



MARKETING



FACT FILE

	Course details	Fees	Entry requirements
MSc Marketing	Duration: 1 Year	Home/EU: £11,970	2:1 UK Honours degree or an international equivalent in any discipline
MSc International Marketing	Start Date: September	International: £22,500	7.0 IELTS (with no less than 6.5 in any of the bands)
	Study Mode: On Campus	Application Fee: £50	
MSc Marketing Communications	Duration: 1 Year	Home/EU: £11,970	2:1 UK Honours degree or an international equivalent. The degree must be in marketing or contain at least two marketing modules. If not, at least two years' full time marketing work experience is required.
MSc Strategic Marketing and Consulting	Start Date: September	International: £22,500	7.0 IELTS (with no less than 6.5 in any of the bands)
	Study Mode: On Campus	Application Fee: £50	





MSc International Marketing

Different countries and cultures bring their own set of challenges in terms of marketing, and introducing a new product or service needs sensitivity, understanding and respect. This MSc is open to graduates from all disciplines who are interested in a career in the lively world of international marketing. You will explore all the up-to-date thinking, theories, principles and practices of the discipline. Recognised by the Economic and Social Research Council (ESRC) and accredited by the Chartered Institute of Marketing, this programme is run and supported by experienced academics and marketing practitioners. Globally renowned for their expertise, they will give you significant insight into key areas of international marketing, including cross-cultural communication and contemporary issues in international marketing.

MSc Marketing

Recognised by the Economics and Social Research Council (ESRC) and accredited by the Chartered Institute of Marketing (CIM), this programme will teach you how marketing strategy, business-to-business relationships and consumer behaviour contribute to the marketing of an organisation. Our programme is for graduates from all disciplines, and explores the principles, theoretical concepts and practice of marketing, with a strong focus on current thinking and contemporary issues. You will be taught by experienced academics

and marketing practitioners who are globally renowned for their expertise. They will give you significant insights into key areas of marketing, including consumer behaviour and marketing strategy, preparing you for success in your future marketing career.

MSc Marketing Communications

Advance communications practitioners can give companies a strong competitive edge, taking their brand into global markets through well-executed advertising campaigns, targeted communications and clear, sustainable strategies. Our MSc Marketing Communications is designed for graduates and practising managers already familiar with basic marketing concepts. Building on your existing skills, you will develop an advanced knowledge and understanding of integrated marketing communications within a strategic marketing context and managerial framework. Recognised by the Economic and Social Research Council (ESRC) and accredited by the Chartered Institute of Marketing, this programme will prepare you for a high-level career in marketing communications. You will develop your critical awareness of contemporary strategic marketing issues, have a clear understanding of the role of communications in marketing, and take a critical approach to planning, creating, managing and evaluating communications campaigns, incorporating both traditional and new media.

MSc Strategic Marketing and Consulting

Strategic marketing needs high-level skills, critical awareness of current issues and challenges, and the ability to respond rapidly to ever-changing markets. This MSc is designed for graduates and practicing managers already familiar with basic marketing concepts. Here, you will develop and advance your knowledge and understanding of contemporary and complex issues facing marketers, deepening your insights into the theory and practice of specialist aspects of marketing. Recognised by the Economics and Social Research Council (ESRC) and accredited by the Chartered Institute of Marketing, this programme offers you the unique opportunity to access consultancy projects to enhance your learning, strengthening your existing critical thinking, research, communications and personal skills and equipping you for your highly rewarding marketing or consulting career.

QUESTIONS?

For more information, including module descriptions and contact details please go to www.birmingham.ac.uk/marketing-msc