOUCH**

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