

- **Overview**

Business and marketing are both valuable areas of expertise in modern business environments, and our MSc Business with Marketing will prepare you for a senior role in any number of industries. Graduates from this programme will be able to demonstrate a comprehensive in-depth knowledge of management interaction and team building with areas of specialisation, examine and appraise research methods and technological skills and more.

Throughout the course, you'll also develop a number of advanced cognitive skills including critical-thinking, analysis, data evaluation and many more.

This innovative programme also allows you to specialise in a number of key areas that interest you, or might benefit your specific career path; these include Business Strategy, Marketing Strategy & Management, Financial Management and more.

The programme also gives you the opportunity to undertake independent research and create a 40-credit Business and Management Research Report

- **Course structure**

The MSc Business with Marketing degree is made up of the following modules and, upon completion, is equal to a total of 180 credits at Level 7.

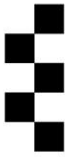
- **Level 7 modules:**

Marketing Strategy & Management (20 credits)
Marketing Principles & Practices (20 credits)
Management: Principles and Practices (20 credits)
Leadership in Practice (20 credits)
Economics for Managers (20 credits)
Research Methods (20 credits) *
Business and Management Research Report (40 credits) *
One or two optional modules from the list below to equal 20 credits

**Optional modules:**

Financial Management (20 credits)
Business Strategy (10 credits)
Project Management (10 credits)
Human Resource Management (10 credits)
Human Resource Management in Context (10 credits)
Financial Decision Making (20 credits)

\* These modules are core and must be passed in order to achieve the award.



- **Course Duration:** 24 Months
- **Mode:** Online

## **Entry requirements**

### **1. Academic Entry Route**

In order to satisfy the Academic Entry Route requirements for our MSc Business with Marketing programme you must have the following qualifications as a minimum:

- An undergraduate degree from an approved institution equivalent to a UK Honours degree or a relevant professional qualification.

If English is not your first language, IELTS (Academic) 6.5 or equivalent. If you do not hold an IELTS or equivalent qualification, we require students to pass a free online English test.

You don't need to prove your knowledge of English if you're a national of, or if you have completed a qualification equivalent to a UK degree in, any of these countries.

### **2. Work Experience Entry Route**

We recognise that you can gain skills in a wide variety of ways and that prior academic performance is not the only indicator of an applicant's ability. Therefore, if you do not meet the minimum academic standards above, you may still be eligible to enrol via our Work Experience Entry Route.

In order to satisfy the Work Experience Entry Route requirements for our MSc Business with Marketing programme you must meet the following criteria as a minimum:

- At least five years' senior level work experience.
- English language proficiency should be at a level equivalent to IELTS (Academic) 6.5.
- If you do not hold an IELTS or equivalent qualification, we require students to pass a free online English test.

You don't need to prove your knowledge of English if you're a national of, or if you have completed a qualification equivalent to a UK degree in, any of these countries.

Your application will be considered on an individual basis taking into account your motivation for doing the course, prior work experience and other relevant qualifications that demonstrate your ability to successfully complete the programme

- **Assessment**

Our MSc Business with Marketing course includes both compulsory and optional modules, so you can tailor the content of your course to more closely fit your interests and aspirations.

We adopt an assignment-based approach to assessment instead of exams. Assessment for the MSc Business with Marketing is based on a combination of written coursework and work on a dissertation or individual project.

You are able to see your current provisional marks from the start of the programme, allowing you to evaluate the success of your current study methods and clearly identify areas to improve. We believe that this transparency gives you the information you need to make the most of your Masters course. We achieve this by:

- showing your marks clearly in your gradebook, which can be viewed whenever you log onto the learning platform
- the rapid turnaround of work assessed to ensure that your gradebook is always up to date
- assessing your work throughout the module rather than waiting for end of year exams
- ensuring you have regular contact with your Student Adviser
- the simplicity and transparency in the design of our assessment criteria

We also have a policy of ensuring that work submitted by students is authentic. As well as the fact that all work is frequently assessed, we use a well-established electronic monitoring system to check for plagiarism.

On successful completion of your MSc Business with Marketing degree, you will be invited to attend a graduation ceremony at the University of Essex, Colchester Campus.