

Overview

Our MSc International Marketing Strategy is specifically designed to provide you with a strong foundation for a successful career in the exciting and fast-paced world of international marketing. The course also enhances your ability to think strategically about marketing management in an international context.

Course Details

Marketing is no longer just a business function, it is a way of doing business that places the consumer at the centre of organisational activity. Marketing is an essential component of organisational success not only in businesses, but also in the public sector and not-for-profit organisations.

Whether you are actively seeking opportunities in other countries, or working with global influences in a home market, international marketing strategy affects us all. This course will enable you to develop the professional marketing skills and knowledge required to work effectively in this increasingly complex environment. Studying this course will also enhance your ability to think strategically about marketing issues and challenges.

Our MSc International Marketing Strategy is made up of several modules that combine to provide you with a comprehensive coverage of the challenging and dynamic discipline of international marketing. The content of the course reflects the key strategic decisions that underpin international marketing including:

- the decision to internationalise
- market identification
- screening and selection
- market entry
- tactical action programmes
- implementation
- monitoring and evaluation

The dissertation gives you an opportunity to complete a substantial piece of independent research on an international marketing topic of your choice.

Assessments

An innovative range of individual and group-based assessments are used involving the preparation of essays, marketing plans, case study analyses, portfolios and presentations as well as the dissertation.

Course content

- Marketing: Principles and Management (20 Credits) Credits)

Module code: MKTM003

Core Module Y

- Global Marketing Strategy (20 Credits) Credits)

Module code: MKTM018

Core Module Y

- International Marketing Research (20 Credits) Credits)

Module code: MKTM031

Core Module Y

- Global Marketing Issues (20 Credits) Credits)

Module code: MKTM030

Core Module Y

- Strategic Digital Marketing (20 Credits) Credits)

Module code: MKTM027

Core Module Y

- International Marketing Communications (20 Credits) Credits)

Module code: MKTM026

Core Module Y

- Dissertation and Research Methods (60 Credits) Credits)

Module code: MKTM021

Core Module Y

Intake Dates: September

Additional Information (Schedule)

This course can be studied for one year full-time over three trimesters. In addition to attending lectures and seminars (around 10-12 hours a week) you will be expected to spend significant time (25 or more hours a week) engaged in preparing for classes and additional self-directed study as well as participating in the support programme.

Entry Requirements

You will need to hold a First or Second class honours degree (or equivalent) in marketing in order to be eligible for this course. If you have a business or commerce degree you will also be considered, especially if your course included a significant marketing element. No work experience is required for admission onto this course.

All International and EU students applying for a course with us must meet the following minimum English language requirements:

- Minimum standard – IELTS 6.5 (or equivalent) for study at postgraduate level.

Application Procedures

Please include the following documents with your completed application form:

- Details of your English Language competence, for example, Test of English as a Foreign Language (TOFEL) or International English Language Testing System (IELTS) tests or equivalent.
- Certified copies of your school certificates and any other relevant qualifications. A certified copy is a photocopy that has an original official stamp of your school, college or university on it. The stamp should not be a photocopy.
- At least one reference (signed and on headed paper).
- A personal statement to explain why you are interested in studying your chosen course