

<p>MA Strategic Marketing Communications Location: London Start: September Tuition Fees: £12,500 Requirement: IELTS 6.0 Scholarship: £1,000</p> <p>Course content Students are required to study the following compulsory courses.</p> <ul style="list-style-type: none"> • Business English for Academic Purposes - Level 4 • The Scholarship of Marketing (15 credits) • Branding (15 credits) • Developing Advertising and Promotional Strategies (30 credits) • Inside the Customer's Mind (30 credits) • Managing Direct and Digital Marketing Relationships (30 credits) • Dissertation/Project (30 credits) • Research Methods (15 credits) <p>Students are required to choose 15 credits from this list of options.</p> <ul style="list-style-type: none"> • International Marketing (15 credits) • Relationship Marketing and e-CRM (15 credits) • Hot Topics in Marketing (15 credits) • Consumer and Celebrity PR (15 credits) 	<p>MA Strategic Marketing Location: London Start: September Tuition Fees: £12,500 Requirement: IELTS 6.0 Scholarship: £1,000</p> <p>Course content Students are required to study the following compulsory courses.</p> <ul style="list-style-type: none"> • Business English for Academic Purposes - Level 4 • The Scholarship of Marketing (15 credits) • Creating Marketing Strategy (30 credits) • Inside the Customer's Mind (30 credits) • Managing Direct and Digital Marketing Relationships (30 credits) • Dissertation/Project (30 credits) • Research Methods (15 credits) <p>Students are required to choose 30 credits from this list of options.</p> <ul style="list-style-type: none"> • Branding (15 credits) • International Marketing (15 credits) • Relationship Marketing and e-CRM (15 credits) • Hot Topics in Marketing (15 credits) • Digital Creativity (30 credits) • Promotional Effectiveness (30 credits) • Consumer and Celebrity PR (15 credits)
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<p>MSc International Marketing Location: Huddersfiels Tuition Fees: £13,000 Requirement: IELTS 6.0 Scholarship: £2,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลด £500</p> <p>Course content Core modules:</p> <ul style="list-style-type: none"> • Integrated Marketing Practice • Behavioural Analysis • Marketing Research • Strategic Marketing • Marketing Communications • Research Methods and Techniques <p>Specialist modules:</p> <ul style="list-style-type: none"> • Strategic Brand Management • International Marketing 	<p>MSc Marketing Communications Location: Huddersfiels Start: September, January Tuition Fees: £13,000 Requirement: IELTS 6.0 Scholarship: £2,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลด £500</p> <p>Course content Core modules:</p> <ul style="list-style-type: none"> • Integrated Marketing Practice • Behavioural Analysis • Marketing Research • Strategic Marketing • Marketing Communications • Research Methods and Techniques <p>Specialist modules:</p> <ul style="list-style-type: none"> • Direct and Relationship Marketing • Social Media Marketing
<p>MSc Marketing Location: Huddersfiels Start: September, January Tuition Fees: £13,000 Requirement: IELTS 6.0 Scholarship: £2,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลด £500</p> <p>Course content Core modules:</p> <ul style="list-style-type: none"> • Integrated Marketing Practice 	<p>MSc Management with Marketing Location: Huddersfiels Start: September, January Tuition Fees: £13,000 Requirement: IELTS 6.0 Scholarship: £2,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลด £500</p> <p>Course content Core modules: Autumn term:</p> <ul style="list-style-type: none"> • Marketing Management • Finance for Managers

- Behavioural Analysis
- Marketing Research
- Strategic Marketing
- Marketing Communications
- Research Methods and Techniques

Option modules:

- Direct and Relationship Marketing
- Strategic Brand Management
- Social Media Marketing
- International Marketing

- Strategic Management

plus approved option

Spring term

- Professional Skills
- Managing People in Organisations (F/T)

plus approved option: All students will be required to undertake a final major piece of integrative work relating to their subject area.

There are two routes that you may choose:

Research Route

- Research Methods and Techniques
- Postgraduate Dissertation

Consultancy Project Route

- Consultancy Skills
- Applied Consultancy Project

You will also have a choice of two option modules from:

- International Marketing
- Public Relations and Sponsorship Management
- Strategic Brand Management
- Direct and Relationship Marketing
- Social Media Marketing

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University of Essex

www.essex.ac.uk

MSc Marketing Management

Location: Colchester
Start: October
Tuition Fees: £15,950
Requirement: IELTS 6.0
Scholarship: £1,000

Course content

- Research Portfolio
- Management: Principles and Practices
- Foundations of Management and Marketing
- Consumer Behaviour
- Strategic Brand Communication
- Marketing: Principles and Practices
- Advanced Study Skills
- Digital Marketing (optional)
- Corporate Marketing Strategy (optional)

MSc Marketing and Brand Management

Location: Colchester
Start: October
Tuition Fees: £15,950
Requirement: IELTS 6.0
Scholarship: £1,000

Course content

- Dissertation
- Management and Organisational Behaviour
- Research Methods in Management and Marketing
- Strategic Brand Communication
- Consumer Behaviour (optional)
- Perspectives on Marketing
- Corporate Marketing Strategy (optional)

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Teesside University

www.tees.ac.uk

MSc International management (Marketing)

Location: Middlesbrough
Start: September (12 months), January (16 months)
Tuition Fees: £10,950
Requirement: IELTS 6.5
Scholarship: £1,500 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลด £400

Modules

- Business Research
- Business Research Methods
- Digital Marketing Theory and Practice
- Dissertation
- Managing People in Organisations
- Marketing Consultancy
- Marketing Principles and Practices
- Strategic Management in an International Context

Birmingham City University

www.bcu.ac.uk

MSc Management and Marketing

Location: Birmingham
Start: September, January
Tuition Fees: £12,000
Requirement: IELTS 6.5
Scholarship: £300

Course content

Stage One

- Managerial Finance – 20 credit
- The Integrated Business – 20 credit
- Leadership Development – 20 credit

Stage Two

Option Modules

- International Strategic Management – 20 credit
- Strategic Brand and Communications Management – 20 credit

Stage Three

- Digital Marketing Strategy – 20 credit
- Major Project – 60 credit

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Anglia Ruskin University

www.anglia.ac.uk

MSc Marketing

Location: Cambridge
Start: September (12 months), January (15 months)
Tuition Fees: £11,900
Requirement: IELTS 6.5
Scholarship: £500 - £1,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลด £550

Course content

Core modules

- Research Methods for Business and Management
- Marketing Planning
- Principles of Marketing Management
- Digital Marketing Communications
- Marketing Strategy Simulation
- International Marketing and Brand Management
- Postgraduate Major Project

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Coventry University

www.coventry.ac.uk

MA Marketing Management

Location: Coventry
Start: September, January
Tuition Fees: £14,311
Requirement: IELTS 6.5
Scholarship: £500 - £1,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลดเพิ่มอีก 5%

WHAT WILL I LEARN?

Your study would include material on:

- strategic promotional planning,
- new initiatives in Marketing for the 21st century,
- branding and brand strategies,
- new approaches to marketing theory,
- service issues in a changing commercial environment,

MSc Strategic Marketing

Location: Coventry
Start: September, January
Tuition Fees: £14,311
Requirement: IELTS 6.5
Scholarship: £500 - £1,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลดเพิ่มอีก 5%

WHAT WILL I LEARN?

All students study a common core in semester one.

In semester two you will study modules specific to your chosen award, which would include material on:

- positioning and perception in marketing, and an appreciation of the way brands are developed;
- value added partnerships and mega marketing;
- power and conflict within relationships and wider marketing networks;

<p>the module option in the second semester offer students the option to select from a range of topics, including e-marketing and services marketing.</p>	<ul style="list-style-type: none"> • expeditionary marketing and the launching of new products; • new initiatives in marketing for the 21st century.
<p>MA Advertising and Marketing Location: Coventry Start: September, January Tuition Fees: £14,311 Requirement: IELTS 6.5 Scholarship: £500 - £1,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลดเพิ่มอีก 5%</p> <p>WHAT WILL I LEARN? This course gives you the opportunity to:</p> <ul style="list-style-type: none"> • develop both cognitive and practical skills in advertising and marketing; • study a variety of advertising and marketing topics which includes creative development, copywriting, brand management and development, media consumption and selection and communications management; • have the option of enrolling on the internship programme, providing the opportunity to undertake a workplace project on behalf of an organisation. <p>At the start of the course all marketing students will study a common core:</p> <ul style="list-style-type: none"> • consumer behaviour; • principles of marketing; • marketing communications; • information acquisition and analysis. 	<p>MA Sport Marketing Location: Coventry Start: September, January Tuition Fees: £14,311 Requirement: IELTS 6.5 Scholarship: £500 - £1,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลดเพิ่มอีก 5%</p> <p>WHAT WILL I LEARN? The course covers a range of subject areas such as:</p> <ul style="list-style-type: none"> • sport organisation and governance; • sport marketing; • sport branding; • sponsorship, endorsement and naming rights; • consumer behaviour in sport; • advertising and PR; • market research. <p>Students are also given the opportunity to follow optional modules such as:</p> <ul style="list-style-type: none"> • international marketing; • e-marketing; • strategic management; • entrepreneurship and small business,
<p>MA Digital Marketing Location: Coventry Start: September, January Tuition Fees: £14,311 Requirement: IELTS 6.5 Scholarship: £500 - £1,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลดเพิ่มอีก 5%</p> <p>Indicative course content</p> <p>Semester 1</p> <ul style="list-style-type: none"> • Principles of Digital and Social Media Marketing; • Consumer Behaviour; • Global Marketing; • Web and Social Media Analytics. <p>Semester 2</p> <ul style="list-style-type: none"> • Applied Brand Management; • Marketing Consultancy Research; • Advanced Digital and Social Media Design; • Contemporary Issues in Marketing. <p>Semester 3</p> <ul style="list-style-type: none"> • Digital Marketing Portfolio or Company Internship. 	<p>MSc International Fashion Marketing Location: London Start: September, January Tuition Fees: £13,250 Requirement: IELTS 6.5 Scholarship: £500 - £1,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลดเพิ่มอีก 5%</p> <p>Modules include:</p> <ul style="list-style-type: none"> • Marketing in a Global Age • Trend Prediction and Fashion Forecasting • International Fashion Marketing • Fashion and Brand Management • Buying and Merchandising in a Changing Global Industry • Buyer Behaviour • Retail and Service Marketing • Business and Management Research Methods • Academic and Professional Skills • Employability and Consulting Skills
<p>MSc International Marketing Location: Coventry Start: September, January Tuition Fees: £14,311 Requirement: IELTS 6.5 Scholarship: £500 - £1,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลดเพิ่มอีก 5%</p> <p>WHAT WILL I LEARN? The course offers students a range of postgraduate opportunities based around core modules fundamental to understanding the application of marketing concepts and theories in a variety of business contexts. Students can develop more specialist knowledge, understanding and skills by opting for specialist modules.</p>	<p>MA Brand Management Location: Coventry Start: September, January Tuition Fees: £14,311 Requirement: IELTS 6.5 Scholarship: £500 - £1,000 และถ้าจ่ายค่าเรียนเต็มจะได้รับส่วนลดเพิ่มอีก 5%</p> <p>Indicative course content These courses are regularly reviewed and updated to reflect new developments and the requirements of the profession, needs of industry and government legislation.</p> <p>Semester 1</p> <ul style="list-style-type: none"> • Consumer Behaviour; • Contemporary Issues in Branding;

All students study a common core in the first semester. In the second semester you will study modules specific to your **chosen award, which would include material on:**

- key influences on the global marketing management paradigm;
- information and research for international marketing, branding and brand strategies;
- on-line marketing in international markets;
- international marketing strategy, planning and organisation.

- Global Brand Management;
- Marketing Communications.

Semester 2

- Applied Brand Management;
- Marketing Consultancy Research;
- Managing Corporate Reputation;
- Brand Analytics.

Semester 3

- Advanced Study Project or Company Internship.

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Nottingham Trent University

www.ntu.ac.uk

MSc Marketing

Location: Nottingham
Start: September, January
Duration: 1 / 2 years
Tuition Fees: £13,400 (1 year), £14,780 (2 years)
Requirement: IELTS 6.5
Scholarship: £2,000

Course content

Semester One modules

- Principles of Marketing
- The Customer Experience
- Strategic Marketing and the Global Environment

Semester Two modules

- Marketing Management
- Driving Marketing Innovation
- Contemporary Perspectives in Customer Engagement

Semester Three modules: In your final semester you'll take on a major project, giving you a fantastic opportunity to use the theories and knowledge you've gained to produce a challenging and meaningful piece of work. Projects include:

- Consultancy Experience Project
- Internship Experience Project
- Business Research Project
- Global Experience Project

MSc Digital Marketing

Location: Nottingham
Start: September
Duration: 1 / 2 years
Tuition Fees: £13,400 (1 year), £14,780 (2 years)
Requirement: IELTS 6.5
Scholarship: £2,000

Course content

Semester One modules

- Principles of Marketing
- The Customer Experience
- Strategic Marketing and the Global Environment

Semester Two modules

- Digital Marketing Management
- Driving Digital Marketing
- Contemporary Perspectives in Customer Engagement

Semester Three modules: In your final Semester you'll take on a major project, giving you a fantastic opportunity to use the theories and knowledge you've gained to produce a challenging, meaningful piece of work. Projects include:

- Consultancy Experience Project
- Internship Experience Project
- Business Research Project
- Global Experience Project

MSc Management and Marketing

Location: Nottingham
Start: September, January
Duration: 1 / 2 years
Tuition Fees: £13,400 (1 year), £14,780 (2 years)
Requirement: IELTS 6.5
Scholarship: £2,000

Course content

Semester One modules

- Principles of Management
- Managing in Organisations
- Context of Management

Semester Two modules

- Principles of Marketing
- The Customer Experience
- Strategic Perspectives and the Global Environment

Semester Three modules: In your final semester you'll take on a major project, giving you a fantastic opportunity to use the theories and knowledge you've gained to produce a challenging, meaningful piece of work. Projects include:

- Consultancy Experience Project
- Internship Experience Project
- Business Research Project

MSc Branding and Advertising

Location: Nottingham
Start: September
Duration: 1 / 2 years
Tuition Fees: £13,400 (1 year), £14,780 (2 years)
Requirement: IELTS 6.5
Scholarship: £2,000

Course content

Semester One modules

- Principles of Marketing
- The Customer Experience
- Strategic Marketing and the Global Environment

Semester Two modules

- Branding and Corporate Reputation Management
- Driving Marketing Communications
- Contemporary Perspectives in Customer Engagement

Semester Three modules: In your final semester you will take on a major project, giving you a fantastic opportunity to use the theories and knowledge you've gained to produce a challenging, meaningful piece of work. Projects include:

- Consultancy Experience Project
- Internship Experience Project

- Global Experience Project

- Business Research Project
- Global Experience Project

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The University of Northampton

www.northampton.ac.uk

MSc International Marketing Strategy

Location: Northampton

Start: September, January

Tuition Fees: £11,900

Requirement: IELTS 6.5, Waived IELTS สำหรับจบ Inter. Program มา

Scholarship: £2,000 (สำหรับ GPA 3.0 ขึ้นไป)

Course content

- Marketing: Principles and Management
- Global Marketing Strategy
- International Marketing Intelligence and Research
- Global Marketing Issues
- Strategic Digital Marketing
- International Marketing Communications
- Dissertation and Research Methods

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University of Sunderland

www.sunderland.ac.uk

MA Marketing

Location: Sunderland

Start: September, January

Tuition Fees: £11,500

Requirement: IELTS 6.0, Waived IELTS สำหรับจบ Inter. Program มา

Scholarship: £1,000 - £1,500

Course content

Modules on this course include:

- Strategic Marketing Management 1: Context (30 Credits)
- Strategic Marketing Management 2: Application (30 Credits)
- Developing Skills for Business Leadership linked in with PALS (15 Credits)
- Option One, e.g. Consumer Research (15 Credits)
- Option Two, e.g. E-Marketing (15 Credits)
- Option Three, e.g. International Marketing (15 Credits)
- Applied Research Methods for Business Management (15 Credits)
- Masters Dissertation (45 Credits)

MBA Master of Business Administration (Marketing)

Location: Sunderland

Start: September, January

Tuition Fees: £12,600

Requirement: IELTS 6.0, Waived IELTS สำหรับจบ Inter. Program มา

Scholarship: £1,000 - £1,500

Course content

Modules on this course include:

- Financial Management and Control (15 Credits)
- Managing and Leading People (15 Credits)
- Operations Management (15 Credits)
- Marketing Management (15 Credits)
- International Business Environment (15 Credits)
- Global Corporate Strategy (15 Credits)
- Managing Innovation and Technology Transfer (15 Credits)
- MBA Dissertation (60 Credits)
- Plus choose one optional module:
- E-Marketing (15 Credits)
- International Marketing (15 Credits)

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Bournemouth University

www.bournemouth.ac.uk

MSc Marketing Management

Location: Bournemouth

Start: September (1 year or 2 years with an optional work placement)

Tuition Fees: £14,000

Requirement: IELTS 6.0

Scholarship: Scholarship £2,000 ถ้าจ่ายเต็มลด 5%

Course details:

Core units

MA Advertising

Location: Bournemouth

Start: September (12 months)

Tuition Fees: £15,000

Requirement: IELTS 6.5

Scholarship: Scholarship £2,000 ถ้าจ่ายเต็มลด 5%

Course details:

Core units

- Advertising Strategy & Planning

- Managing People
- Marketing & Strategy
- Leadership Essentials
- Contemporary Issues in Marketing
- Business Relationships & Networks
- Marketing Communications
- Research Project

- Research Imagination
 - Applied Creativity Consumer Culture Insights
 - Digital Insights
 - Advertising Boot Camp
 - Professional Project OR Academic Paper
- Option Units***
- Creative Direction
 - Advertising Management:

MA Event Management

Location: Bournemouth

Start: September (1 year or 2 years with an optional work placement)

Tuition Fees: £13,500

Requirement: IELTS 6.0

Scholarship: Scholarship £2,000 ถ้าจ่ายเต็มลด 5%

Course details:

Core units

- Events Principles & Practice
- Business Strategy & Finance
- Research Methods
- Events Management
- Project Management for Events
- Dissertation

Option units (choose one)

- Conference Tourism
- Crisis & Disaster Management
- Creative Industries in Tourism & Events
- Entrepreneurship
- Fashion Retailing
- Food & Drink
- Mobile Communication & Mobile Marketing
- Sport Tourism

Optional work placement: The placement is intended to foster personal and professional development, and to help you to make a connection between academic learning and the working world. You should consider how a range of management theories can be used, and if management in industry could be improved. The transferable skills developed will improve your performance in your future career, both as employee and manager.

MSc Tourism Management and Marketing

Location: Bournemouth

Start dates : September, January

Tuition Fee : £13,500

Scholarship : จ่ายค่าเรียนเต็มรับส่วนลด 5 %

IELTS Requirement: IELTS 6.0

Course content

Core units

- Tourism & hospitality principles & practice
- Business strategy & finance
- Managing organisations Marketing for tourism & hospitality
- eTourism
- Dissertation

Option units (choose one):

- Aviation, tourism development & climate change
- Conference tourism
- Crisis & disaster management
- Entrepreneurship
- Food & drink
- Mobile communication & mobile marketing
- Sport tourism
- Wildlife, nature & ecotourism

Optional Work Placement: The placement is intended to foster personal and professional development, and to help you to make a connection between academic learning and the working world. You should consider how a range of management theories can be used, and if management in industry could be improved. The transferable skills developed will improve your performance in your future career, both as employee and manager.

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University of Portsmouth

www.port.ac.uk

MA Digital Marketing

Location: Portsmouth

Tuition Fees: £13,300

Requirement: IELTS 6.5

Start: September

Scholarship: ทุน 10% และถ้าจ่ายเต็มลดเพิ่ม 2%

Course content:

STRUCTURE & TEACHING: The aim of this programme is to make you aware of the current practices relating to digital marketing. You will become aware of the latest developments in the field and you will also be equipped with the practical skills to implement them.

MA Digital Marketing includes two teaching periods and is followed by 2-3 months of independent study during which time you complete a practical project.

Teaching Period 1

- **Essentials of Marketing:** This will provide you with a solid foundation for the advanced study of marketing. No prior knowledge of marketing is assumed but students will be expected to assimilate information rapidly and reflect upon the concepts discussed.

- **Contemporary Issues in Marketing:** This unit will examine a number of contemporary issues related to marketing theory and practice. The unit will draw extensively on the expertise of industry experts and students will be expected to engage with the issues that marketing managers are dealing with.
- **Digital Marketing Strategy:** The unit focuses on examining the strategies and methods used to design and manage digital media based marketing campaigns. An intrinsic part of this unit is to develop an understanding of the importance of applying a range of analytical and conceptual models to the technical and creative aspects of design of digital media marketing

Teaching Period 2

- **Digital Communication and Media Development:** You will review the digital media development process, assess the potential of a range of applications and use software and multimedia-authoring tools to develop a digital marketing campaign.
- **Digital Media Marketing Development Project;** The project enables you to demonstrate and showcase what you have learnt during the taught programme. The project consists of:
 - Systems specification for a digital marketing campaign
 - Functional model/prototype developed from the above, using appropriate software tools
 - Critical assessment of the project in terms of design, functionality and end user interface

MA Marketing

Location: Portsmouth

Tuition Fees: £13,300

Requirement: IELTS 6.5

Start: September

Scholarship: ทุน 10% และถ้าย้ายเต็มลดเพิ่ม 2%

Course content:

STRUCTURE & TEACHING: The MA Marketing course at Portsmouth Business School aims to make you highly employable in the field of marketing. You will develop advanced marketing knowledge and skills and also develop skills in critical appraisal, team working, debating, writing, research and giving presentations.

In the first teaching block you will critically examine the fundamental concepts and practices of marketing. Alongside this you will explore the tools and techniques used by marketing departments in business analysis and research.

In the second teaching block you will interact with senior marketing practitioners and explore contemporary issues in marketing such as digital marketing and the impact of social media, sustainability, crisis management and the relationship between marketing and sales.

Alongside this you will examine how marketers can offer shareholder value by developing customer relationships and managing brands for value, and you will gain invaluable experience of strategic marketing decision-making by using the Market2win simulation software.

The culmination of your Master's course will be either a Dissertation or a Critical Marketing Study.

Here are the units you will study:

Essentials of Marketing: This unit explores the fundamental concepts and practices of marketing, which include:

- business orientations
- macro and micro marketing environments
- segmentation, targeting and positioning
- marketing planning and research
- consumer and organisational behavior
- tools, media and content
- marketing across borders
- ethics and marketing

Marketing Analysis and Decision: This unit is designed to provide you with a foundation in the tools and techniques used by marketing departments in business analysis and research. It will include:

- business finance for marketing
- marketing metrics
- marketing planning
- marketing information systems
- marketing research
- customer relationship management (CRM)

Contemporary Issues in Marketing: This unit is largely delivered by senior marketing practitioners who will expose you to contemporary and often controversial issues that organisations are grappling with in the real world. Topics may include:

- digital marketing
- managing innovation
- globalisations of SMEs
- integration of sales and marketing
- sustainability and marketing

Strategic Marketing Management: This unit focuses on the strategic role of marketing in delivering value to stakeholders. You will examine:

- marketing and shareholder value
- customer relationships
- growth strategies
- competing for organisational resources
- managing products and brands for value
- value-based pricing
- innovation

Dissertation: a substantial piece of independent research drawing on secondary and primary data
or

Critical Marketing Study: requiring evaluation of an organisation's marketing activities using secondary sources only. You will be provided with extensive support in research methods, and a supervisor to guide you, as you complete your Dissertation or Critical Marketing Study

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University of the West England (UWE Bristol)

www.uwe.ac.uk

MSc Event Management

Location: Bristol

Tuition Fees: £12,500

Requirement: IELTS 6.5

Start: September, January

Scholarship: ทูน 10% ถ้าจบ ABAC ไม่ต้องใช้ IELTS

Content

You will study the theories and practice of event management, which will be underpinned by marketing, project management, leadership and tourism modules. As part of the course, you will also study the various sectors of the event industry, develop knowledge of the significance of different types of events and festivals, and be given the opportunity to investigate particular events that interest you.

The **Postgraduate Certificate** is made up of the following four core modules.

Core modules

- Critical Issues in Tourism and Events Management
- Meeting Customer Needs
- Events and Festivals: Planning and Management
- Staging and Evaluation of Events

The **Postgraduate Diploma** is made up of the above modules, along with the following three core modules and one optional module.

Core modules

- Management Research
- Work-based Learning in Events and Tourism
- Leadership

You will also choose one of the following optional modules:

- Project Management
- Managing Finance
- Dissertation

If you are studying for the full Masters, you will write a dissertation, giving you the chance to research an issue of academic, management or policy relevance in the field of event management or, as an alternative, undertake a significant work-based project. You can focus on an issue of particular interest and/or relevance to your career or organisation.

MSc Marketing

Location: Bristol

Tuition Fees: £12,500

Requirement: IELTS 6.5

Start: September, January

Scholarship: ทูน 10% ถ้าจบ ABAC ไม่ต้องใช้ IELTS

Content

Compulsory modules

- Contemporary Marketing Practice
- Strategic Marketing Planning Marketing Analytics
- Principles of Marketing Communications
- Research Methods for Marketing
- Global marketing
- Dissertation Research Methods

Option modules

You will choose two additional subjects from the optional modules* below, allowing you to specialise in areas relevant to your chosen career path:

- Digital Marketing or Corporate Communications
- Customer Relationship Management
- Social Marketing Principles and Policy
- Promotion and Society

* The availability of optional modules is subject to demand.

Dissertation

In addition to these modules, your dissertation gives you the chance to research an area of marketing of particular interest to you and of relevance to your career or company. You will have the choice of working on an academic-type dissertation or a work-based one, where you will work on a live marketing project. You will attend a number of dissertation workshops to provide you with the research training sufficient to produce a quality dissertation.

Previous dissertation topics include:

- From Bond to Beckham the Evolution of Male Grooming
- Success factors in Capital and Revenue projects within Bristol Parks
- What Influences Pre-adolescent Girls to Buy in a Social Network

MSc Marketing Communications

Location: Bristol

Tuition Fees: £12,500

Requirement: IELTS 6.5

Start: September, January

Scholarship: ทุน 10% ถ้าจบ ABAC ไม่ต้องใช้ IELTS

Content

You will study the following core modules:

- Contemporary Marketing Practice Strategic Marketing Planning
- Principles of Marketing Communications
- Marketing Analytics
- Research Methods for Marketing
- Digital Marketing
- Corporate Communications
- Dissertation Research Methods

You will choose one additional subject from the optional modules* below:

- Customer Relationship Management
- Social Marketing Principles and Policy
- Promotion and Society

* The availability of optional modules is subject to demand.

Dissertation

In addition to these modules, your dissertation gives you the chance to research an area of marketing communications that is of particular interest to you and of relevance to your career or company. You will have the choice of working on an academic-type dissertation or a work-based one, where you will work on a live communications project.

You will attend a number of dissertation workshops to provide you with the research training sufficient to produce a quality dissertation.

Previous dissertation topics include:

- A cross-cultural research: Investigating the role of Cultural Masculinity on Consumers' Buyer Behaviour of Luxury Goods
- Love at the core: the influence of brand-love on consumer outcomes
- A research of how celebrity endorsement influences on environmental behavioural intention of young people in Vietnam
- The influence of cosmetic advertising on the body image of West African students at UWE

#####

MSc Business with Marketing Management

Location: Newcastle
Tuition Fees: £13,500
Requirement: IELTS 6.5
Start: September (12 months), January (18 months)

Course content

Modules

Year one

- Analysing Buyer Behaviour and Brand Dynamics (Core, 20 Credits)
- Dissertation Preparation and Research Methods (Core, 0 Credits)
- Developing Global Management Competencies I (Core, 20 Credits)
- Developing Global Management Competencies II (Core, 20 Credits)
- Strategic Management for Competitive Advantage (Core, 40 Credits)
- Academic and Professional Development (Core, 0 Credits)
- NBS Masters Consultancy Project (Optional, 60 Credits)
- The Newcastle Business School Masters Dissertation(Optional, 60 Credits)

MSc Digital Marketing

Location: Newcastle
Tuition Fees: £13,500
Requirement: IELTS 6.5
Start: September (12 months), January (18 months)

Course content

Modules

Year one

- Marketing Metrics and Analysis (Core, 20 Credits)
- Strategic Marketing in the Digital Era (Core, 20 Credits)
- The Digital Customer Journey: Data, Profiling and CRM(Core, 20 Credits)
- Digital Campaign Management and Media (Core, 20 Credits)
- Dissertation Preparation and Research Methods (Core, 0 Credits)
- Developing Global Management Competencies I (Core, 20 Credits)
- Developing Global Management Competencies II (Core, 20 Credits)
- Academic and Professional Development (Core, 0 Credits)
- NBS Masters Consultancy Project (Optional, 60 Credits)
- The Newcastle Business School Masters Dissertation(Optional, 60 Credits)

#####

MSc International Marketing

Location: London
Start: January, September
Tuition Fees: £12,500
Requirement: IELTS 6.5
Scholarship: Discount 20%

Modules

Term 1

- International Marketing Management and Sales
- Consumer Behaviour
- Marketing Strategy and Innovation
- Integrated Planning and Simulations

Term 2

- Knowing the Customer (Research and Analytics)
- Creating Successful Brands
- Digital and Social Media Marketing
- Marketing Planning and Simulation

Term 3 - Elective

- Marketing Project

OR

- Professional Development and Practice module (18 months programme)

#####

MSc International Marketing

Location: Glasgow Campus

Start: September, January

Tuition Fees: £12,600

Requirement: IELTS 6.0

Course content

PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

3 from the following (at least one from those marked *)

Module Code

- Contemporary Social Marketing
- Personal and Professional Development
- Contemporary Issues for Business and Society
- Consumer-Led Marketing *
- Strategic Decisions in the International Marketplace*
- Brand Value: Inception to Delivery*
- Research Methods

Exit Award – Post graduate Certificate in International Marketing

Any 6 from the following

Module Code

- Contemporary Social Marketing
- Personal and Professional Development
- Contemporary Issues for Business and Society
- Consumer-Led Marketing
- Strategic Decisions in the International Marketplace
- Brand Value: Inception to Delivery
- Research Methods

Exit Award – Post graduate Diploma in International Marketing

All of the following 3

Module Code

- Contemporary Social Marketing
- Personal and Professional Development
- Contemporary Issues for Business and Society
- Consumer-Led Marketing
- Strategic Decisions in the International Marketplace
- Brand Value: Inception to Delivery
- Research Methods
- Dissertation

Exit Award – MSc in International Marketing

MSc Global Marketing

Location: Glasgow Campus

Start: January

Tuition Fees: £12,600

Requirement: IELTS 6.0

Course content

Section 4 Programme structure; modules; credits and awards

SHEM

Module Code

- Developing
- Personal and Professional
- Competence Project and Research Design
- Consumer-Led Sustainable Marketing*
- Global Branding and Integrated Marketing Communications*
- Global Marketing Strategy**
- Product and Service Innovation and Global Logistics**
- Dissertation**

Exit Award – Postgraduate Certificate in Global Marketing - 40 credits marked with * or ** of which 20 credits marked with **

- Developing Personal and Professional Competence

- Project and Research Design
- Consumer-Led Sustainable Marketing*
- Global Branding and Integrated Marketing Communications*
- Global Marketing Strategy**
- Product and Service Innovation and Global Logistics**
- Dissertation**

Exit Award – Postgraduate Diploma in Global Marketing - 80 credits marked with * or ** of which 40 credits marked with **

- Developing Personal and Professional
- Competence Project and Research Design
- Consumer-Led Sustainable Marketing
- Global Branding and Integrated Marketing Communications
- Global Marketing Strategy
- Product and Service Innovation and Global Logistics
- Dissertation

Exit Award – Masters in Global Marketing

MSc International Fashion Marketing

Location: Glasgow, London
Tuition Fees: £12,600
Start: September (12 months), January (16 months)
Requirement: IELTS 6.0

Course content

- Strategic Decision in the International Fashion Marketplace
- Consumer Led Fashion Marketing
- Digital Fashion Branding and Delivery
- Fashion Buying, Merchandising and Distribution
- Contemporary Issues for Business and Society
- Personal and Professional Development
- Research Methods
- Dissertation

MSc Luxury Brand Marketing

Location: London Campus
Start: September (12 months), January (16 months)
Tuition Fees: £16,800
Requirement: IELTS 6.0

Course content

- Strategic Marketing of Luxury Goods
- Legal Aspects of Brand Management
- Developing Personal and Professional Competence
- Consumer-Led Sustainable Marketing
- Global Branding and Integrated Marketing Communications
- Research Project: Design and Methods
- Dissertation

#####

Brunel University London

www.brunel.ac.uk

MSc Marketing

Location: London
Start: January, September
Tuition Fees: £15,750
Requirement: IELTS 6.5

Course Content: The MSc consists of both compulsory and optional modules, a typical selection can be found below. Modules can vary from year to year, but these offer a good idea of what we teach.

Compulsory

- Consumer Behaviour
- Marketing Principles
- Strategic Marketing Management
- Marketing Communications
- International Marketing
- Business Planning
- Understanding Business and Management Research
- Dissertation

Optional

- Corporate Branding Theory and Issues
- Global Diversity Management
- International Business Ethics and Corporate Governance Knowledge Management, Social Networks and Innovation

#####

MSc International Marketing

Location: York

Start: September

Tuition Fees: £10,000

English Requirement: IELTS 6.0

Modules may include:

- Researching Contemporary Business Issues
- Business & Sustainability
- Consumer Behaviour
- Strategic Brand Management
- Strategic Marketing Planning
- Marketing Communications
- Digital Marketing
- Project Management
- Research Investigation

MSc Digital Marketing

Location: York

Start: September

Tuition Fees: £10,000

English Requirement: IELTS 6.0

Modules may include:

- Researching Contemporary Business Issues
- Business and Sustainability
- Consumer Behaviour
- Strategic Brand Management
- Strategic Marketing Planning
- Marketing Communications
- Digital Marketing
- Marketing Optimisation, Measurement and Metrics
- Research Investigation

MSc Creative & Cultural Marketing

Location: York

Start: September

Tuition Fees: £10,000

English Requirement: IELTS 6.0

Modules may include:

- Researching Contemporary Business Issues
- Business & Sustainability
- Consumer Behaviour
- Marketing in the Arts & Creative Industries
- Strategic Marketing Planning
- Marketing Communications
- Marketing Culture & Heritage
- Project Management
- Research Investigation

#####

Middlesex University

MSc Digital Marketing

Location: London

Start dates : September

Tuition Fee : £16,000

Scholarship :ทุนการศึกษา £1,000 - £2,000

English Requirement : IELTS 6.5

Modules

- Marketing Strategy, Leadership and Planning (30 Credits) – Compulsory
- E-Marketing and Social Media Management (30 Credits) – Compulsory
- Digital and Social Media Analytics (15 Credits) – Compulsory
- Digital Advertising (15 Credits) – Compulsory
- Consumer Psychology (15 credits) – Optional
- Innovation-Driven Marketing (15 Credits) – Optional
- Entrepreneurship in the Digital Sector (15 Credits) – Optional
- Multichannel Marketing Management (15 Credits) Optional
- Internship in the Digital Sector (15 Credits) – Optional
- Professional Practice (0 Credits) Optional
- Research methods & dissertation (60 Credits) Com.

MA Marketing Management

Location: London

Start dates : September, January

Tuition Fee : £13,250

Scholarship :ทุนการศึกษา £1,000 - £2,000

English Requirement : IELTS 6.5

Modules

- Strategic Marketing Management (30 credits) – Compulsory
- Managing and Marketing Events (30 Credits) – Compulsory
- Practitioner Perspectives (15 Credits) – Compulsory
- Entrepreneurship Innovation and Small Business Marketing (30 credits) – Optional
- Creative Communication Strategies (15 Credits) – Optional
- Brand Management (15 Credits) – Optional
- Sport Marketing (15 Credits) – Optional
- Arts Marketing (15 credits) – Optional
- Retail Marketing (15 credits) – Optional
- Marketing Research Processes (15 credits) – Optional
- Dissertation (60 credits) - Compulsory

MSc Strategic Marketing

Location: London

Start dates : September

Tuition Fee : £16,000

Scholarship :ทุนการศึกษา £1,000 - £2,000

English Requirement : IELTS 6.5

Modules

- Marketing Strategy, Leadership and Planning (30 credits) Compulsory
- Strategic Brand Management (30 credits) – Compulsory
- Customer Analysis and Relationship Marketing (15 Credits)
- Optional Consumer Psychology (15 credits) – Optional
- Innovation-Driven Marketing (15 Credits) Optional
- Strategic Product Strategies (15 Credits) Optional
- Multichannel Marketing Management (15 Credits) Optional
- Strategic Marketing Communications (15 Credits) Optional
- Digital Marketing (15 Credits) Optional
- Experiential Marketing and Events (15 credits) – Optional
- Brand Analytics: Methods and Strategies (15 credits) – Optional
- Professional Practice (0 Credits) Optional
- Research methods & dissertation (60 Credits) Compulsory

MSc Corporate and Marketing Communication

Location: London

Start dates : September

Tuition Fee : £16,000

Scholarship :ทุนการศึกษา £1,000 - £2,000

English Requirement : IELTS 6.5

Modules

- Communication, Persuasion and Media Strategy (30 credits) – Compulsory
- Strategic Brand Management (30 credits) – Compulsory
- Communication, Persuasion and Media Strategy (30 credits) – Compulsory
- Consumer Psychology (15 credits) – Optional
- Experiential Marketing and Events (15 credits) – Optional
- Brand Analytics: Methods and Strategies (15 credits) – Optional
- Public Relations and Crisis Communication (15 credits) – Optional
- Creative Strategy in Advertising (15 credits) – Optional
- Guerrilla Marketing, Celebrity Endorsement and Promotion (15 credits) – Optional
- Cross-Cultural Communication and Global Brands (15 credits) – Optional
- Communication for Social Change (15 credits) - Optional

MA Strategic Branding and Stakeholder Communication

Location: London

Start dates : September, January

Tuition Fee : £16,000

Scholarship :ทุนการศึกษา £1,000 - £2,000

English Requirement : IELTS 6.5

Modules

- Strategic Brand Management (30 Credits) – Compulsory
- Stakeholder and Communication Theory (30 Credits) – Compulsory
- Brand Analytics: Methods and Strategies (15 Credits) – Compulsory
- Digital Marketing (15 Credits) – Compulsory
- City, Region and Nation Branding (15 Credits) – Optional
- Corporate and Organisational Branding (15 Credits) – Optional
- Innovation-Driven Marketing (15 Credits) – Optional
- Sonic Branding (15 Credits) – Optional
- Research Methods and Dissertation (60 Credits)

#####

Staffordshire University

www.staffs.ac.uk

MSc Digital Marketing

Location: Stoke-on-Trent Campus

Start: September

Tuition Fees: £12,000

English Requirement: IELTS 6.0

Modules include: Semesters will be 12 weeks' duration. The final semester of study requires attendance for 6 weeks only. Following this you will be working on your work based project/dissertation with meetings arranged with your supervisor.

Semester 1

- Scanning the Digital Environment
- Strategic Marketing Communications and Media Management
- Global Consumer Digital Consumption
- Management Control and Internal Audit

Semester 2

- Content Curation and Development
- Global Strategic Digital Marketing Management
- Work Based Project Preparation OR Business Management Research

Semester 3

- Co-creation with Brand Communities
- Masters Work Based Project OR Dissertation

MA Creative Futures: Advertising and Brand Management

Location: Stoke-on-Trent Campus

Start: September (18 months)

Tuition Fees: £12,000

English Requirement: IELTS 6.0

Modules include:

Modules you will study include:

- Creativity and Enterprise
- Developing Knowledge, Creative, Technical, Digital and Business Skills
- Creative Futures: Work Experience
- Creative Futures: Masters Project

There will also be an opportunity to choose from the following option modules:

- The Marketing Context
- Personal Branding
- Design Management
- Community Arts in a Global Perspective
- Creativity and Innovation
- New Media and Society
- Culture and Identity

#####

University of Worcester

www.worcester.ac.uk

MSc Marketing

Location: Worcester

Start: September

Tuition Fees: £12,500

English Requirement: IELTS 6.5

Course content

- Business Investigation & Discovery
- Contemporary Issues in Consumer Behaviour
- Corporate Intelligence
- Managing Corporate Reputation
- Services Marketing
- Strategic Marketing in the Digital Economy
- Strategy, Sustainability & the Global Economy

Project Alternatives

- Management Project (based upon 'client' brief)
or
- Dissertation

#####

Liverpool John Moores University

www.ljmu.ac.uk

MSc International Events Management

Location: Liverpool

Start: September

Tuition Fees: £11,630

English Requirement: IELTS 6.0

Course content

- Research Methods
- Individual Research Project
- Events in a Global Society

- Planning and Resourcing Events
- Staging and Evaluating Events
- International Event Studies
- Learning and Managing at Masters Level
- Promoting Events

MSc Digital Marketing

Location: Liverpool

Start: September

Tuition Fees: £11,630

English Requirement: IELTS 6.0

Course content

- Digital Marketing in Context
- Digital Marketing (current and emerging technologies)
- Marketing, Consumer and Business Insights
- Digital Marketing Strategy and Planning

#####

University of East Anglia

www.uea.ac.uk

MSc Marketing

Location: Norwich

Start: September

Tuition Fees: £15,600

English Requirement: IELTS 6.5

Course content

Year 1

Compulsory Study (120 credits): Students must study the following modules for 120 credits

- Accounting and Financial Management
- Buyer Behaviour and Interactive Marketing
- Integrated Business Decisions
- Management Skills and Personal Development
- Management People and Organisations
- Strategic Marketing Management

Option A Study (60 credits): Students will select 60 credits from the following modules:

Please Note - Modules selected from this option range will be treated as COMPULSORY modules.

- Global Brand Strategy
- Innovation Management
- Integrated Marketing Communications
- Marketing Research
- Retail Marketing and Management

MSc Marketing and Management

Location: Norwich

Start: September

Tuition Fees: £15,600

English Requirement: IELTS 6.5

Course content

Year 1

Compulsory Study (140 credits): Students must study the following modules for 140 credits

- Accounting and Financial Management
- Buyer Behaviour and Interactive Marketing
- Integrated Business Decisions
- Integrated Marketing Communications
- Management Skills and Personal Development
- Management People and Organisations
- Strategic Marketing Management

Option A Study (40 credits): Students will select 40 credits from the following modules

- e-Business Management
- Global Brand Strategy
- Marketing Research
- Retail Marketing and Management

MSc Brand Leadership

Location: Norwich

Start: September

Tuition Fees: £15,600

English Requirement: IELTS 6.5

Course content

Compulsory Study (180 credits): Students must study the following modules for 180 credits

- Brand and Leadership
- Brand Now
- Brand: Digital and Technology
- Brands and Strategy
- Brands in Action
- Dissertation
- Frontiers of Branding
- Innovation and Organisational Transformation
- Understanding Research for Brand Leadership

#####

<p>MSc Digital Marketing and Analytics Location: Winchester Start: September Tuition Fees: £12,750 English Requirement: IELTS 6.5</p> <p>Course content</p> <ul style="list-style-type: none"> • Digital Transformations in Marketing • Digital Consumer Trends • Integrated Digital Marketing Communications • Analytical Tools for Digital Data • Web Design and Analytics • Social Media Marketing and Analytics • Digital Marketing Research • Consultancy Project or • Dissertation 	<p>MSc Digital Media Practice: Advertising, marketing & Branding Design Location: Winchester Start: September Tuition Fees: £12,750 English Requirement: IELTS 6.5</p> <p>Course content</p> <ul style="list-style-type: none"> • Digital Media Principles • Design Practice • Emerging Media - Student Directed Project • Research Proposal • Digital Media Practice Independent Study - Project or Dissertation • Marketing Communication • Brand Design and Strategy
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<p>MSc Marketing Innovation Location: Winchester Start: September Tuition Fees: £12,750 English Requirement: IELTS 6.5</p> <p>Course content</p> <ul style="list-style-type: none"> • The Marketing Innovator • Consumer Analysis, Insight and Creativity • Product-service Design and Development • Strategic Brand Planning, Market Development and Opportunity Identification • Marketing Communications • Market-led Organisational Change • Research Methods for Business • Dissertation

#####

<p>MSc Marketing & Financial Services Location: Exeter Start: September Tuition Fees: £21,000 English Requirement: IELTS 6.5</p> <p>Course content</p> <p>Compulsory modules The entire course will consist of 180 credits.</p> <table border="1" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Financial Instruments • Investment Analysis 1 • Fundamentals of Financial Management • Marketing Strategy </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Marketing Analysis & Research • Banking and Financial Services • Integrated Marketing Communications </td> </tr> </table> <p>Optional modules Plus 75 credits: Choose 5 options, of which two or more must be Marketing modules (i.e. BEMM code)</p> <table border="1" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Derivatives Pricing • Domestic and International Portfolio Management • Investment Analysis 2 • Topics in Financial Economics • Tourism and Marketing • Understanding Consumer Behaviour • Corporate Finance and Governance </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • Mergers, Management Buyouts and Other Corporate Reorganizations • Alternative Investments • Services Marketing • Brand Design • Brand Design • Financial Modelling • Digital Marketing Strategy </td> </tr> </table>		<ul style="list-style-type: none"> • Financial Instruments • Investment Analysis 1 • Fundamentals of Financial Management • Marketing Strategy 	<ul style="list-style-type: none"> • Marketing Analysis & Research • Banking and Financial Services • Integrated Marketing Communications 	<ul style="list-style-type: none"> • Derivatives Pricing • Domestic and International Portfolio Management • Investment Analysis 2 • Topics in Financial Economics • Tourism and Marketing • Understanding Consumer Behaviour • Corporate Finance and Governance 	<ul style="list-style-type: none"> • Mergers, Management Buyouts and Other Corporate Reorganizations • Alternative Investments • Services Marketing • Brand Design • Brand Design • Financial Modelling • Digital Marketing Strategy
<ul style="list-style-type: none"> • Financial Instruments • Investment Analysis 1 • Fundamentals of Financial Management • Marketing Strategy 	<ul style="list-style-type: none"> • Marketing Analysis & Research • Banking and Financial Services • Integrated Marketing Communications 				
<ul style="list-style-type: none"> • Derivatives Pricing • Domestic and International Portfolio Management • Investment Analysis 2 • Topics in Financial Economics • Tourism and Marketing • Understanding Consumer Behaviour • Corporate Finance and Governance 	<ul style="list-style-type: none"> • Mergers, Management Buyouts and Other Corporate Reorganizations • Alternative Investments • Services Marketing • Brand Design • Brand Design • Financial Modelling • Digital Marketing Strategy 				

MSc Marketing

Location: Exeter

Start: September

Tuition Fees: £19,000

English Requirement: IELTS 7.0

Course content

Compulsory modules

120 credits.

- Marketing Analysis & Research [Term 1]
- Marketing Strategy [Term 1]
- Integrated Marketing Communications [Term 1]
- Advanced Marketing Seminars [Term 2]
- Understanding Consumer Behaviour [Term 2]
- Dissertation (Marketing) [Term 2]

Optional modules

You will choose five options totalling 75 credits from a regularly updated selection. Recent modules are shown below:

- | | |
|--|---|
| <ul style="list-style-type: none">• Accounting for International Managers• Entrepreneurship: New Venture Development• Leadership and Global Challenges• Principles of International Business• Tourism and Marketing• Brand Design | <ul style="list-style-type: none">• Consumption, Markets & Culture• Services Marketing• Purchasing and Supply Chain Management• Digital Business Models• Digital Marketing Strategy |
|--|---|

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University of Bedfordshire

www.beds.ac.uk

MSc Marketing

Location: Luton

Start: February, April, June, August, October, November

Tuition Fees: £12,000

English Requirement: IELTS 6.0

Course content

- Brand Communication and Reputation Management
- Marketing and the Digital Future
- Intercultural Business Competencies
- Strategic Management

MSc Digital Marketing

Location: Luton

Start: February, April, June, August, October, November

Tuition Fees: £12,000

English Requirement: IELTS 6.0

Course content

- Brand Communication and Reputation Management
- Marketing and the Digital Future
- Strategy and Brand Management
- Digital Analytics

MBA Business Administration (Marketing)

Location: Luton

Start: February, April, June, August, October, November

Tuition Fees: £12,500

English Requirement: IELTS 6.0

Course content

- Leading and Managing Organisational Resources
- Strategy and the Global
- Competitive Environment
- Corporate Innovation and Entrepreneurship
- Digital Marketing and Communications
- Management Practice
- Theory into Practice Project

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เอกสารที่ใช้ในการสมัครเรียน คือ

- Transcript
- ใบปริญญาบัตรจบ ป.ตรี (ถ้ามี)
- หนังสือรับรองการจบ (ถ้ายังไม่ได้รับใบปริญญา)
- หนังสือรับรองว่าจบหลักสูตร Inter. Program มา (ถ้าจบ Inter. Program มา)
- Resume / CV
- Statement of Purpose (SOP) (เขียนว่าทำไมถึงอยากเรียนสาขาวิชานี้ประมาณ 1 หน้ากระดาษ)
- Recommendation Letter จากอาจารย์ / จากที่ทำงาน 2 ท่าน

- ผล IELTS (ส่งตามที่หลังได้)
- Copy passport

เอกสารที่ใช้ในการสมัครเรียน ถ้าไม่สะดวกที่จะเอาเข้ามาให้พี่ที่ออฟฟิศ น้องสามารถที่จะสแกนแล้วส่งเข้าอีเมลมาให้พี่ได้นะคะ
ที่ leenar@studyoverseas.co.th ค่ะ ถ้าน้องมีคำถามเพิ่มเติมหรือต้องการข้อมูลเพิ่มเติมโทรสอบถามพี่ต่อได้นะคะที่ 089-6820168 ค่ะ

Miss Leenar Tasukon
Education Counselor

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