



MSc Business with Marketing Management with Advanced Practice

London Campus

Level of study: Postgraduate

Mode of study:

Duration: 16-24 months

Response to Covid-19: Our focus is on providing a safe and welcoming learning environment and ensuring continued access to learning.

As a result of the coronavirus (Covid-19) pandemic and resulting social distancing requirements, we are intending to teach this course using a mix of on-campus and online learning activities. We continue to be guided by the Government to ensure our campus is Covid-secure. More information about our [response to Covid-19 and FAQs are available here](#).

All information is accurate at the time of sharing. Courses starting in 2021 are offered as a mix of face to face and online learning. We continue to monitor government and local authority guidance in relation to Covid-19 and we are ready and able to flex accordingly to ensure the health and safety of our students and staff. Contact time is subject to increase or decrease in line with additional restrictions imposed by the government or the University in the interest of maintaining the health and safety and wellbeing of students, staff, and visitors, potentially to a full online offer, should further restrictions be deemed necessary in future. Our online activity will be delivered through Blackboard Ultra, enabling collaboration, connection and engagement with materials and people.

Overview

As part of our popular range of 'Business with Masters programmes, the MSc Business with Marketing Management with Advanced Practice programme is designed to give you an insight into the strategic role of marketing within organisations. During this course, you will build the required knowledge and skills to strategically analyse and evaluate organisations to develop and implement competitive marketing strategies.

The Advanced Practice element of this programme will enable you to extend your studies to include either an internship or an applied group consultancy project working with a real organisation on a live business problem, developing valuable work experience and business insight.

This course is part of our Newcastle Business School, which is part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation. Founded in 1916, AACSB International is the longest-serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting.

Key facts

- Develop a broad understanding of the global business environment
- Specialise in marketing management in the second semester
- Understand the importance of marketing within an international context
- Part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation
- Put your learning into practice with either an internship or an applied group consultancy project
- Developed for non-business graduates
- Upon successfully graduating, further build your skills and employability with Professional Pathways programmes delivered by one of the UK's leading IT and project management training providers, QA.

Course information

Level of study: Postgraduate

Fee (UK/Home): £12,450

Fee (International): £19,000

Entry requirements: 2:2 honours degree, or equivalent from a recognised university IELTS 6.5, with no single element below 5.5, or equivalent .

English language requirements: IELTS 6.5, with no single element below 5.5, or equivalent

Mode of study:

Duration: 16-24 months

Assessment methods: Coursework and exams

Scholarships or bursaries: available

Student finance:

available

Payment plan: available

Starts: Jan, May, Sep,

About this course:

What will I study?

The programme is designed around a set of modules that are common to all our 'Business with Masters pathways. These modules cover general business functions, strategic management and organisational analysis, developing your strategic awareness, leadership potential and understanding of the theory and practice of international business. In the second semester you will be given the opportunity to specialise in Marketing Management.

In the second semester you will build an understanding of the role of relationship marketing, and by doing so, recognise the importance of customer retention and the internal customer. You will also learn about the marketing processes within the context of a globalised world, with an understanding of the business implications. Throughout the course, you can develop an appreciation of the varying approaches to marketing for organisations working within a dynamic global environment and the effect these challenges place upon marketing planning in an international context.

Following your second semester, you will undertake the Advanced Practice element of this programme which consists of either an internship or an applied group consultancy project where you will work with a real organisation on a live business problem. You will benefit from valuable work experience and develop key business insights.

For those completing an internship, you will also undertake a dissertation in a marketing context, supported by an academic supervisor with relevant expertise from this subject area. You will be able to draw upon your learnings and experience from your internship for this. For those not undertaking an internship and depending on what grade you achieve on the consultancy project, you will undertake an applied management work investigation or dissertation in the final semester.

Advanced Practice stage

This stage of your programme offers you the opportunity to secure a 12-15 week internship or complete a group consultancy project, giving you experience of the workplace environment or live business issues, both an excellent way to put your learning into practice.

This stage of your course takes place between your second and final semester and is one semester (12-15 weeks) in duration.

The full duration of your programme depends on your start date:

- **September start dates:** your programme will last up to 21 months. You will have a summer break after Semester 2, and commence your Advanced Practice stage in September.

- **January start dates:** your programme will run for 24 months. There are two summer breaks included in this programme for those starting in January. Your Advanced Practice stage will commence in the following January.
- **May start dates:** your programme will run for 16-18 months. There is no summer break included in this programme for those starting in May. Your Advanced Practice stage will commence in January.

The programmes are structured as below:

	Sept-Jan	Jan-May	May-Sept	Sept-Jan	Jan-May	May-Sept	Sept-Jan
September starts	Semester 1	Semester 2	Summer break	Advanced Practice stage	Final semester		
January starts		Semester 1	Summer break	Semester 2	Advanced Practice stage	Summer break	Final semester
May starts			Semester 1	Semester 2	Advanced Practice stage	Final semester	

Internships

If you undertake an internship as part of this stage, it may be paid or unpaid and will last 12-15 weeks. The internship can be sourced by students or the University. We will support you in the application process and equip you with the necessary internship application and selection skills (e.g. CV writing, interview techniques etc). All internships will be approved by the University to ensure that they offer you an appropriate learning experience and working environment. During your internship, you will be allocated an internship tutor who will visit you during your internship and support you in completing the internship assessment.

The module is assessed by a reflective portfolio that is focused on your development via this employment opportunity.

Consultancy project

The alternative consultancy module allows you to work in teams with a business organisation, working on consultancy-based projects in real business scenarios.

How will I be taught and assessed?

- Teaching is delivered through lectures, seminars, and workshops, totalling around **14 hours per week**.
- You are expected to engage in independent study, around **33 hours per week**.
- **Assessments** for this course are based on a mix of assignments, presentations, group work and exams.
- Taught by **experienced lecturers and academics** who use their industry experience to demonstrate how theories translate into real-life situations.
- **Technology-enhanced** learning is embedded throughout the course to guide your preparation for seminars and independent research.
- Benefit from **weekly academic support sessions** designed to build your ability and confidence as an academic learner.

- You will be assigned a **guidance tutor** at induction who you will meet with regularly during your studies

Careers and further study

Graduates on the programme have joined a wide range of businesses, including graduate training schemes. A significant number of graduates have gone back to work for a family business or even started up their own businesses.

Our graduates typically go into professional and graduate management positions and, by the end of the course, you will be well-equipped to follow them. Thanks to the specialist modules – Contemporary Issues in Consumer Behaviour, Global Consumers and Marketplaces, and the dissertation/consultancy project – you will have a particular edge in roles related to marketing.

Upon successfully completing your course, you may undertake further professional development and training through Professional Pathways programmes. These are offered to our graduates for free, from our partner, QA. [Find out more about Professional Pathways and your eligibility.](#)

You can also gain access to the Northumbria University Graduate Enterprise scheme where we can help provide you with advice and skills to enable you to set up your own business.

Related reading

Business reading:

- [What is Business Intelligence?](#)

Marketing reading:

- [The World of Branded Content: A Visit to The Guardian](#)
- [A Day in the Life: Head of Marketing](#)
- [The Skills You Need to Succeed in Digital Marketing](#)
- [Leading-Edge Careers for our Students](#)
- [Technology and Cultural Trends for 2017 – A Guest Lecture](#)

Advanced Practice:

- [Master Your Future: MSc with Advanced Practice](#)
- [What is a 'Masters with Advanced Practice' ?](#)
- [Infographic: The Stages of a Masters with Advanced Practice](#)
- [Studying a Masters with Advanced Practice](#)

[Enquire now](#)

Entry requirements

Academic requirements

- Minimum of a 2:2 (second class) honours degree or equivalent from a recognised university

If you don't meet the academic requirements

Applicants who do not have such an academic qualification but do have substantial experience of working in a business organisation and/or possess a relevant professional qualification will also be considered.

Please visit our [entry requirements](#) page for country-specific qualifications.

Alternatively, you may also be eligible for our [Pre-Masters courses](#). These are pathway programmes designed specifically for students who are looking to progress on to a Masters degree but who don't currently meet the entry requirements.

English language requirements

Students require IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

If you have IELTS 5.5 – 6.0, you may be able to join our [Pre-Sessional English](#) before beginning this programme.

[Enquire now](#)

Modules

All modules are core and 20 credits unless otherwise stated.

Strategic Management for Competitive Advantage (40 credits)

This module is aimed at those with little or no prior business and management subject experience. The module introduces the main business functions – Finance, Marketing, HRM, Operations, Strategy – and shows how each contributes to a business's competitive advantage, enabling firms to achieve strategic objectives.

Leadership and Management Development

This module engages you in personal and professional development in order that you develop and hone your team working, management and leadership skills, capabilities and attributes, and in so doing, enhance your employability. On this module, you will not only prepare for your first job after you graduate but also kick-start your commitment to life-long personal and professional learning.

In the first part of the module, you will be supported in self-analysis by a range of activities, including the completion of self-administered toolkits to demonstrate an increased self-awareness and self-understanding. A key outcome of this process is how you will be able to exploit this development in order to lead and manage, more effectively in your future careers.

The second part of the module contains activities that enable you to build on your self-analysis and explore further your strengths, weaknesses and areas for development in the context of your career development plans. This will also include the development of knowledge into the global graduate market, (including routes such as self-employment and

developing your career with an existing employer) drawing upon local, national and international examples.

Research Methods and Analytics for Business Practice

This module will provide you with essential knowledge and analytics skills needed for you to complete a high-quality Masters Dissertation or Consultancy Project. By undertaking and reflecting on practical research-based activities you will understand the process of designing and carrying out a research study, also you will engage in activities that involve an understanding of data and analysis of data. This will place you in a strong position to undertake your own Masters level research or Consultancy Project. At the end of the module you will write a research proposal, this will be assessed and will contribute to your final mark. In the dissertation you will work under the supervision of a member of the academic staff and your proposal will also help to ensure you get the most from this relationship.

Contemporary Issues in Consumer Behaviour

This module draws from the rich traditions of postmodern consumer research to provide you with an in-depth understanding of today's consumers. The module also goes beyond bringing key issues that are faced by today's consumers in order to help you understand how brands are a product of consumers as much as they are brands. As a result, you will critically evaluate the dynamics of consumerism in shaping key contemporary issues namely gender issues, ethical debates, sustainability strategies, and globalisation trends.

Global Consumers and Marketplaces

Have you ever wondered how brands make their products and services available in four corners of the world? How companies coordinate their multi-million pound advertising campaigns across national TV networks and time zones? Even how consumers in different parts of the world think about products and brands in a world dominated by digital media?

Global Consumers and Marketplaces will explore such questions and provide you with a thorough appreciation of how the marketing function supports businesses in doing business internationally. You will explore global consumer trends, assess suitable market entry strategies and how international marketers make decisions on products, prices and promotion.

Through a practical piece of assessment, you will develop skills in identifying market opportunities in other countries, collating research to support your ideas and presenting a professional standard business plan to outline your ideas.

Academic Language Skills for Post-Graduate Business Students (0 credits)

The aim of this module is to support your study, language and communication skills for academic purposes in the study in your chosen discipline at the postgraduate level. The module is designed to enable you to become an advanced independent learner. The module is supported by a teaching and learning plan which outlines the formal sessions. Interactive workshops will be tailored to address some of the specific issues that you meet within your discipline. You may also be asked to complete some preparation tasks for some seminars but these will be kept to a minimum. You will be expected to identify those skills which you need within your postgraduate programme, and to develop these independently through a range of learning activities that might include extended reading and reflection.

For those completing an internship:

Internship (60 credits)

Students completing the Advanced Practice Masters programme can choose to complete a 12-15 week internship, worth 60 credits. This internship can be sourced by the student or by the university. It may be paid or unpaid. Most internships are unpaid. Students will be supported in the process of applying for an internship during their first year of study and equipped with the necessary internship application and selection skills, e.g. CV writing, interview technique. All internships will be approved by the university to ensure they are providing an appropriate learning experience and working environment. Students will be allocated an internship tutor who will work with them throughout the internship period. This will include visits and support in completing the internship assessment.

The module is assessed by a 4,000-word reflective portfolio which is focussed on your development from the perspective of gaining particular skills relating to employability and being employment prepared, engagement in further self-development from the perspective of employment potential in a new or international context and further demonstration of cultural and ethical awareness through the broader experience of working in culturally diverse groups and teams via this employment opportunity.

The Newcastle Business School Masters Dissertation (60 credits)

You will design a research project of 15000 words while working under the supervision of a member of academic staff who will give you appropriate guidance and support throughout the dissertation process whilst encouraging learner autonomy: this is your dissertation and you will have responsibility for decision making as the dissertation proceeds. You will use appropriate research methodologies and data collection methods to critically synthesise a body of knowledge relevant to the taught programme.

For successful completion of this module, you will conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. You will demonstrate this by identifying a topic, critically selecting and applying an appropriate research methodology and data collection method(s) to your chosen research topic, demonstrating a rigorous understanding of the relevant theory and literature and showing how these link to the research method(s). You will also critically reflect on how your research contributes to the understanding of the topic area.

For those not completing an internship:

Business Clinic PG Group Consultancy Project (60 credits)

The module aims to provide you as a postgraduate student with experiential learning activities in a work-based context that utilises skills and knowledge acquired during the taught part of your study programme, i.e. in year one of the two-year Advanced Practice programme suite. The module recognises that you may have limited prior experience of real-world management investigations.

Through your work-based experience, you will develop abilities as a problem solver with valued investigative, theoretical and practical business skills. This work-based experience will last the length of the semester and involve the examination of a complex organisational problem or commercial opportunity. By undertaking this module, you will have enhanced your individual skills, knowledge, effectiveness and employability by locating learning and development within a work-based context and will have critically reflected and evaluated upon organisational practices and the relation with academic theory.

Depending on what grade you achieve for the Consultancy Project, you will progress to one of the following modules:

The Newcastle Business School Masters Dissertation (60 credits)

You will design a research project, assessed through a proposal and will then work under the supervision of a member of academic staff to use and extend the knowledge and skills that you have acquired during your programme of study to complete a dissertation. You will use appropriate research methodologies and data collection methods to critically synthesise a body of knowledge relevant to the taught programme.

On successful completion of this module, you will be able to conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. You will demonstrate this ability by identifying an appropriate research topic, critically selecting and applying an appropriate research methodology and data collection method(s) to your chosen research topic, demonstrating a rigorous understanding of the theory and literature relevant to the issues under investigation, and showing how these link to the research method(s). You will also critically reflect on how their research contributes to the understanding of the topic area.

Applied Management Work Investigation (60 credits)

This follows your group consultancy project during the first semester of your second year of Masters study.

In this module, you will take the skills you developed as a problem solver of a work-based project and develop a client focused management report and presentation alongside an individual literature review and personal reflection.

The content of the management report will be unique. The nature and scope of the area of your investigation will be defined and agreed upon in collaboration with the organisation you worked with on the group consultancy project and your University supervisor.

In undertaking this project-based module, you will critically reflect and evaluate organisational practices and their

relation with academic theory, and in doing so, provide practical and actionable recommendations through an investigative management report.

[Enquire now](#)

Fees and finance

Tuition fee 2021/22

- **UK/Home students:** £12,450
- **International students:** £19,000

Tuition fees 2022/23

- **UK/Home students:** £13,206
- **International students:** £19,500

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a Northumbria University London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £150 for the duration of your studies should you choose to purchase any additional reading materials.

Scholarships and bursaries for international students

Depending on the country you are from, you may be eligible for a country bursary and/or scholarship when studying this Masters programme.

All of our scholarships and bursaries are automatically applied when we process your application and one of our team will be able to confirm your eligibility.

[Scholarships and bursaries](#)

Payment plans for self-funded students

If you need support to spread the cost of your tuition, you may be eligible for our payment plan.

[Payment plans](#)

Government Loan for Masters study

If you are a UK or Home student, you may be eligible for a postgraduate loan of up to £10,000+ from the UK Government. Click [here](#) to find out more about the loan and whether you are eligible to receive it.

[Postgraduate Loan](#)

How to apply or find out more

How to find out more

Enquire now to find out more information about the course, studying with us, the application process, and to ask any other questions you may have.

[Enquire now](#)

How to apply

Once you're ready to apply, you can apply online to study the MSc Business with Financial Management programme. This method allows you to upload your supporting documents at the time of application and automatically receive your student application number.

[Apply online](#)

We strongly recommend that you submit your application as early as possible to allow you to complete all of the preparations needed to study your programme. After receiving an offer it can take time to arrange your finances and apply for your visa (if required) and it is important that you arrive in good time to enrol onto your course. Please refer to the [Dates and Fees](#) page.

If you are unable to apply online, then you can download a PDF application form and email it to london.admissions@northumbria.ac.uk.

[International students application form](#) [UK/Home students application form](#)

Supporting documents

For us to assess your application in a timely manner, it is important that you provide us with the following documents:

- Fully completed application form
- Personal email address must be included on the application form
- Transcripts and/or certificates (including a certified translation if not in English)
- Passport – copy of personal details page
- Proof of financial sponsorship if applicable
- Reference
- Confirmation of immigration history including copies of previous and current visas if applicable

You can check more information on [how to apply here](#), including guidelines for the application forms.