



## MSc Marketing with Advanced Practice

**Locations:** London / Birmingham

**Level of study:** Postgraduate degree

**Mode of study:** Full-time - daytime, or evening and weekend

**Duration:** 21 months

The overall aim of the MSc Marketing course is to provide an academically challenging, intellectually stimulating programme of study that educates, develops and enhances the professional competence of students of marketing and business. The Advanced Practice element offers students the opportunity to gain valuable workplace environment experience.

## Course information

**Level of study:** Postgraduate degree

**Tuition fees 2021/22:** UK/Home: £8,150 International: £18,250 (London), £16,750 (Birmingham)

**Entry requirements:** A 2:2 (second class) honours degree, or equivalent, in any discipline.

**English language requirements:** IELTS 6.0 with no component less than 5.5, or equivalent Other English language tests are accepted, [click here](#) to find out more.

**Mode of study:** Full-time - daytime, or evening and weekend

**Duration:** 21 months

**Assessment methods:** Coursework

**Scholarships or bursaries:**

**Student finance:** Available

**Starts:** Jan, May, Sep,

**Next application deadline:** TBC

**Response to Covid-19:** Our focus is on providing a safe and welcoming learning environment for our students. We have taken every measure, in line with Government guidance, to ensure continued access to learning.

As part of our response to the coronavirus (COVID-19) pandemic, we plan to deliver this course combining face-to-face, on-campus learning, with online learning activities, continuing to follow Government guidance and social distancing measures as required. As restrictions ease, face-to-face opportunities will be increased as appropriate and it is safe for us to do so. Our plans are based on public health advice and robust risk assessments and will be regularly reviewed and updated in that context. More information about our [response to Covid-19 and FAQs are available here](#).

## About this course

The MSc Marketing with Advanced Practice is an academically challenging and strategically relevant programme in advanced marketing study, with a particular emphasis on entrepreneurship. The Advanced Practice element offers students the opportunity to gain valuable workplace environment experience.

The programme is distinctive in exploring leading-edge thinking from scholarly sources, alongside a syllabus rich in the practical application of marketing. It has been designed in conjunction with senior marketing executives from industry to address the strategic importance that companies must become more marketing focused and more professional and entrepreneurial in marketing practices.

The course provides an academic insight which educates, develops and enhances the professional competence marketing and business students and will prepare you for middle management and senior appointments in marketing within public, private and social economy sectors.

Students will have the opportunity to develop knowledge, skills and insight in the following areas:

- Provide an advanced study of business and management with a particular focus on Marketing
- Prepare and/or develop students for a career in marketing and business by facilitating the development of enhanced transferable skills necessary for marketing management at a variety of levels
- Develop students' ability to apply knowledge and critical understanding of marketing and business to complex issues, both systematically and creatively, to improve entrepreneurial marketing and business practice
- Enhance students' lifelong learning skills and personal development in order to work with self-direction and originality and to contribute to business and society at large
- Critically evaluate the application and impact of marketing theories and concepts to practical marketing problems
- Develop strong transferable skills of logical reasoning, creative thinking, effective communication and the ability to critically evaluate contemporary issues
- Acquire the skills necessary to conceive, design and implement a substantial research project
- Cultivate highly developed lifelong learning skills and an appreciation for continuing personal and professional development, through self-directed and reflective learning

## Advanced Practice

The compulsory Advanced Practice element of this programme takes place after you have studied the taught modules at the Masters

- undertake a 15-week long internship, or applied consulting project, working with a real organisation on a live business problem
- gain experience of the workplace environment and/or practical experience of the “real world” issues faced by those currently engaged in marketing
- put your learning into practice and hence, enhance your employability.
- gain enhanced knowledge of the workplace which will facilitate the completion of your Dissertation.

Please note if you undertake an internship this may be paid or unpaid.

## Course Duration

On successful completion of each stage of this programme of study, the duration will be 21 months, according to the following specific intake schedule:

|  |                 |                |                 |                 |                |                 |
|--|-----------------|----------------|-----------------|-----------------|----------------|-----------------|
|  | <b>Sept-Jan</b> | <b>Jan-May</b> | <b>May-Sept</b> | <b>Sept-Jan</b> | <b>Jan-May</b> | <b>May-Sept</b> |
|--|-----------------|----------------|-----------------|-----------------|----------------|-----------------|

|            |  |  |  |  |  |  |
|------------|--|--|--|--|--|--|
| Sept Start | Year 1 – Semester 1<br><br>Masters stage | Year 1 – Semester 2<br><br>Masters stage | Year 2- Summer Break                     | Year 2 – Semester 3<br><br>Advanced Practice stage | Year 2 – Semester 4<br><br>Masters stage           |  |
| Jan Start  |  | Year 1 – Semester 1<br><br>Masters stage | Year 1 – Semester 2<br><br>Masters stage | Year 2- Autumn Break                               | Year 2 – Semester 3<br><br>Advanced Practice stage | Year 2 – Semester 4<br><br>Masters stage |

## Teaching methods

- You will be taught using a wide variety of teaching methods across the modules including lectures, workshops and seminars. Typically, you will have **12 hours of contact time** per week.
- In addition to your time in class, you will be expected to engage in approximately **30 hours of self-study time per week**.
- You'll be **taught by experienced lecturers** who will bring practical business-related experience into the classroom to enable students to understand how business works in the real world.
- You will have **access to Blackboard**, our online learning environment, where you can access module resources and reading lists that will assist your preparation for classes and self-study.

## Assessment

All modules are 100% assessed by coursework.

## Careers and postgraduate opportunities

Students should be eligible to apply for marketing positions across public and private sector organisations. Additionally, the skills acquired through completing the programme have inspired some to set up their own businesses.

The average starting salary for graduate trainees in marketing is £21,461, the average salary for a marketing manager is £37,305, a senior brand or product manager earns an average salary of £48,296 and the average salary for a marketing director is £77,799.

## Related reading

### Marketing reading:

- [Modern Careers for Modern Students](#)
- [The Importance of Digital Marketing for SMEs](#)
- [The Global Marketing Landscape](#)

### Masters study:

- [Extended Masters: Your Pathway to a Full-Time Masters from Ulster University](#)
- [Studying a Masters Degree In London](#)
- [Postgraduate Loans: Changes for UK and EU Students Studying in the UK](#)

### Advanced Practice study:

- [Introducing Masters with Advanced Practice](#)

## Academic requirements

- A 2:2 (second class) honours degree or International equivalent, in any discipline

## Non-standard entry

- In exceptional circumstances, if you do not meet the entry requirements above but have substantial and significant experiential learning, you may be able to apply as a non-standard applicant.

Alternatively, you may be eligible to study our [Extended MSc Marketing with Advanced Practice](#) which integrates our Graduate Certificate programme to allow entry for students with equivalent to a standard degree (third class, pass or ordinary). Upon successfully completing the Pre-masters Graduate Certificate with a minimum overall mark of 50%, you will be guaranteed progression onto the MSc Marketing.

For country-specific entry requirements, please visit the [entry requirements page](#).

If you're not sure about your qualifications, [contact us](#) and one of our team will contact you to discuss your options.

## English language requirements

- IELTS 6.0 with no band score less than 5.5, or equivalent

- HKDSE English Language – Grade 4 overall with no less than 3 in any of the 4 sub skills
- Indian Standard XII English – Minimum of 70% (in Central Board of Secondary Education (CBSE) or Indian Certificate in Secondary Education (ICSE) only)
- WAEC – C6

If you do not have the required IELTS, you may be eligible to study on our **Pre-Sessional** programmes.

- If you have IELTS 5.5, with a maximum one score of 5.0, you may be eligible to study on our Pre-Sessional Standard programme.
- If you have IELTS 5.0, with a maximum one score of 4.5, you may be eligible to study on our Pre-Sessional Plus programme.

## Modules

All modules are core and 20 credits unless specified.

### Academic and Professional Development – MSc Marketing (0 credits)

This module aims to review and enhance participants' existing academic writing skills in contexts relevant to the modules it complements. It will also introduce skills and frameworks specific to postgraduate study, with weekly opportunities for participants to transfer these elements to their own assignments and to obtain feedback on their progression. As it provides the skills required to succeed in all written assignments, this module is compulsory

### Foundations in Management

The aim of this module is to provide students with a framework of knowledge from which they can understand and critically analyse the strategic goals of management, appropriate organisational structures and management's role in delivering strategic goals, as well as identify suitable strategies to enable organisational growth.

### Marketing Management

The aim of this module is to reflect the ethos of creating a collaborative learning ecosystem wherein issues are explored at the student, practitioner and academic interface. Outcomes of this research-driven approach to teaching, learning and assessment offer commercial relevance and impact.

### Strategy and Innovation

This module serves to raise students' awareness of the theories and practices of strategic management. While the module covers a range of strategic issues relating to the ethos of organisational planning and sustainability, it also places emphasis on recognising and capitalising on competitive business opportunities through the lens of innovation.

### Global Marketing

This module focuses on themes of internationalisation and issues including the government policy, market entry modes and exporting. Students will be able to advance their understanding of the challenges faced while operating in an international marketing environment.

### Digital Marketing Communications

This module enables students to gain theoretical and practical insights into the ways in which SMEs approach marketing in a digital world. Students will discover the importance of social media marketing to enhancing the technological and global dimensions of strategic marketing in small and larger firms alike.

### Marketing Analytics

This module provides students with an understanding of qualitative and quantitative data analysis methods in order to conceptualise and develop a project portfolio. It enables students to develop digital literacy skills in order to collect, analyse and report on data from a variety of digital sources.

### Entrepreneurial Marketing

The Entrepreneurial Marketing module allows students to review, reflect on, and critically evaluate marketing theories through the lens of the entrepreneurial manager. Students will discover why marketing is a core but largely undervalued component of new venture creation.

## For students undertaking an internship

### Internship & Professional Development Project (60 credits)

This module is designed to further enhance the employability of the students who have completed the MSc Marketing whilst giving them the experience of a workplace environment. In considering this they produce both reflective reports which help aid skills development, and also an internship project in which they apply the theoretical concepts encountered on the course to a “live” management issue.

## For students not doing an internship

### Applied Consulting Project (60 credits)

This applied module enhances the practical and employability skills of students by requiring them to undertake consultancy projects for real life case study clients. The module requires students to draw on relevant theories from previously studied MSc Marketing modules, and to apply these in marketing contexts, to deliver valuable project outcomes for client companies.

## And

### Applied Marketing Project (40 credits)

This module enables students to apply knowledge and skills acquired throughout the course to an organisational issue or problem. This follows from the Marketing Analytics module and feeds into the developing skills of a Marketing Consultant.

The course information displayed on this page is correct for the academic year 2021/22. We aim to run the course as advertised however, changes may be necessary due to updates to the curriculum (due to academic or industry developments), student demand or UK compliance reasons.

## Tuition fees for 2021/22

- **UK/Home students:** £8,150

### International students:

- London: £18,250
- Birmingham: £16,750

## Tuition fees for 2022/23

- **UK/Home students:** TBC

### International students:

- London: £18,750
- Birmingham: £17,250

Please note: UK/Home students who are financing their studies through the postgraduate loan, you will be required to make a deposit payment of £250 at enrolment, this amount will be deducted from the total tuition fee. This does not apply to progressing students who are currently studying at the undergraduate level with us.

Please note that the fees outlined are for your tuition only and do not include the cost of any course books that you may choose to purchase, stationery, accommodation etc. As an Ulster University London and Birmingham branch campus student you will also have access to our on-campus [libraries](#) and a range of e-learning resources.

The modules you will study may require you to purchase additional course textbooks and you should be prepared to buy some additional texts, we recommend allowing an additional £180 for the duration of your course.

## What does my tuition pay for?

- Your teaching in class – this includes seminars, lectures and tutorials
- Access to facilities including computers, Wi-Fi, printers, lockers, multi-faith rooms, quiet study space and social



areas. To learn more about available facilities please visit our [London](#) or [Birmingham](#) branch campus pages

- Our library service – both on-campus and an extensive online catalogue of resources
- Careers and Employability Service which provides help with CVs, applications and interview preparation through workshops, drop-ins and 1-2-1 appointments
- The ACE Team (Academic Community of Excellence) who are here to support you with your studies and assignments
- Students Activities Association (SAA) – who organise events on campus, discounted sightseeing trips and help students create and run societies

## Scholarships and discounts

To support you in financing your studies, we offer a [range of scholarships and fee discounts](#) that you may be eligible for.

## How to find out more

To find out more about this course, we recommend that you [complete our enquiry form](#) and one of our team will contact you to discuss your options.

## How to apply

UK and International students can apply directly to study the MSc Marketing with Advanced Practice via our online application form below.

### APPLY FOR JANUARY 2022

| Daytime classes   |  |
|-------------------|--|
| <b>Birmingham</b> | <a href="#">Apply for January 2022</a> |
| <b>London</b>     | <a href="#">Apply for January 2022</a> |

If you're not sure or have any questions about studying with us, [please contact us](#) and one of our team will be able to help.