

MSc Marketing

Location: Luton

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

Duration: 1 year

Tuition Fees: £14,600

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Course content

- Brand Communication And Reputation Management (MAR036-6)
- Business Dissertation (MAR042-6)
- Intercultural Business Competencies (MAR038-6)
- Marketing And The Digital Future (MAR039-6)
- Performance Achievement Planning (BSS072-6)
- Strategy And Brand Management (MAR043-6)

MSc Digital Marketing

Location: Luton

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

Duration: 1 year

Tuition Fees: £14,600

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Course content

- Brand Communication And Reputation Management (MAR036-6)
- Business Dissertation (MAR042-6)
- Digital Analytics And Online Customer Experience (MAR050-6)
- Digital Marketing Strategy (MAR051-6)
- Marketing And The Digital Future (MAR039-6)
- Performance Achievement Planning (BSS072-6)

MBA Business Administration (Marketing)

Location: Luton

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

Duration: 1 year

Tuition Fees: £15,400

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Course content

- Advancing Professional Practice (BSS070-6)
- Corporate Innovation And Entrepreneurship (BSS057-6)
- Digital Marketing And Communication (MAR046-6)
- Leading And Managing Organisational Resources (BSS064-6)
- Management Practice (BSS063-6)
- Strategy And The Global Competitive Environment (BSS058-6)
- Theory Into Practice Project (BSS056-6)

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Birmingham City University (BCU)

MSc Management and Marketing

Location: Birmingham

Start: September

Duration: 1 year

Tuition Fees: £17,710

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Modules

In order to complete this course a student must successfully complete all the following **CORE modules (totalling 160 credits):**

- Managerial Finance - 20 credits
- The Integrated Business - 20 credits
- Leadership Development - 20 credits
- International Strategic Management - 20 credits
- Major Project - 40 credits
- Strategic Brand and Communications Management - 20 credits
- Digital Marketing Strategy - 20 credits

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of **OPTIONAL modules:**

- Research Project Management - 20 credits
- Research Practice - 20 credits

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University of the West of England (UWE Bristol)

www.uwe.ac.uk

MSc Marketing

Location: Bristol

Start: September

Duration: 1 year

Tuition Fees: £16,750

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Content

Core modules

- Contemporary Marketing Practice
- Strategic Marketing Planning
- Marketing Analytics
- Principles of Marketing Communications
- Research Methods for Marketing
- Global marketing
- Marketing Dissertation and Research Methods
- Work-based Project and Research Methods.
- Dissertation

Optional modules

The optional modules listed are those that are most likely to be available, but they may be subject to change.

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
- Entrepreneurial Decision Making
- Retail and Fashion Marketing: Design and Delivery
- Digital Business Information Systems.

MSc Digital Marketing

Location: Bristol

Start: September

Duration: 1 year

Tuition Fees: £16,750

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Content

Principles of Digital Marketing:

- Behaviour, strategy and content production
- Use of data

Application of Digital Marketing:

- Applying Digital Tools 1: (Websites, social networks, search engines, content management) Professional portfolio

- Applying Digital Tools 2 (Websites, social networks, search engines, content management) Group pitch

Researching Digital Marketing

- Digital Marketing Dissertation.

MSc Marketing Communications

Location: Bristol

Start: September

Duration: 1 year

Tuition Fees: £16,750

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Content

Core modules

- Contemporary Marketing Practice
- Strategic Marketing Planning
- Principles of Marketing Communications
- Marketing Analytics
- Research Methods for Marketing
- Digital Marketing
- Corporate Communications
- Marketing Dissertation and Research Methods
- Work-based Project and Research Methods.
- Dissertation

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

- Customer Relationship Management
- Social Marketing Principles and Policy
- Promotion and Society
- Retail and Fashion Marketing: Design and Delivery.

MSc Events Management

Location: Bristol

Start: September

Duration: 1 year

Tuition Fees: £16,750

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Content

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

- Marketing Events and Tourism Destinations:
- Work-based Learning in Events and Tourism
- Leadership

Plus, one optional module from*:

- Project Management
- Digital Marketing
- Customer Relationship Management

The Master of Science also involves writing a dissertation.

Dissertation gives 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.

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MSc Marketing

Location: London

Start: September, January

Duration: 1 year, 16 months with placement

Tuition Fees: £22,000

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Compulsory

- MG2096 - Consumer Behaviour
- MG5620 - Contemporary Brand Management
- MG5561 - International Marketing
- MG5547 - Marketing Communications
- MG5608 - Marketing Principles
- MG5510 – Project
- MG5625 - Strategic Digital Marketing
- MG5615 - Understanding Business and Management Research

Optional

- MG5590 - Business Planning
- MG5577 - International and Comparative Human Resource Management
- MG5621 - Creativity, Entrepreneurship and Innovation
- MG5592 - Entrepreneurship

MSc Business Intelligence and Digital Marketing

Location: London

Start: September, January

Duration: 1 year, 16 months with placement

Tuition Fees: £22,000

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Compulsory

- MG5601 Business Intelligence
- MG5510 Dissertation
- MG5624 Digital Marketing
- MG5592 Entrepreneurship
- MG5594 Knowledge, Social Networks and Innovation
- MG5602 Mobile, Social Media and Cloud Services
- MG5603 Professional Consultancy in BI and SM
- MG5615 - Understanding Business and Management Research

Optional

- MG5610 - Consumer Behaviour
- MG5589 Global Outsourcing
- MG5591 Global Diversity Management
- MG5593 - International Business Ethics and Corporate Governance

MSc Corporate Brand Management

Location: London

Start: September, January

Duration: 1 year, 16 months with placement

Tuition Fees: £22,000

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Compulsory

- MG5584 Applied Corporate Branding
- MG5632 - Corporate Brand Heritage
- MG5547 - Marketing Communications
- MG5585 Strategic Corporate Marketing
- MG5586 Strategic Corporate Brand Management and Consulting
- MG5615 - Understanding Business and Management Research
- MG5510 – Dissertation

Optional

- MG5610 - Consumer Behaviour
- MG5592 Entrepreneurship
- MG5591 Global Diversity Management
- MG5593 - International Business Ethics and Corporate Governance
- MG5565 International Management
- MG5625 - Strategic Digital Marketing

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Coventry University

www.coventry.ac.uk

MSc International Marketing Management

Location: Coventry Campus

Start: September, January, May

Duration: 1 year

Tuition Fees: £20,050

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules:

- Global Marketing - 15 credits
- Marketing, Strategy, Planning and Control - 15 credits
- International Brand Management - 15 credits
- Digital Marketing Strategy - 15 credits
- Contemporary Issues in Research - 15 credits
- Consumer Behaviour - 15 credits
- Marketing Communications - 15 credits
- Marketing Metrics - 15 credits
- Leading Strategic Change through Creativity and Innovation - 10 credits
- Project - 50 credits

MSc Digital Marketing Management

Location: Coventry Campus

Start: September, January, May

Duration: 1 year

Tuition Fees: £18,250

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules:

- Contemporary Issues in Research - 15 credits
- Digital Marketing Strategy - 15 credits
- Disruptive Technology in Marketing - 15 credits
- Marketing Strategy, Planning and Control - 15 credits
- Consumer Behaviour - 15 credits
- Marketing Communications - 15 credits
- Digital Marketing Analytics - 15 credits
- Managing Global Marketing Teams - 15 credits
- Leading Strategic Change through Creativity and Innovation - 10 credits
- Project - 50 credits

MA Advertising and Marketing

Location: Coventry Campus

Start: September, January

Duration: 1 year

Tuition Fees: £20,050

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules:

- Advertising Psychology - 15 credits
- Global Advertising Management - 15 credits
- Crisis Management and Public Relations - 15 credits
- Digital Marketing Strategy - 15 credits
- Sales Management - 15 credits
- Marketing Communications - 15 credits
- Marketing Strategy Planning and Control - 15 credits

- Leading Strategic Change through Creativity and Innovation - 10 credits
- Contemporary Issues in Research - 15 credits
- Project - 50 credits

MA Brand Management

Location: Coventry Campus

Start: September

Duration: 1 year

Tuition Fees: £20,050

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules:

- International Brand Management - 15 credits
- Luxury Branding - 15 credits
- Brand Analytics - 15 credits
- Contemporary Issues in Research - 15 credits
- Marketing Strategy Planning and Control - 15 credits
- Consumer Behaviour - 15 credits
- Marketing Communications - 15 credits
- Crisis Management and Public Relations - 15 credits
- Leading Strategic Change through Creativity and Innovation - 10 credits
- Project - 50 credits

MSc Events and Experience Management

Location: Coventry Campus

Start: September

Duration: 1 year

Tuition Fees: £20,050

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules:

- Understanding the Events and Experience Industries – 15 credits
- Experience Design – 15 credits
- Marketing and Funding – 15 credits
- Leadership and Relationship Management – 15 credits
- Health and Safety, Risk, and Crisis Management – 15 credits
- Managing Experiential Projects – 15 credits
- Managing Resources and Self-Employment – 15 credits
- Sustainable Development and Legacy – 15 credits
- Entrepreneurial Practice – 10 credits
- Project – 50 credits

MSc International Fashion Marketing

Location: City of London Campus

Start: September, January

Duration: 1 year

Tuition Fees: £20,050

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules:

- Applied Professional Creative and Academic Fashion Practice - 30 credits
- Introduction to Strategic Fashion Marketing and Management - 30 credits
- Research Methods for the Creative and Service Industries - 15 credits
- Creative Project Management for the Fashion Industry - 15 credits
- International Fashion Marketing Project - 30 credits
- Professional Development: Entrepreneurial Practice -10 credits
- Final Semester Project Options
- Extended Professional Practice – modules
- Management MSc with Extended Professional Practice (LONT074) – Overview

MSc Digital Marketing with Data Analytics

Location: City of London Campus

Start: September, January

Duration: 1 year

Tuition Fees: £20,050

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules:

- Digital Transformation - 15 credits
- Digital Marketing Strategy - 15 credits
- New Media Communications and Content Marketing - 15 credits
- Buyer Behaviour in the Digital Era - 15 credits
- Data Analytics for Digital Marketers - 15 credits
- Creativity and Brand Storytelling - 15 credits
- Marketing Management and Planning - 15 credits
- Research Methods for the Creative and Service Industries - 15 credits
- CMI Leading Diverse Workforces - 10 credits
- Final Semester Project Options
- MSc with Extended Professional Practice (EPP)

MBA International Marketing

Location: City of London Campus

Start: September, January, May

Duration: 1 year

Tuition Fees: £22,550

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules:

- Leadership: Towards Mastery of Leading Self and Global Cultures - 15 credits
- Global Strategic Management - 15 credits
- Managerial Finance - 15 credits
- Leadership: Towards Mastery of Leading Self and Global Cultures -15 credits
- Entrepreneurship and Innovation - 15 credits
- Creativity and Brand Communications - 15 credits
- Digital Marketing - 15 credits
- Creativity and Brand Communications - 15 credits
- Research Methods - 0 credit
- Digital Marketing - 15 credits
- Research Methods - 0 credits
- Final semester modules:

Choose one from the following:

- Internship and Consulting Project² - 60 credits
- Dissertation - 60 credits
- Entrepreneurship Business Plan - 60 credits

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University for the Creative Arts (UCA)

www.uca.ac.uk

MA / MSc Global Marketing and Communications

Location: Epsom

Start: September, January, May

Duration: 1 year

Tuition Fees: £18,000

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Course content

Term one

- Postgraduate Bootcamp 1: Creativity & Orientation
- Understanding Consumers
- Principles of Advertising
- Global Marketing Planning and Strategy
- Marketing, Design and Communications
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

Term two

- Postgraduate Bootcamp 2: Forecasting & Predictive Analysis
- Human-centred Innovation & Design
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

MA students study:

- Marketing Management

MSc student study:

- Digital Marketing Analytics

All students choose one unit from the following:

- Global Fashion Industry and Business
- Global Luxury Industry and Business
- Global Music Industry and Business
- Global Games Industry and Business
- Global Fine Art Industry and Business
- Global Cosmetics & Beauty Industry & Business
- Global Media Industry and Business

Term three

- Postgraduate Bootcamp 3: Competitive Intelligence & Research
- Masters Project
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

MA student choose one unit form:

- Behavioural Studies and Consumption
- Trends & Forecasting

MSc student choose one unit form:

- Behavioural Studies and Consumption
- Trends & Forecasting
- Business Analytics

MA Design Innovation & Brand Management

Location: Epsom

Start: September, January, May

Duration: 1 year

Tuition Fees: £18,000

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Course content

Term one

- Postgraduate Bootcamp 1: Creativity & Orientation
- Creative Thinking
- Principles of Advertising
- Product and Prototyping
- Marketing, Design and Communications
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

Term two

- Postgraduate Bootcamp 2: Forecasting & Predictive Analysis
- Human-centred Innovation & Design
- Global Creative Industries
- Master Project
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

All students choose one unit from the following:

- Strategy & Decision Making
- Creative Business Start-Up
- Investment in the Creative Industries
- Digital Marketing Analytics

Term three

- Postgraduate Bootcamp 3: Competitive Intelligence & Research
- Masters Project
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

All students choose one unit from the following:

- Behavioural Studies and Consumption
- Trends & Forecasting
- Global Logistics & Supply Chain Management

MSc Marketing Management

Location: Leicester

Start: September, January

Duration: 1 year (September), 15 months (January)

Tuition Fees: £16,300

Requirement: IELTS 6.0 (5.5 each band)

Course modules:

- **Block 1:** Contemporary Marketing Practice
- **Block 2:** Strategic Brand Management
- **Block 3:** Integrated Marketing Communications
- **Block 4:** Digital Marketing Strategy, or
 - Consumer Experience and Behaviour
- **Block 5 & 6:** One of the following:
 - Marketing Dissertation
 - Marketing Consultancy Project

MSc International Business and Marketing

Location: Leicester

Start: September

Duration: 1 year (September), 15 months (January)

Tuition Fees: £17,200

Requirement: IELTS 6.0 (5.5 each band)

Course modules:

- **Block 1:** International Business and Strategy
- **Block 2:** International Buyer Behaviour and Branding
- **Block 3:** Critical Management and Organisation Studies
- **Block 4:** International Marketing
- **Block 5 & 6:** One of the following:
 - Dissertation
 - Consulting Project
 - Business Project Simulator

MA / MSc Fashion Management with Marketing

Location: Leicester

Start: September, January

Duration: 1 year (September), 15 months (January)

Tuition Fees: £15,800

Requirement: IELTS 6.0 (5.5 each band)

Course modules:

- **Block 1:** Global Fashion Management
- **Block 2:** Research Methods with Cultural Context
- **Block 3:** Sustainability Strategy and Design
- **Block 4:** Business and Marketing Strategies
- **Block 5 and 6:** Select one from the following:
 - Work-based Project
 - Dissertation

MSc Advertising and Public Relations Management

Location: Leicester

Start: September

Duration: 1 year (September)

Tuition Fees: £17,200

Requirement: IELTS 6.0 (5.5 each band)

Course modules

- **Block 1:** Contemporary Advertising and Communication Strategy
- **Block 2:** Consumer Futures: Socio-cultural, Ethical and Psychological Contexts
- **Block 3:** Corporate and Brand PR
- **Block 4:** Contemporary Media Choice: Planning, Budgeting and Control
- **Block 5 & 6:** One of the following:
 - Dissertation

MSc Cultural Event Management

Location: Leicester

Start: September

Duration: 1 year (September)

Tuition Fees: £15,800

Requirement: IELTS 6.0 (5.5 each band)

Course modules:

- **Block One:** Cultural Festivals and Live Music Events Practice
- **Block Two:** Marketing Principles in Sport and Cultural Event Contexts
- **Block Three:** Digital Entrepreneur in the Cultural Industries
- **Block Four:** Events Leadership
- **Block Five and Six:** Dissertation OR Work Based Project

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University of East Anglia (UEA)

www.uea.ac.uk

MSc Marketing

Location: Norwich

Start: September

Duration: 1 year

Tuition Fees: £22,700

English requirement: UKVI IELTS 6.0 (minimum 5.5 in only two components with 6.0 in the others)

Course Modules

Compulsory Modules

- MANAGING PEOPLE AND ORGANISATIONS
- STRATEGIC MARKETING MANAGEMENT
- INTEGRATED BUSINESS DECISIONS
- ACCOUNTING AND FINANCIAL MANAGEMENT
- BUYER BEHAVIOUR AND INTERACTIVE MARKETING

Optional A Modules (60 credits)

- RETAIL MARKETING AND MANAGEMENT
- INNOVATION MANAGEMENT
- INTEGRATED MARKETING COMMUNICATIONS
- SOCIAL MEDIA AND DIGITAL MARKETING

Optional B Modules (20 credits)

- MANAGEMENT SKILLS AND PERSONAL DEVELOPMENT
- GLOBAL BUSINESS

MSc Marketing and Management

Location: Norwich

Start: September

Duration: 1 year

Tuition Fees: £22,700

English requirement: UKVI IELTS 6.0 (minimum 5.5 in only two components with 6.0 in the others)

Course Modules

Compulsory Modules

- MANAGING PEOPLE AND ORGANISATIONS
- STRATEGIC MARKETING MANAGEMENT
- INTEGRATED MARKETING COMMUNICATIONS
- INTEGRATED BUSINESS DECISIONS
- ACCOUNTING AND FINANCIAL MANAGEMENT
- BUYER BEHAVIOUR AND INTERACTIVE MARKETING

Optional A Modules (40 credits)

- DIGITAL BUSINESS MANAGEMENT
- RETAIL MARKETING AND MANAGEMENT
- SOCIAL MEDIA AND DIGITAL MARKETING

Optional B Modules (20 credits)

- MANAGEMENT SKILLS AND PERSONAL DEVELOPMENT
- GLOBAL BUSINESS

MSc Brand Leadership

Location: Norwich

Start: September

Duration: 1 year

Tuition Fees: £23,850

English requirement: UKVI IELTS 6.5 (minimum 6.5 in all components)

Course Modules

Compulsory Modules

- BRAND NOW
- BRANDS AND STRATEGY
- INNOVATION AND ORGANISATIONAL TRANSFORMATION
- BRANDS IN ACTION
- UNDERSTANDING RESEARCH FOR BRAND LEADERSHIP
- DISSERTATION
- DIGITAL BUSINESS MANAGEMENT
- LEADING THE FUTURE OF BRANDS

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University of East London (UEL)

www.uel.ac.uk

MSc Marketing

Location: London

Start: September

Duration: 1 year

Tuition Fees: £17,520

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

CORE MODULES

- Strategic Marketing Management
- Consumers, Markets and Cultures
- Research Methods for Business
- Digital, Social Media and Influencer Marketing
- Mental Wealth 7: Marketing Consultancy Project
- Postgraduate Marketing Dissertation

MBA (Digital Marketing)

Location: London

Start: September, January

Duration: 1 year or 2 years with work placement

Tuition Fees: £16,740, add £3,000 (if joint work placement)

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

CORE MODULES

- Managing Strategy, Operations and Partnerships
- Managing Financial and Human Resources for Sustainable Business Success
- Marketing in a Digital Age and Corporate Social Responsibility
- Mental Wealth and Applied Research
- Digital Marketing Strategy
- Applied Digital Marketing Project

OPTIONAL MODULES

- Industrial Placement
- Extended Work Project

MSc Events and Hospitality Leadership

Location: London

Start: September

Duration: 1 year

Tuition Fees: £15,480

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

CORE MODULES

- Mental Wealth: The Events and Hospitality Professional

- Professional Development - Internship
- Consultancy Project
- Managing and Leading the Events and Hospitality Workforce
- Events and Hospitality Business Performance and Analysis
- Critical Issues in Events and Hospitality Leadership

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University of Essex

www.essex.ac.uk

MSc Marketing

Location: Colchester

Start: October

Duration: 1 year

Tuition Fees: £22,400

English requirement: UKVI IELTS 6.5 (with minimum 6.0 in writing and 5.5 in all other component)

Course content

Compulsory

- Dissertation in Marketing (60 CREDITS)
- Research Methods in Marketing (20 CREDITS)
- Consumer Behaviour (20 CREDITS)
- Marketing Strategy (20 CREDITS)
- Perspectives on Marketing (20 CREDITS)

Optional: EBS (Colchester) option from list (40 credits)

- Managing Across Cultures (20 CREDITS)
- Management and Strategy (20 CREDITS)
- Organisational Behaviour and Human Resource Management (20 CREDITS)
- Operations and Supply Chain Management (20 CREDITS)
- International Management (20 CREDITS)
- Corporate Branding & Marketing (20 CREDITS)
- Digital Marketing and Social Media (20 CREDITS)
- Marketing and Innovation (20 CREDITS)

MSc Digital Marketing and Analytics

Location: Colchester

Start: October

Duration: 1 year

Tuition Fees: £22,400

English requirement: UKVI IELTS 6.5 (with minimum 6.0 in writing and 5.5 in all other component)

Course content

Compulsory

- Research Methods in Marketing (20 CREDITS)
- Marketing Strategy (20 CREDITS)
- Digital Marketing (20 CREDITS)
- Marketing Analytics (20 CREDITS)

Optional: BE981-7FY or BE970-7-PS

- Short Term Placement: Research and Work-based Learning (60 CREDITS)
- Dissertation in Marketing (60 CREDITS)

Optional: EBS (Colchester) option from list (40 credits)

- Management and Strategy (20 CREDITS)
- Organisational Behaviour and Human Resource Management (20 CREDITS)
- Consumer Behaviour (20 CREDITS)
- Perspectives on Marketing (20 CREDITS)
- Marketing and Innovation (20 CREDITS)

MSc International Marketing and Entrepreneurship

Location: Colchester

Start: October

Duration: 1 year

Tuition Fees: £22,400

English requirement: UKVI IELTS 6.5 (with minimum 6.0 in writing and 5.5 in all other component)

Course content

Compulsory

- Theories and Practice of Entrepreneurship (15 CREDITS)
- Strategic Management (15 CREDITS)
- Global Supply Chain and Operations Management (15 CREDITS)
- Research Methods (15 CREDITS)
- International Marketing Strategy and Planning (15 CREDITS)
- Principles of International Marketing (15 CREDITS)

BE984-7-PS or BE957-7-PS (60 CREDITS)

- International Marketing Plan (60 CREDITS)
- Dissertation (60 CREDITS)

Optional: (30 credits)

- Creating and Managing the New and Entrepreneurial Organisation (15 CREDITS)
- The International Business Environment (15 CREDITS)
- Innovation Management (15 CREDITS)
- Organisation and Leadership in a Globalised World (15 CREDITS)
- International Human Resource Management (15 CREDITS)

MSc Management (Marketing)

Location: Colchester

Start: October

Duration: 1 year

Tuition Fees: £22,400

English requirement: UKVI IELTS 6.5 (with minimum 6.0 in writing and 5.5 in all other component)

Course content

Compulsory

- Dissertation in Management (60 CREDITS)
- Management and Strategy (20 CREDITS)
- Organisational Behaviour and Human Resource Management (20 CREDITS)
- Accounting and Finance for Managers (20 CREDITS)
- Research Methods in Management (20 CREDITS)
- Marketing and Innovation (20 CREDITS)
- Consumer Behaviour (20 CREDITS)

MA Advertising, Marketing and the Media

Location: Colchester

Start: October

Duration: 1 year

Tuition Fees: £21,700

English requirement: UKVI IELTS 6.5 (with minimum 6.0 in writing and 5.5 in all other component)

Course content

Postgraduate Taught Project and Academic Skills (60 CREDITS)

Compulsory

- Postgraduate Taught Project and Academic Skills (60 CREDITS)
- Advertising: Commerce and Creativity (20 CREDITS)
- Perspectives on Marketing (20 CREDITS)
- Digital Economy (20 CREDITS)
- Sociological Research Design (20 CREDITS)
- Consumer Behaviour (20 CREDITS)

Optional: (20 credits)

- Sustainability and Corporate Social Responsibility (20 CREDITS)
- Digital Marketing (20 CREDITS)
- Foundation in Gender and Sexuality Studies (30 CREDITS)
- Topics in Critical Race and Transnational Feminisms (15 CREDITS)
- Introduction to Quantitative Analysis (20 CREDITS)
- Digital Economy (20 CREDITS)
- Advertising: Commerce and Creativity (20 CREDITS)
- Interviewing and Qualitative Data Analysis (20 CREDITS)
- Citizenship, International Migration and Human Rights (20 CREDITS)
- Dynamics of Gender, Work and Home (20 CREDITS)
- Formative Debates in Criminology (20 CREDITS)
- Organised Crime: Global and Local (20 CREDITS)
- Critical Perspectives on Terrorism and Counter-Terrorism (20 CREDITS)
- Emotions and Society (20 CREDITS)

- Crime, Politics and the Sex Industry (20 CREDITS)
- Global Security Challenges (20 CREDITS)
- Current Controversies in Criminology (20 CREDITS)
- Topics in Contemporary Social Theory (20 CREDITS)
- Sociological Research Design (20 CREDITS)
- Colonialism, Cultural Diversity and Human Rights (20 CREDITS)
- Advanced Quantitative Analysis: Models for Cause and Effect (20 CREDITS)
- Introduction to Survey Design and Management (20 CREDITS)
- Survey Sampling, Non-Response and Inference (20 CREDITS)
- Survey Measurement and Question Design (20 CREDITS)
- Migration: Theory, Concepts and Selected Issues (20 CREDITS)
- The Context of Integration: Origin, Destination and the Children of Immigrants (20 CREDITS)

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University of Exeter

www.exeter.ac.uk

MSc Marketing

Location: Exeter

Start: October

Duration: 1 year

Tuition Fees: £29,500

English requirement: UKVI IELTS 7.0 (no less than 6.0 in any bands)

Course content

Stage 1 overview: You will choose five options totalling 75 credits from a regularly updated selection.

Compulsory modules

Code	Module	Credits
BEMM103	Advanced Marketing Seminars	15
BEMM115	Marketing Analysis and Research	15
BEMM148	Marketing Strategy	15
BEMM166	Integrated Marketing Communications	15
BEMM120	Understanding Consumer Behaviour	15
BEMM250	Dissertation (Marketing) or	30
BEMM215	Marketing in Practice	30

Optional modules

Please note that not all listed option modules will be available every year.

Code	Module	Credits
BEAM045	Accounting for International Managers	15
BEMM116	Principles of International Business	15
BEMM374	Tourism and Marketing	15
BEMM164	Consumption, Markets and Culture	15
BEMM128	Brand Design	15
BEMM126	Purchasing and Supply Chain Management	15

BEMM129	Digital Business Models	15
BEMM071	Leadership and Global Challenges	15
BEMM782	Digital Marketing Planning	15
BEMM786	Service Design and Innovation	15
BEMM069	Marketing and New Product Innovation	15
BEMM178	Innovation Management	15
BEMM778	Applied Digital Marketing Analytics	15
BEMM394	Entrepreneurship: New Venture Creation	15
BEMM265	Sustainability and Behaviour Change	15

MSc Digital Marketing

Location: Exeter

Start: October

Duration: 1 year

Tuition Fees: £29,500

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Compulsory modules: 135 credits of compulsory modules

Code	Module	Credits
BEMM166	Integrated Marketing Communications	15
BEMM215	Marketing in Practice	30
BEMM778	Applied Digital Marketing Analytics	15
BEMM779	Content Creation and Communication	15
BEMM780	Consumer Behaviour in the Digital Environment	15
BEMM781	Contemporary Digital Marketing Themes	30
BEMM782	Digital Marketing Planning	15

Optional modules: 45 credits of optional modules

Code	Module	Credits
BEMM068	Managing Competitive Strategy	15
BEMM069	Marketing and New Product Innovation	15
BEMM071	Leadership and Global Challenges	15
BEMM115	Marketing Analysis and Research	15
BEMM116	Principles of International Business	15
BEMM118	Strategic Innovation Management	15

BEMM126	Purchasing and Supply Chain Management	15
BEMM128	Brand Design	15
BEMM129	Digital Business Models	15
BEMM164	Consumption, Markets and Culture	15
BEMM178	Innovation Management	15
BEMM263	Innovation and Technology Policy	15
BEMM265	Sustainability and Behaviour Change	15
BEMM270	Social Networks and Organizations	15
BEMM374	Tourism and Marketing	15
BEMM394	Entrepreneurship: New Venture Creation	15
BEMM461	Analytics and Visualisation for Managers and Consultants	15
BEMM463	Marketing Analytics	15
BEMM488	Entrepreneurship and Complete Sustainable Value Creation	15
BEMM786	Service Design and Innovation	15

MSc Social Media and Digital Marketing

Location: Exeter

Start: October

Duration: 1 year

Tuition Fees: £24,300

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Compulsory modules: 90 credits

Code	Module	Credits
CMMM002	Social Media: Management and Strategy	30
CMMM007	Dissertation	60

Optional modules: 90 credits

Code	Module	Credits
BEMM115	Marketing Analysis and Research	15
BEMM128	Brand Design	15
BEMM778	Applied Digital Marketing Analytics	15
BEMM782	Digital Marketing Planning	15
BEMM786	Service Design and Innovation	15
CMMM010	Promotional Cultures in Consumer Society	30

MSc Marketing and Financial Management

Location: Exeter

Start: October

Duration: 1 year

Tuition Fees: £31,000

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Compulsory modules

Students must choose ONE of the following options:

Module marked * is compulsory for those who choose to follow the CIM route.

Module marked ** are only for those who choose to follow CBI route. CBI students MUST choose ONE from modules marked **.

Code	Module	Credits
BEAM031	Financial Instruments	15
BEAM047	Fundamentals of Financial Management	15
BEMM166	Integrated Marketing Communications	15
BEMM115	Marketing Analysis and Research (Optional for CBI route)	15
BEMM148	Marketing Strategy	15
BEAM033	Banking and Financial Services	15

Optional modules

CIM route: THREE Finance options, i.e. BEAM code (plus the compulsory BEMM120)

CBI route with BEAM064 OR BEAM066 in Term 3: ONE from finance options marked ** and ONE marketing (BEMM code) option

CBI route with BEAM079 OR BEAM101 in Term 3: ONE marketing (BEMM code) option

It is recommended that students on the general pathway maintain a balanced mix between Finance (BEAM) and Marketing (BEMM) modules.

Code	Module	Credits
BEAM050	Advanced Corporate Finance **	15
BEAM029	Topics in Financial Economics **	15
BEAM035	Derivatives Pricing **	15
BEAM036	Domestic and International Portfolio Management **	15
BEAM038	Investment Analysis 2 (Compulsory if taking BEAM007)	15
BEMM120	Understanding Consumer Behaviour (Compulsory for CIM route)	15
BEMM374	Tourism and Marketing	15
BEAM052	Corporate Governance and Finance (Compulsory for CBI route)	15
BEAM053	Mergers, Management Buyouts and Other Corporate Reorganisations	15
BEAM046	Financial Modelling	15
BEMM128	Brand Design	15

BEMM782	Digital Marketing Planning	15
BEMM129	Digital Business Models (Not CIM)	15
BEAM042	International Financial Management	15
BEAM032	Investment Analysis 1 (Compulsory for CBI route)	15
BEMM786	Service Design and Innovation (Not CIM)	15
BEMM069	Marketing and New Product Innovation (Not CIM)	15
BEAM065	Bank Management (Compulsory for CBI route)	15
BEAM101	Sustainable Finance Project	30
BEAM079	Coding Analytics for Accounting and Finance	30

#####

Glasgow Caledonian University (GCU)

www.gcu.ac.uk

MSc Marketing

Location: Glasgow, Scotland

Start: September, January

Duration: 1 year (September), 16 month (January)

Tuition Fees: £17,950

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Module

- Ethics, Sustainability and Governance
- Postgraduate Research Methods
- Developing Leadership for the Common Good
- Consumer Behaviour and Ethical Consumption
- Marketing Insights and Analytics
- International Marketing, Planning and Strategy
- Creative Brand Management
- Integrated Digital Marketing Communications
- Applied Digital Skills Project
- Master's Research Project

MSc International Fashion Marketing

Location: Glasgow, Scotland

Start: September, January

Duration: 1 year (September), 16 month (January)

Tuition Fees: £17,950

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Module

- Ethics, sustainability and governance
- Postgraduate research methods
- Developing leadership for the Common Good
- The global fashion system
- Strategic fashion brand management
- Omnichannel fashion communications
- Consumer behaviour and sustainable fashion consumption
- Fashion buying, merchandising and logistics
- International fashion marketing
- Planning and strategy
- Master's research project

MSc International Tourism and Event Management

Location: Glasgow, Scotland

Start: September, January

Duration: 1 year (September), 16 month (January)

Tuition Fees: £17,950

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Module

- Ethics, Sustainability and Governance
- Postgraduate Research Methods
- Developing Leadership for the Common Good
- Destination Management
- Designing Tourism and Event Experiences
- Revenue and Cost Management for Tourism, Events and Hospitality Industries
- Event Planning, Marketing and Management
- Sustainable Development for Tourism, Events and Hospitality
- International Marketing, Planning and Strategy
- Master's Research Project

MSc International Marketing

Location: London

Start: September, January

Duration: 1 year (September), 16 year (January)

Tuition Fees: £15,500

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Module

- Consumer Insights
- Brand Lab and International Communications
- Innovation and Global Marketing Logistics
- International Marketing Strategy
- International Marketing Concepts for Sustainable Practice
- Digital Marketing
- Analytics and Storytelling with Data
- Career Planning and Professional Development
- Introduction to Research Methods.

MSc Fashion and Lifestyle Marketing

Location: London

Start: September, January

Duration: 1 year (September), 16 months (January)

Tuition Fees: £15,500

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Module

- Fashion and Lifestyle Brand Lab
- Fashion and Lifestyle Marketing: Theories and Concepts
- Consumer Insights
- Career Planning and Professional Development
- Fashion and Lifestyle Retail Experiences
- Fair and Sustainable Fashion
- Trend and Design Decisions
- Introduction to Research Methods
- Research Project

MSc Luxury Marketing

Location: London

Start: September, January

Duration: 1 year

Tuition Fees: £15,500

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Module

- Developing Personal and Professional Competence
- Introduction to Research Methods
- Luxury Consumer Behaviour

- Luxury Branding and Sustainable Marketing
- Integrated Marketing Communications
- Strategic Marketing of Luxury Goods
- Legal Aspects of Brand Management
- Digital and Social Media Marketing
- Research Project

MBA Luxury Brand Management

Location: London

Start: September, January

Duration: 1 year (September), 16 month (January)

Tuition Fees: £17,950

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Module

- Luxury Concepts and Practice
- Strategic Finance for Luxury Management
- Omnichannel Distribution Strategies for Luxury
- Leadership and Social Responsibility
- Global Luxury Brand Strategy
- Legal Aspects of Brand Management
- Sustainable Luxury
- Introduction to Research Methods
- MBA Project

#####

University of Greenwich

www.gre.ac.uk

MBA Marketing Management

Location: London

Start: September

Duration: 2 years

Tuition Fees: £18,500

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules:

Year 1

Students are required to study the following compulsory modules.

- Academic English for Postgraduates (Business)
- Strategic Finance (15 credits)
- Inside the Customer's Mind (15 credits)
- Digital Marketing (30 credits)
- Strategic Marketing Management (30 credits)
- Global Marketing and Emerging Issues (15 credits)
- Transformational Leadership through Transversal Skills
- Data Analytics for International Business Decisions (15 credits)
- Dissertation Project (30 credits)
- Corporate Communications (15 credits)
- Research Methods (15 credits)

Year 2

Students are required to study the following compulsory modules.

- Professional Practice (60 credits)
- Dissertation/Research Project (EU) (30 credits)

MA Marketing Management

Location: London

Start: September, January

Duration: 1 year

Tuition Fees: £17,275

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules:

Year 1

Students are required to study the following compulsory modules.

- Strategic Communications (15 credits)
- Branding (15 credits)

Transformational Leadership through Transversal Skills

- Data Analytics for International Business Decisions (15 credits)
- Customer Insight Through Marketing Research (30 credits)
- Digital Marketing (15 credits)
- Ethics, Responsibility and Sustainability in Marketing (15 credits)

Students are required to choose 75 credits from this list of options.

- Creative Direction (15 credits)
- Advertising Campaign Management (15 credits)
- Consultancy Project (30 credits)
- Creative Content Marketing (15 credits)
- Customer Relationship Management in the Digital Age (15 credits)
- Dissertation (30 credits)
- Global Strategic Marketing (15 credits)
- Marketing Management and Commercial Awareness (15 credits)

MSc Digital Marketing

Location: London

Start: September, January

Duration: 1year

Tuition Fees: £17,275

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules:

Year 1

Students are required to study the following compulsory modules.

- Applied Digital Marketing Analytics (30 credits)
- Content Creation and Campaign Management (30 credits)
- Digital Channels and Optimisation (15 credits)
- Digital Customer Experience (15 credits)
- Digital Marketing Strategy and Planning (30 credits)
- Emerging Digital Technologies (15 credits)
- Ethics in Digital Marketing (15 credits)
- Independent Business Research in Digital Marketing (45 credits)

MA Strategic Marketing

Location: London

Start: September, January

Duration: 1year

Tuition Fees: £17,275

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules:

Year 1

Students are required to study the following compulsory modules.

- Academic English for Postgraduates (Business)
- Branding (15 credits)
- Inside the Customer's Mind (15 credits)
- Digital Marketing (30 credits)
- Strategic Marketing Management (30 credits)
- Global Marketing and Emerging Issues (15 credits)
- Transformational Leadership through Transversal Skills
- Data Analytics for International Business Decisions (15 credits)
- Research Methods (15 credits)

Students are required to choose 45 credits from this list of options.

- Dissertation (45 credits)
- Consultancy Project (45 credits)

MA Strategic Advertising and Marketing Communications

Location: London

Start: September

Duration: 1year

Tuition Fees: £17,275

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules:

Year 1

Option Set 1

Students are required to study the following compulsory modules.

- Academic English for Postgraduates (Business)
- Developing Advertising and Promotional Strategies (30 credits)
- Digital Marketing (30 credits)
- Creative Content (15 credits)
- Transformational Leadership through Transversal Skills
- Data Analytics for International Business Decisions (15 credits)
- Research Methods (15 credits)

Students are required to choose 45 credits from this list of options.

- Dissertation (45 credits)
- Consultancy Project (45 credits)

Students are required to choose 2 modules from this list of options.

- Branding (15 credits)
- Inside the Customer's Mind (15 credits)

Option Set 2

Students are required to study the following compulsory modules.

- Academic English for Postgraduates (Business)
- Developing Advertising and Promotional Strategies (30 credits)
- Digital Marketing (30 credits)
- Creative Content (15 credits)
- Transformational Leadership through Transversal Skills
- Data Analytics for International Business Decisions (15 credits)
- Research Methods (15 credits)

Students are also required to choose 45 credits from this list of options.

- Dissertation (45 credits)
- Consultancy Project (45 credits)

Students are also required to choose 2 modules from this list of options.

- PR Planning and Communication Skills (15 credits)
- Corporate Communications (15 credits)

MA International Events Management

Location: London

Start: September

Duration: 1year

Tuition Fees: £18,150

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules:

Year 1

Students are required to study the following compulsory modules.

- Scholarship and the Events Professional (15 credits)
- Themes and Issues in International Events Management (15 credits)
- International Events: Managing People Across Cultures (15 credits)
- Dissertation (45 credits)
- Live Event Project (15 credits)
- International Arts and Entertainment Festivals and Events (15 credits)
- Entrepreneurship and Innovation (15 credits)
- Academic English for Postgraduates (Business)
- Strategic Financial Planning (15 credits)
- Relationship Marketing and the Customer Experience (15 credits)
- Research Methods (15 credits)

#####

University of Kent

www.kent.ac.uk

MSc Marketing

Location: Medway campus, Canterbury

Start: September

Duration: 1 year

Tuition Fees: £22,700

English requirement: UKVI IELTS 6.5 (with a minimum of 6.0 in R & W; 5.5 in S & L)

Work experience: 3 years

Module

Compulsory modules currently include

- BUSN9027 - Innovation Management and New Product Development (15 credits)
- BUSN9065 - Consumer Behaviour (15 credits)
- BUSN9066 - Applied marketing research (15 credits)
- BUSN9090 - Marketing Across Cultures (15 credits)
- BUSN9200 - Research Methods and Consulting Skills (15 credits)
- BUSN9330 - Strategic Marketing (15 credits)
- BUSN9520 – Integrated and Digital Marketing Communication (15 credits)
- BUSN9067 – Digital Marketing: Models and Analytics (15 credits)
- BUSN9005 – Brand Management (15 credits)

Optional modules may include

- BUSN9000 - Sustainability and Corporate Responsibility (15 credits)
- BUSN9087 - Management Analytics (15 credits)
- BUSN9146 - Global Value Chains, Strategy and Development (15 credits)
- BUSN9173 - Project Management (15 credits)

MSc Digital Marketing and Analytics

Location: Medway campus

Start: September

Duration: 1 year

Tuition Fees: £22,700

English requirement: UKVI IELTS 6.5 (with a minimum of 6.0 in R & W; 5.5 in S & L)

Work experience: 3 years

Module

Compulsory modules currently include

- BUSN9132 - Digital and Social Media Design (15 credits)
- BUSN9134 - Web Marketing and Analytics (15 credits)
- BUSN9135 - The Digital Consumer (15 credits)
- BUSN9136 - Social Media Analytics (15 credits)
- BUSN9137 - Principles of Digital and Social Media Marketing (15 credits)
- BUSN9138 - Digital Marketing Data Mining and Analytics (15 credits)
- BUSN9139 - Emerging IT Trends for Digital Marketing (15 credits)
- BUSN9141 - Digital Marketing Research & Intelligence (15 credits)
- BUSN9142 - Digital Marketing Strategy and Planning (15 credits)
- BUSN9201 - Research Methods and Consulting Skills (15 credits)

Compulsory modules currently include

- BUSN9133 - Digital Marketing Report (30 credits)

#####

University of Leeds

www.leeds.ac.uk

MSc International Marketing Management

Location: Leeds

Start: September

Duration: 12 months

Tuition Fees: £30,250

English requirement: UKVI IELTS 7.0 (no less than 6.5 in any bands)

Modules

Compulsory modules

Module Name	Credits
Marketing Communications	15
Cross-Cultural Consumer Psychology	15
Research Methods for Marketing	15
Global Marketing	15
Marketing Strategy	15
Global and Digital Services	15

Global Distribution and Supply Chains	15
The Global Marketing Professional	15
Marketing Academic / Applied Dissertation	45

Optional modules (selection of typical options shown below)

(Select 15 credits)

Module Name	Credits
Marketing Analytics	15
Persuasive Writing and Speechmaking	15
Advanced Quantitative Research Techniques in Marketing	15
Corporate Social Responsibility and Sustainability	15
Public Relations and Corporate Communications	15
Sales Promotion and Sponsorship	15
Social Media Marketing	15
Digital and Interactive Marketing	15

MSc Consumer Analytics and Marketing Strategy

Location: Leeds

Start: September

Duration: 12 months

Tuition Fees: £30,250

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

Compulsory modules

Module Name	Credits
Geographic Data Visualisation & Analysis	15
Big Data and Consumer Analytics	15
Predictive Analytics	15
Applied GIS and Retail Modelling	15
Consumer Behaviour	15
Marketing Analytics	15
Research Methods for Marketing	15
Marketing Strategy	15

Optional modules (selection of typical options shown below)

Students will select one 45 credit dissertation module, plus one 15 credit optional module.

Module Name	Credits
Dissertation - Consumer Analytics	45
Marketing Academic / Applied Dissertation	45
Geodemographics and Neighbourhood Analysis	15
Persuasive Writing and Speechmaking	15
Advanced Quantitative Research Techniques in Marketing	15
Brand Management and Corporate Identity	15
Public Relations and Corporate Communications	15
Sales Promotion and Sponsorship	15
Change Management and Communication	15
Digital and Interactive Marketing	15
Machine Learning in Practice	15
Creating Effective Data Visualisations	15
Corporate Social Responsibility and Sustainability	15

MA Corporate Communications, Marketing and Public Relations

Location: Leeds

Start: September

Duration: 12 months

Tuition Fees: £30,250

English requirement: UKVI IELTS 7.0 (no less than 6.5 in any bands)

Modules

Compulsory modules

Module Name	Credits
Marketing Communications	15
Global Strategic Marketing	15
Corporate Communications Strategy	15
Advanced Topics in Reputation Management	15
Consumer Culture and Digital PR	15
Public Relations in Practice	15
Research Methods for Marketing	15
The Global Marketing Professional	15
Marketing Academic / Applied Dissertation	45

Optional modules (selection of typical options shown below)

(Select 15 credits)

Module Name	Credits
Marketing Analytics	15
Persuasive Writing and Speechmaking	15
Advanced Quantitative Research Techniques in Marketing	15
Corporate Social Responsibility and Sustainability	15
Brand Management and Corporate Identity	15
Sales Promotion and Sponsorship	15
Change Management and Communication	15
Digital and Interactive Marketing	15

MSc Marketing Management with Advertising

Location: Leeds

Start: September

Duration: 12 months

Tuition Fees: £30,250

English requirement: UKVI IELTS 7.0 (no less than 6.5 in any bands)

Modules

Compulsory modules

Module Name	Credits
Consumer Behaviour	15
Marketing Communications	15
Global Strategic Marketing	15
Advertising and Media Planning	15
Brand management	15
Digital and Interactive Marketing	15
Research Methods for Marketing	15
The Global Marketing Professional	15
Marketing Academic / Applied Dissertation	45

Optional modules (selection of typical options shown below)

Module Name	Credits
Marketing Analytics	15
Persuasive Writing and Speechmaking	15
Advanced Quantitative Research Techniques in Marketing	15
Corporate Social Responsibility and Sustainability	15
Public Relations and Corporate Communications	15
Sales Promotion and Sponsorship	15
Change Management and Communication	15
Social Media Marketing	15

MSc Advertising and Design

Location: Leeds

Start: September

Duration: 12 months

Tuition Fees: £30,250

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

Compulsory modules

- Design Process and Principles in Advertising (Semester 1 and 2, 60 credits)
- Research in Design and Enterprise (Semester 1 and 2, 30 credits)
- Consumer Behaviour (Semester 1, 15 credits)
- Advertising and Media Planning (Semester 2, 15 credits)
- Advertising and Design Major Project (Semester 3, 60 credits)

#####

Liverpool John Moores University

www.ljmu.ac.uk

MSc Digital Marketing

Location: Liverpool

Start: September

Duration: 1 year

Tuition Fees: £17,750

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Course content

Core modules

- Experiential Marketing in the Digital Era - 20 credits
- Digital Marketing Communications - 20 credits
- Data Analysis and Application - 20 credits
- Digital Marketing Strategy and Planning - 20 credits
- Digital Consumer Psychology - 20 credits
- Research Methods for Digital Marketing - 10 credits
- Research Project - 60 credits
- Digital Industry Clinic - 10 credits

#####

University of Liverpool

www.liverpool.ac.uk

MSc Marketing

Location: Liverpool

Start: September

Duration: 1 year

Tuition Fees: £28,000

English requirement: UKVI IELTS 6.5 (no less than 6.5 in writing, no other skill less than 6.0)

Module details:

Semester One

Compulsory modules

- Consumer Behaviour (ULMS795)
- Marketing Management (ULMS766)
- Digital Marketing (ULMS855)
- Services Marketing (ULMS803)

Semester Two

Compulsory Modules

- Marketing Communications (ULMS521)
- Marketing Strategy (ULMS891)
- Critiquing Marketing (ULMS791)
- Business to Consumer (B2C) and Business to Business (B2B) Relationship Marketing (ULMS872)

Final Project

Compulsory modules

- Strategy, Planning and Implementation (ULMS719)
- Dissertation (ULMS790)

MSc Advanced Marketing

Location: Liverpool

Start: September

Duration: 1 year

Tuition Fees: £28,000

English requirement: UKVI IELTS 6.5 (no less than 6.5 in writing, no other skill less than 6.0)

Module details:

Semester One

Compulsory modules

- Design Thinking in Marketing (ULMS887)
- Digital Marketing (ULMS855)
- Researching Markers and Consumers (ULMS889)
- Responsible Marketing (ULMS888)

Semester Two

Compulsory Modules

- Experiential Marketing (ULMS890)
- Leading Marketing and Entrepreneurship (ULMS892)
- Marketing and Digital Analytics (ULMS893)
- Marketing Strategy (ULMS891)

Final Project

Compulsory modules

- Dissertation (ULMS790)

MSc Digital Marketing and Analytics

Location: Liverpool

Start: September

Duration: 1 year

Tuition Fees: £28,000

English requirement: UKVI IELTS 6.5 (no less than 6.5 in writing, no other skill less than 6.0)

Module details:

Semester One

Compulsory modules

- Consumer Behaviour (ULMS795)
- Digital Marketing (ULMS855)
- Marketing Management (ULMS766)
- Services Marketing (ULMS803)

Semester Two

Compulsory Modules

- Consumer Insight Research *ULMS894)
- Experiential Marketing (ULMS890)
- Leading Marketing and Entrepreneurship (ULMS892)
- Marketing and Digital Analytics (ULMS893)

Final Project

Compulsory modules

- Dissertation (ULMS790)
- Strategy, Planning and Implementation (ULMS719)

#####

University of Manchester

www.manchester.ac.uk

MSc Marketing

Location: Manchester

Start: September

Duration: 1 year

Tuition Fees: £29,000

Application Fees: £60 (non-refund)

English requirement: UKVI IELTS 7.0 (no other element below 6.5)

Course unit list:

The course unit details given below are subject to change, and are the latest example of the curriculum available on this course of study.

Title	Code	Credit rating	Mandatory/optional
Marketing Strategy and Competitive Advantage	BMAN74011	15	Mandatory
Research & Analysis in Marketing	BMAN74771	15	Mandatory
Marketing in a Digital World	BMAN74781	15	Mandatory
Customer Behaviour and Insights	BMAN74921	15	Mandatory
Integrated Marketing Communication in a Digital Environment	BMAN60222	15	Optional
Business to Business Marketing	BMAN70152	15	Optional
Retail Marketing	BMAN70172	15	Optional
Services Marketing: customer experiences and digital interactions	BMAN70252	15	Optional
International Marketing	BMAN70402	15	Optional
Group Business Project	BMAN73890	60	Optional
Marketing in Society	BMAN74792	15	Optional

MSc Digital Marketing

Location: Manchester

Start: September

Duration: 1 year

Tuition Fees: £29,000

Application Fees: £60 (non-refund)

English requirement: UKVI IELTS 7.0 (no other element below 6.5)

Course unit list:

The course unit details given below are subject to change, and are the latest example of the curriculum available on this course of study.

Title	Code	Credit rating	Mandatory/optional
Integrated Marketing Communication in a Digital Environment	BMAN60222	15	Mandatory
Marketing Management in the Digital Age	BMAN73991	15	Mandatory
Marketing Strategy and Competitive Advantage	BMAN74011	15	Mandatory
Current Topics in Digital Marketing	BMAN74801	15	Mandatory
Market Research in Practice in a Digital Context	BMAN74811	15	Mandatory
Business to Business Marketing	BMAN70152	15	Optional
Retail Marketing	BMAN70172	15	Optional
Services Marketing: customer experiences and digital interactions	BMAN70252	15	Optional
International Marketing	BMAN70402	15	Optional
Digital Business	BMAN71702	15	Optional
Financial Data Analytics & AI in Finance	BMAN74222	15	Optional
User Experience (UX) Design and Web Analytics	BMAN74822	15	Optional

MSc International Fashion Marketing

Location: Manchester

Start: September

Duration: 1 year

Tuition Fees: £31,000

Application Fees: £60 (non-refund)

English requirement: UKVI IELTS 7.0 (no other element below 6.5)

Course unit list:

The course unit details given below are subject to change, and are the latest example of the curriculum available on this course of study.

Title	Code	Credit rating	Mandatory/optional
Fashion Consumer Behaviour	MATS61411	20	Mandatory
International Fashion Marketing	MATS61421	20	Mandatory
Research Methods	MATS61441	20	Mandatory
Contemporary Issues in Fashion and Textiles	MATS61452	20	Mandatory
Fashion Marketing Communications	MATS61472	20	Mandatory
Strategic Brand Management	MATS61492	20	Mandatory
Dissertation	MATS65000	60	Mandatory

#####

Middlesex University

www.mdx.ac.uk

MSc Marketing Management

Location: London

Start: October

Duration: 1 year

Tuition Fees: £17,600

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

- Strategic Marketing Decisions (15 credits) - Compulsory
- Branding in the Digital Age (15 credits) - Compulsory
- Digital Marketing (15 credits) - Compulsory
- Marketing Leadership for Change (15 credits) - Compulsory
- Marketing Communication (15 credits) - Optional
- Analytics for Customer Insights (15 credits) - Optional
- Entrepreneurial Marketing (15 credits) - Optional
- Destination Management (15 credits) - Optional
- Research Project (60 credits) - Compulsory

MSc Digital Marketing

Location: London

Start: October, January

Duration: 1 year

Tuition Fees: £17,600

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

- Digital Marketing Applications: Trends and Tactics. (15 Credits) – Compulsory
- Digital Marketing Strategy and Communications (15 Credits) - Compulsory
- Branding in the Digital Age (15 Credits) - Compulsory
- Consumer Psychology (15 Credits) - Compulsory
- Digital Marketing Analytics (15 Credits) - Compulsory
- Practitioner Perspective (15 Credits) - Compulsory
- Growth Driven Marketing with AI – Automation (15 Credits) - Optional
- Entrepreneurship in the Digital Sector (15 credits) - Optional
- Industry Placed Experience: Applied Digital Marketing (15 credits) - Optional

- Creativity and Innovation in Digital Marketing (15 credits) - Optional
- eCommerce and Social Selling (15 credits) - Optional
- Research methods & dissertation (60 Credits) Compulsory

MSc Branding and Marketing Communication

Location: London

Start: October

Duration: 1 year

Tuition Fees: £16,800

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

- Practitioner Perspectives (15 credits) - Compulsory
- Experiential Marketing (15 credits) - Compulsory
- Research Project (60 credits) - Compulsory
- Applied Marketing (15 credits) - Optional
- Creativity and Innovation in Digital Marketing (15 credits) - Optional
- Analytics for Customer Insights (15 credits) - Optional
- Digital Marketing (15 credits) – Compulsory
- Branding in the Digital Age (15 credits) - Compulsory
- Marketing and Social Change (15 credits) - Compulsory
- Marketing Communications (15 credits) - Compulsory

MSc International Hospitality and Events Management

Location: London

Start: October

Duration: 1 year

Tuition Fees: £16,800

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

- International Tourism in the 21st century (30 credits) - Compulsory
- Managing Contemporary Hospitality (30 credits) - Compulsory
- Events Management (15 credits) - Compulsory
- Hospitality and Events Practicum (15 credits) - Compulsory
- Research Methods and Dissertation (60 credits) - Compulsory
- Digital Marketing (15 credits) - Optional
- Entrepreneurship in Tourism (15 credits) - Optional
- Destination Management (15 credits) - Optional
- Visitor Attractions Management (15 credits) - Optional

#####

Newcastle University

www.ncl.ac.uk

MSc International Marketing

Location: Newcastle

Start: September

Duration: 1 year

Tuition Fees: £28,900

English requirement: UKVI IELTS 6.5 (with 6.0 in any bands)

Modules

Compulsory Modules	Credits
International Marketing	10
International Brand Management	10
International Marketing Communications Management	10
Dissertation in Marketing	60
Marketing Research	20
Consumer Behaviour	10
Digital Marketing	10
Principles of Marketing	20

Marketing Ethics, Critical Consumption, and Corporate Social Responsibility	10
Contemporary Trends in Marketing	10
Optional Modules	Credits
Customer Relationship Management	10
Marketing Analytics	10

MSc Digital Business (e-Marketing)

Location: Newcastle

Start: September

Duration: 1 year

Tuition Fees: £27,100

English requirement: UKVI IELTS 6.5 (with 6.0 in any bands)

Modules

Compulsory Modules	Credits
Dissertation	60
Research Methods	20
Customer Relationship Management	10
Realising value from digital business	10
Data Analytics for Managers	10
Strategy, Management and Information Systems	20
E-Business	10
Digital Start-up	10
Digital Marketing	10
Principles of Marketing	20

MA Cross-Cultural Communication and International Marketing

Location: Newcastle

Start: September

Duration: 1 year

Tuition Fees: £23,500

English requirement: UKVI IELTS 6.5 (with 6.5 in Writing and 6.0 in any bands)

Modules

Compulsory Modules	Credits
Research Portfolio	60
Introduction to Intercultural Communication	20
International Marketing	10
Principles of Marketing	20
Optional Modules	Credits
The Social Psychology of Communication	20
Sociolinguistics	20
Professional Communication in Intercultural Settings	20
Language and Social Interaction	20
English in the World	20
Culture, Interculturality and Identity	20
Multilingualism	20
The International Business Environment	10
International Brand Management	10
Marketing Ethics, Critical Consumption, and Corporate Social Responsibility	10

#####

University of Nottingham

www.nottingham.ac.uk

MSc Marketing

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £28,600

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Across the autumn and spring semesters, you will take 120 credits of taught modules. Each module typically consists of 10 two to three hour sessions.

You will complete a 60-credit dissertation over the summer, and will be allocated an appropriate dissertation supervisor who will oversee your progress.

Modules

Core modules

Semester one

- Consumer Behaviour and Analytics
- Marketing Management in the Digital Economy
- Marketing Strategy

Semester two

- Critical Marketing
- Research Methods in Marketing

Summer

- Applied Marketing Project
- Marketing Dissertation

Optional modules

Two from:

- Branding and Marketing Communications
- Business to Business Marketing
- Digital Marketing
- Sustainable Tourism Management

MSc Digital Marketing

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £27,200

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content

Semester one

- Consumer Behaviour and Analytics
- Marketing Management in the Digital Economy
- Digital Marketing Strategy

Semester two

Please note: teaching in semester two follows a blocked delivery format, i.e., each module will be covered within three weeks, followed by an assessment week (all coursework).

- Generating Customer Insights and Analytics
- Digital Marketing Communication
- Digital Customer Experience and Applications

Summer

- Digital Marketing Challenge Project

MSc International Tourism Management and Marketing

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £26,250

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course content:

Across the autumn and spring semesters, you will take 120 credits of taught modules. Each module typically consists of 10 two to three hour sessions.

You will complete a 60-credit dissertation over the summer, and will be allocated an appropriate dissertation supervisor who will oversee your progress.

Modules

Semester one

Core modules

- International Tourism Management

- Business Economics
- Marketing Management in the Digital Economy

Semester two

Core modules

- Research Methods in Marketing
- Sustainable Tourism Management

Optional modules (30 credits from):

- Branding and Marketing Communications
- Business to Business Marketing
- Corporate Strategy
- Digital Marketing
- E-Business10 credits
- Human Resource Management
- International Business Strategy
- Launching an Entrepreneurial Business
- Managing for Sustainability

Summer

One of:

- MSc International Tourism Management and Marketing Company Based Project
- MSc International Tourism Management and Marketing Dissertation

#####

Nottingham Trent University

www.ntu.ac.uk

MSc Marketing

Location: Nottingham

Start: September, January

Duration: 1 year

Tuition Fees: £20,250

English requirement: 1 year: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Semester One

- Principles of Marketing (20 credits)
- Understanding The Customer Experience (20 credits)
- Strategic Global Marketing (20 credits)

Semester Two

Your modules in Semester Two will benefit from expert external practitioners and industry partners through workshops and guest lectures.

- Marketing Management (20 credits)
- Creativity in Product Innovation (20 credits)
- Contemporary Perspectives in Customer Engagement (20 credits)

Semester Three

In your final semester you'll take on a experiential 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 (40 credits)
- In-Company Experience Project (40 credits)
- Business Research Project (40 credits)

Ongoing Learning

Throughout the year you will also study the following modules which will help you understand how to manage your own continuous personal and professional development (PPD).

- Professional Practice (10 credits)
- Customer Insight through Marketing Research (10 credits)
- Placement Diploma in Industrial Experience (2 year course only)

MSc Digital Marketing

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £20,250

English requirement: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Semester One

- Principles of Marketing (20 credits)
- Understanding The Customer Experience (20 credits)
- Strategic Global Marketing (20 credits)

Semester Two

Your modules in Semester Two will benefit from expert external practitioners and industry partners through workshops and guest lectures.

- Digital Marketing Operations (20 credits)
- Dynamic Digital Marketing (20 credits)
- Contemporary Perspectives in Customer Engagement (20 credits)

Semester Three

In your final Semester you'll take on a experiential 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 (40 credits)
- In-Company Experience Project (40 credits)
- Business Research Project (40 credits)

Ongoing Learning

Throughout the year you will also study the following modules which will help you understand how to manage your own continuous personal and professional development (PPD).

- Professional Practice (10 credits)
- Customer Insight through Marketing Research (10 credits)
- Placement Diploma in Industrial Experience (2 year course only)

MSc Management and Marketing

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £20,250

English requirement: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Semester One

- Principles of Management (20 credits)
- Managing in Organisations (20 credits)
- Contexts of Management (20 credits)

Semester Two

- Principles of Marketing (20 credits)
- Understanding The Customer Experience (20 credits)
- Strategic Global Marketing (20 credits)

Semester Three

In your final semester you'll take on a experiential 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 (40 credits)
- In-Company Experience Project (40 credits)
- Business Research Project (40 credits)

Ongoing Learning

Throughout the year you will also study the following modules which will help you understand how to manage your own continuous personal and professional development (PPD).

- Professional Practice (10 credits)
- Research Methods for Managers (10 credits)
- Placement Diploma in Industrial Experience (2 year course only)

MSc Marketing and Data Analytics

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £20,250

English requirement: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Semester One

- Marketing for the Boardroom (20 credits)
- Informed Customer Insight (20 credits)
- Data Analysis and Visualisation (20 credits)

Semester Two

- Data Mining for Marketing (20 credits)
- Informed Decision Making (20 credits)
- Web Analytics and Digital Strategy (20 credits)

Semester Three

In your final semester you will take on an experiential 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 (40 credits)
- In-Company Experience Project (40 credits)
- Business Research Project (40 credits)

Ongoing Learning

Throughout the year you will also study the following modules which will help you understand how to manage your own continuous personal and professional development (PPD).

- Professional Practice (10 credits)
- Researching Your Market (10 credits)
- Placement Diploma in Industrial Experience (2 year course only)

MSc Advertising and Marketing Communication

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £20,250

English requirement: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Semester One

- Principles of Marketing (20 credits)
- Understanding The Customer Experience (20 credits)
- Strategic Global Marketing (20 credits)

Semester Two

Your modules in Semester Two will benefit from expert external practitioners and industry partners through workshops and guest lectures.

- Marketing Communications and Agencies Management (20 credits)
- Creative Marketing Communications (20 credits)
- Contemporary Perspectives in Customer Engagement (20 credits)

Semester Three

In your final semester you will take on an experiential 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 (40 credits)
- In-Company Experience Project (40 credits)
- Business Research Project (40 credits)

Ongoing Learning

Throughout the year you will also study the following modules which will help you understand how to manage your own continuous personal and professional development (PPD).

- Professional Practice (10 credits)
- Customer Insight through Marketing Research (10 credits)
- Placement Diploma in Industrial Experience (2 year course only)

MSc Strategic Marketing Leadership

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £20,250

English requirement: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Semester One

- Marketing for the Boardroom (20 credits)
- Building B2B Customers and Clients (20 credits)
- Winning Marketing Strategies (20 credits)

Semester Two

- Influencing and Leading Change in Marketing (20 credits)
- Corporate Reputation and Crisis Management (20 credits)
- Marketing in Practice (20 credits)

Semester Three

In your final semester you'll take on an experiential 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 (40 credits)
- In-Company Experience Project (40 credits)
- Business Research Project (40 credits)

Ongoing Learning

Throughout the year you will also study the following modules which will help you understand how to manage your own continuous personal and professional development (PPD).

- Professional Practice (10 credits)
- Researching Your Market (10 credits)
- Placement Diploma in Industrial Experience (2 year course only)

MA Fashion Marketing

Location: Nottingham

Start: September

Duration: 1 year

Tuition Fees: £16,800

English requirement: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Term One

- Culture and Collaboration - (20 credit points)
- The Fashion Industry - (20 credit points)
- Specialist course module: (Fashion Communications, Fashion Marketing, Luxury Fashion Brand Management, International Fashion Management) - (40 credit points)

Term Two

Choose two modules from the below:

- Advancing Research Design - (20 credit points)
- Studio Practice - (20 credit points)
- Industry Practice - (20 credit points)
- Professional Practice - (20 credit points)

Term Three

- Personal Project - (60 Credit points)

MSc Marketing and Brand Management

Location: Nottingham

Start: September, January

Duration: 1 year

Tuition Fees: £20,250

English requirement: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Semester One

- Principles of Marketing (20 credits)
- Understanding The Customer Experience (20 credits)
- Strategic Global Marketing (20 credits)

Semester Two

Your modules in Semester Two will benefit from expert external practitioners and industry partners through workshops and guest lectures.

- Brand Management (20 credits)
- Brand Development (20 credits)
- Contemporary Perspectives in Customer Engagement (20 credits)

Semester Three

In your final semester you will take on an experiential 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 (40 credits)
- In-Company Experience Project (40 credits)
- Business Research Project (40 credits)

Ongoing Learning

Throughout the year you will also study the following modules which will help you understand how to manage your own continuous personal and professional development (PPD).

- Professional Practice (10 credits)
- Customer Insight through Marketing Research (10 credits)
- Placement Diploma in Industrial Experience (2 year course only)

MSc Marketing

Location: Newcastle

Start: September (12 months), January (16 months)

Duration: 1 year

Tuition Fees: £19,750

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules

- BM9718 - Research Methods and Analytics for Business Practice (Core,20 Credits)
- GA7000 - Academic Language Skills for Postgraduate Business Students (Core – for International and EU students only,0 Credits)
- HR9737 - Leadership and Management Development (Core,20 Credits)
- MK9705 - Strategic Marketing for Sustainable Competitive Advantage (Core,20 Credits)
- MK9706 - Marketing Research and Analytics (Core,20 Credits)
- MK9707 - Branding (Optional,20 Credits)
- MK9708 - Contemporary Issues in Consumer Behaviour (Optional,20 Credits)
- MK9709 - Global Consumers and Marketplaces (Optional,20 Credits)
- NX0477 - NBS Masters Consultancy Project (Optional,60 Credits)
- NX0480 - The Newcastle Business School Masters Dissertation (Optional,60 Credits)
- NX9734 - Masters' Management Enquiry (Optional,60 Credits)

MSc Digital Marketing

Location: Newcastle

Start: September

Duration: 1 year

Tuition Fees: £19,750

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules

- BM9706 - Marketing Metrics and Analysis (Core,20 Credits)
- BM9718 - Research Methods and Analytics for Business Practice (Core,20 Credits)
- GA7000 - Academic Language Skills for Postgraduate Business Students (Core – for International and EU students only,0 Credits)
- HR9737 - Leadership and Management Development (Core,20 Credits)
- MK9700 - Strategic Marketing in the Digital Era (Core,20 Credits)
- MK9701 - The Digital Customer Journey: Data, Profiling and CRM (Core,20 Credits)
- MK9702 - Digital Campaign Management and Media (Core,20 Credits)
- NX0477 - NBS Masters Consultancy Project (Optional,60 Credits)
- NX0480 - The Newcastle Business School Masters Dissertation (Optional,60 Credits)
- NX9734 - Masters' Management Enquiry (Optional,60 Credits)

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MSc Digital Marketing

Location: Northampton

Start: September

Duration: 1 year

Tuition Fees: £16,500

English requirement: UKVI IELTS 6.5 (with a minimum of 6.0 in writing and 5.5 in all other skills)

Course content

- Strategic Digital Marketing
- Social Media & Content Creation
- Digital Diversity
- The Professional Digital Marketer
- E-Commerce
- Digital Futures
- Digital Project or Dissertation

MSc International Marketing and Strategy

Location: Northampton

Start: February, September

Duration: 1 year

Tuition Fees: £16,500

English requirement: UKVI IELTS 6.5 (with a minimum of 6.0 in writing and 5.5 in all other skills)

Course content

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

#####

University of Portsmouth

www.port.ac.uk

MA International Marketing

Location: Portsmouth

Start: September, January

Duration: 1 year

Tuition Fees: £18,800

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

Core modules

- Collaborative Marketing Project – 30 credits
- Consumer Insight and Analytics – 15 credits
- Contemporary Issues in Marketing – 15 credits
- Essentials of Marketing – 15 credits
- Global Marketing – 15 credits
- Independent Marketing Research Project – 60 credits
- International Marketing Communications – 15 credits
- Social Media Marketing – 15 credits

MA Marketing Analytics

Location: Portsmouth

Start: September, January

Duration: 1 year

Tuition Fees: £18,800

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

Core modules

- Advanced Marketing Analytics – 15 credits
- Collaborative Marketing Project – 30 credits
- Consumer Insight and Analytics – 15 credits
- Contemporary Issues in Marketing – 15 credits
- Data Science for Marketing – 15 credits
- Digital Strategy and Leadership – 15 credits
- Independent Marketing Research Project – 60 credits
- Project Management for Marketing – 15 credits

MA Digital Marketing

Location: Portsmouth

Start: September, January

Duration: 1 year

Tuition Fees: £18,800

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

Core modules

- Essentials of Marketing – 15 credits
- Contemporary Issues in Marketing – 15 credits

- Consumer Insight and Analytics – 15 credits
- Social Media Marketing – 15 credits
- Digital Marketing Strategy – 15 credits
- User Experience – 15 credits
- The Collaborative Marketing Project – 30 credits
- Independent Marketing Research Project – 60 credits

MA Fashion Marketing

Location: Portsmouth

Start: September

Duration: 1 year

Tuition Fees: £18,800

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

Core modules in this year include:

- Consumer Insight and Analytics – 15 credits
- Contemporary Issues in Marketing – 15 credits
- Essentials of Marketing – 15 credits
- Fashion Buying and Merchandising – 15 credits
- Fashion Entrepreneurship – 30 credits
- Fashion Marketing Major Project – 60 credits
- Fashion and Luxury Retail Marketing – 15 credits
- Social Media Marketing – 15 credits

#####

University of Reading

www.reading.ac.uk

MSc Digital Marketing

Location: Reading

Start: September

Duration: 12 months

Tuition Fees: £26,000

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course structure

Optional modules

- Study skills for success – N/A credits
- Future of Work: Coding with Python for Business & Finance – N/A credits

Compulsory modules

- Career and Professional Development - 0 [0 ECTS credits]
- Digital Marketing - 20 [10 ECTS credits]
- International Strategic Management - 20 [10 ECTS credits]
- Marketing Communications: Digital, Social and Integrated - 20 [10 ECTS credits]
- Marketing Dissertation - 30 [105ECTS credits]
- Market Research - 20 [10 ECTS credits]
- Measuring Marketing Performance - 20 [10 ECTS credits]
- Study and Research Skills: Sources, Methods, and Practice - 0 [0 ECTS credits]
- Principles of Marketing - 20 [10 ECTS credits]

Optional modules: Plus 30 credits of optional modules

- Applied Challenge - 10 [5 ECTS credits]
- Branding - 10 [5 ECTS credits]
- Business Intelligence and Data Mining - 20 [10 ECTS credits]
- Consumer Behaviour - 20 [10 ECTS credits]
- Consumer Intelligence: New Consumers, New Markets - 20 [10 ECTS credits]
- Hot Topics n Marketing - 10 [5 ECTS credits]
- Global Marketing Management - 20 [10 ECTS credits]
- Marketing for a Better, Sustainable World - 10 [5 ECTS credits]
- Management in Creative and Cultural Organisations - 20 [10 ECTS credits]

MSc Marketing (International Marketing)

Location: Reading

Start: September

Duration: 12 months

Tuition Fees: £26,000

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course structure

Optional modules

- Study skills for success – N/A credits
- Future of Work: Coding with Python for Business & Finance – N/A credits

Compulsory modules

- Career and Professional Development - 0 [0 ECTS credits]
- Cross-Culture Marketing and Consumption - 20 [10 ECTS credits]
- Global Marketing Management - 20 [10 ECTS credits]
- International Strategic Management - 20 [10 ECTS credits]
- Market Research - 20 [10 ECTS credits]
- Marketing Dissertation - 30 [10 ECTS credits]
- Measuring Marketing Performance - 20 [10 ECTS credits]
- Principles of Marketing - 20 [10 ECTS credits]
- Study and Research Skills: Sources, Methods, and Practice - 0 [0 ECTS credits]

Optional modules: Plus 30 credits of optional modules

- Applied Challenge - 10 [5 ECTS credits]
- Branding - 10 [5 ECTS credits]
- Consumer Behaviour - 20 [10 ECTS credits]
- Consumer Intelligence: New Consumers, New Markets - 20 [10 ECTS credits]
- Digital Marketing - 20 [10 ECTS credits]
- Hot Topics in Marketing - 10 [5 ECTS credits]
- Marketing Communications: Digital, Social and Integrated - 20 [10 ECTS credits]
- Marketing for a Better, Sustainable World - 10 [5 ECTS credits]

MSc Food Economics and Marketing

Location: Reading

Start: September

Duration: 12 months

Tuition Fees: £22,350

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Course structure

Compulsory modules:

- Advanced Marketing, Advertising and Branding
- Research Methods in Economics and Marketing
- Food Policy and Supply Chain Management
- Consumer Behaviour: Concepts and Theory
- Dissertation

Optional modules:

- Contemporary Issues in Consumer Behaviour
- Nudge, Motivation and Behaviour Change
- Consumers, Producers, Markets and Trade
- Food Security and Global Issues
- Environmental and Resource Economics
- Global Environmental Change, Justice and Development
- Economics of Public Policy
- Econometrics
- Rethinking Agricultural Systems

#####

Royal Holloway University of London

www.royalholloway.ac.uk

MA Marketing

Location: London

Start: September

Duration: 1 year

Tuition Fees: £23,900

Requirement: IELTS 6.5 (6.0 in reading and writing, 5.5 in speaking and listening)

Course structure

Core Modules

- Strategic Marketing
- Strategic Brand Management
- Research Methods
- Marketing Dissertation
- Academic Integrity

Optional Modules

- Contemporary Issues in Marketing
- Marketing Data Analytics
- Managing Consumer Experiences
- Societal Impacts of Marketing
- Marketing Communications
- Digital Marketing

MSc Digital Marketing

Location: London

Start: September

Duration: 1 year

Tuition Fees: £23,900

Requirement: IELTS 6.5 (6.0 in reading and writing, 5.5 in speaking and listening)

Course structure

Core Modules

- Digital Marketing Strategy
- Search and Metrics
- Design Thinking
- Digital Brand Storytelling
- Digital Consumer in Online Culture
- Advertising in a Digital Era
- Research Methods for Digital Marketing
- Contemporary Issues in Digital Marketing
- Digital Marketing Consultancy
- Individual Business Project
- Academic Integrity

MSc International Business Management (Marketing)

Location: London

Start: September

Duration: 1 year

Tuition Fees: £23,900

Requirement: IELTS 6.5 (6.0 in reading and writing, 5.5 in speaking and listening)

Course structure

Core Modules

- Economics, Finance and Accounting
- Strategy and Ethics in International Business Management
- Digital Business and Marketing
- People and Organisation
- Professional Business and Research Skills
- Marketing Communications
- Academic Integrity

Optional Modules

- International Business Study Field Trip
- Independent Business Project (Marketing)

#####

Staffordshire University

www.staffs.ac.uk

MSc Digital Marketing Management

Location: Stoke-on-Trent, Staffordshire

Start: September, January

Duration: 1 year

Tuition Fees: £16,750

Requirement: IELTS 6.0 (5.5 ทุกแบนด์)

Course modules

Compulsory modules

- Contemporary Digital Marketing Strategy – 20 credits
- Cross-Culture Management and Leadership – 20 credits
- Digital Marketing for Sme’s – 20 credits
- Digital Marketing Strategy in Practice – 20 credits
- Digital Marketing with Impact – 20 credits
- Digital Marketing Work Placement – 60 credits
- Global Digital Marketing Decisions – 20 credits

#####

University of Sunderland

Sunderland Campus: www.sunderland.ac.uk

London Campus: <https://london.sunderland.ac.uk/>

MA Marketing

Location: Sunderland Campus

Start: October

Duration: 1 year

Tuition Fees: £16,500

Scholarship: £900

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Modules

- Integrated Marketing Strategy (30 credits) (Core)
- Digital Marketing and Analytics (30 credits) (Core)
- Critical Debates in Consumer Behaviour (30 credits) (Core)
- International Marketing (30 credits) (Option)
- Data Driven Content and Communications (30 credits) (Option)
- Marketing Research Project (60 credits) (Core)

MBA Master of Business Administration (Marketing)

Location: Sunderland Campus

Start: September, January

Duration: 1 year

Tuition Fees: £18,000

Scholarship: £900

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Modules

- Strategic Leadership for a Sustainable Future (30 credits)
- International Business in Context (30 credits)
- Digital Enterprise and Innovation (30 credits)
- Digital Marketing and Analytics (30 credits)
- MBA Research Project (60 credits)

MSc Tourism and Events

Location: Sunderland Campus

Start: October

Duration: 1 year

Tuition Fees: £16,500

Scholarship: £900

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Modules

- Tourism Concepts and Issues (30 credits)
- Research Methods for the Service Sector (30 credits)
- Event Management Studies (30 credits)
- Current Practices in the Visitor Economy (30 credits)
- Tourism and Events Major Project (60 credits)

Master of Business Administration (Marketing)

Location: London Campus

Start: February, May, August

Duration: 1 year

Tuition Fees: £18,000

Scholarship: £900

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Modules

Core modules

- Financial Management and Control (15 Credits)
- MBA Project (60 Credits)
- Professional Management and Leadership Development (30 Credits)
- Strategic Management in an International Context (15 Credits)
- Value Creation in Organisations - Managing Operations and Marketing (30 Credits)

Plus choose one optional module

- Digital Marketing (30 Credits)
- Managing Brands (30 Credits)

#####

Teesside University

www.tees.ac.uk

MSc Digital Marketing

Location: Middlesbrough

Start: September, January

Duration: 1 year (September), 16 months (January)

Tuition Fees: £15,000

English requirement: UKVI IELTS 6.5 (with at least 6.0 in writing)

Modules

- Digital Communications
- Digital Innovation and Change Management
- Digital optimization, Analytics and Metrics
- Professional Marketing Project
- Strategic Digital Marketing

MSc International Management (Marketing Management)

Location: Middlesbrough

Start: September, January

Duration: 1 year (September), 16 months (January)

Tuition Fees: £15,000

English requirement: UKVI IELTS 6.5 (with at least 6.0 in writing)

Modules

- Dissertation
- Global Business Environment: Management and the Economy
- Managing in a Challenging Environment
- Marketing Analytics in Practice
- Postgraduate Business Research Methods
- Strategic Marketing in Practice
- Sustainable Leadership

MSc International Management (Marketing Management) (Applied)

Location: Middlesbrough

Start: September, January

Duration: 2 years

Tuition Fees: £9,000 / year

English requirement: UKVI IELTS 6.5 (with at least 6.0 in writing)

Modules

- Advanced Practice
- Dissertation
- Global Business Environment: Management and the Economy
- Managing in a Challenging Environment
- Marketing Analytics in Practice
- Postgraduate Business Research Methods
- Strategic Marketing in Practice
- Sustainable Leadership

#####

University of Westminster

www.westminster.ac.uk

MSc Digital Marketing Management

Location: London

Start: September, January

Duration: 1 year

Tuition Fees: £19,000

English requirement: UKVI IELTS 6.5 (with at least 6.0 in writing)

Modules

Core modules

- Digital Customer Experience
- Consumer Psychology and Research
- Digital Marketing and Innovation
- Multi-Platform Marketing Communications
- Digital Marketing Strategy
- Web Design and Analytics
- Social Media and Content Marketing
- Final Major Project

MA / MSc Marketing Communications

Location: London

Start: September, January

Duration: 1 year

Tuition Fees: £19,000

English requirement: UKVI IELTS 6.5 (with at least 6.0 in writing)

Modules

Core modules - MA/MSc

- Brand Strategy (semester 1)
- Consumer Psychology and Research (semester 1)
- Advertising Management (semester 1)
- Digital Marketing and Innovation (semester 2)
- Promotional, Direct and Relationship Marketing (semester 2)
- Public Relations and Reputation Management (semester 2)
- Integrated Marketing Communications Project (year-long module)

Option module - MA

- Creative Development - Strategy and Process (semester 2)

Option module - MSc

- Data Analytics for Marketing Communications (semester 2)

MA / MSc Marketing Management

Location: London

Start: September, January

Duration: 1 year

Tuition Fees: £17,000

English requirement: UKVI IELTS 6.5 (with at least 6.0 in writing)

Modules

Core modules – MA

- Consumer Psychology for Marketing
- Marketing Research Insights

- Product and Brand Management
- Distribution and Price Management
- Multi-Platform Marketing Communications
- Strategic Marketing Management in an International Context
- Marketing Creativity and Innovation
- Marketing Dissertation

Core modules – MSc

- Consumer Psychology for Marketing
- Marketing Research Insights
- Product and Brand Management
- Distribution and Price Management
- Multi-Platform Marketing Communications
- Strategic Marketing Management in an International Context
- Managerial Data Analytics for Marketing
- Marketing Dissertation

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เอกสารที่ใช้ในการสมัครเรียน คือ

- Transcript
- ใบปริญญาบัตรจบ ป.ตรี (ถ้ามี)
- หนังสือรับรองการจบ ป.ตรี (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 UKVI IELTS (ส่งตามที่หลังได้)
- Copy passport

เอกสารที่ใช้ในการสมัครเรียน ถ้าไม่สะดวกที่จะเอาเข้ามาให้พี่ที่ออฟฟิศ น้องสามารถที่จะสแกนแล้วส่งเข้าอีเมลมาให้พี่ได้นะคะ ที่ leenar@studyoverseas.co.th ค่ะ ถ้าน้องมีคำถามเพิ่มเติมหรือต้องการข้อมูลเพิ่มเติมโทรสอบถามพี่ต่อได้นะคะที่ 081-6449867, 089-6820168 ค่ะ

ขอบคุณค่ะ
พี่ต่อ

เจ้าหน้าที่แนะแนว
Study Overseas Centre Co.,Ltd