



Marketing MSc

Postgraduate | 16 Months Full-Time | Full Time | Newcastle Business
School City Campus, Northumbria University | Newcastle | Start January
2021

Marketing MSc

About this course

PLEASE NOTE: Applications for January 2021 intake have now closed. Please visit our Postgraduate Study webpage to see all options for September 2021 entry.

Join our stimulating MSc Marketing course and tailor your course to suit your needs. Explore the fundamental principles of marketing alongside contemporary issues – **How do marketers measure the effectiveness of their campaigns? What are the challenges of successfully launching a brand across cultures? What influences consumers' choice and preference of one product/brand over the others? This Masters will allow you to pursue your interests and specialise in an area of your choice.**

Whether you have an undergraduate business or non-business background, this specialist master's will equip you with advanced marketing knowledge and the key management capabilities that will ensure you make an immediate impact in the workplace.

Key advantages of this course:

- Provides up-to-date knowledge with a real emphasis on practical marketing solutions
- The course is built around the requirements of two significant professional bodies; the Chartered Institute of marketing (CIM) and the Marketing Research Society (MRS) meaning that the course will allow you to demonstrate your learning is in line with professional benchmarks within the marketing field
- In semester 2, you will have the chance to select marketing modules in areas such as; consumption, global marketplaces and branding, allowing you to focus on an area of interest or expertise
- You will have the opportunity to opt for a traditional marketing dissertation on an area of your choosing, or work in teams at our award-winning Business Clinic providing professional guidance to a real organisation on existing business problems
- This course provides professional value and intellectual challenge and encourages critical thinking, creative problem solving and effective communication in what is a fast pace, evolving industry
- Develop assessment work in a variety of formats from business reports to infographics, providing the skills needed to communicate your ideas to employers
- Take advantage of our links with industry; attend guest speaker events; take part in competitions and learn from our marketing alumni that have gone on to have inspirational marketing careers

Our MSc Marketing course is taught by academics at Newcastle Business School, which is double AACSB

accredited in business and accounting and reflects the international reputation of our research as well as the passion of our teaching staff.

You will be part of a vibrant business community, where you will be encouraged to engage with staff and research activities throughout your course. You will also benefit from access to our valuable network of external partners and business contacts.

This course is accredited by the Chartered Institute of Marketing (CIM), one of the world's leading professional bodies in the marketing field. The accreditation provides the chance to work towards professional marketing qualifications upon graduation through the CIM's IDM graduate gateway.

The Chartered Institute of Marketing (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners.

Northumbria University has joined forces with CIM to give students the opportunity to gain professional qualifications through the CIM Graduate Gateway. CIM qualifications are highly sought after by employers, and their content is reflected in our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.

Modules & Learning

You will learn through a stimulating mix of lectures, seminars and workshops based around real life business case studies, enhanced by a team-building residential event early in the programme and an intensive team-based business simulation event later on.

In addition to the core modules that you will study, you will have the opportunity to select two specialist modules in semester two.

For your final project you will have the choice of either an individual dissertation on a marketing subject of your choice (working alongside a marketing academic), or to work in our Business Clinic on a team-based consultancy project, where you will work with a clients to find solutions to real-life business problems.

Teaching Staff

You will be taught by leading academics and supported by our experienced staff, many of whom have worked in business as well as academia.

Your modules will be delivered via a range of methods including seminars, workshops and action learning sets. There is 3- 4 hours classroom teaching and lecturing per module on this programme and you will be expected to actively self-initiate learning opportunities to a significant extent.

Marketing MSc

All modules on this programme are supported by professors and research-active academics who are at the forefront of their subject areas, and who offer one-to-one consultation, office hours, and timely communication via digital platforms. An extensive programme of academic skills support is also available from staff in our University Library. Extensive feedback, from both tutors and peers is built into the course. Whatever your background, we will help you take the more critical, deeper and research-informed approach that is needed for a Masters degree at a UK university.

Facilities

Newcastle Business School provides first-class teaching in a world-class environment. From social spaces and hub areas to lecture theatres and exhibition spaces, our facilities are exceptional.

The 24/7 University Library achieves some of the highest levels of student satisfaction in the UK and has held the Cabinet Office accreditation for Customer Service Excellence since 2010.

The University has also invested heavily in IT labs and facilities. Business software includes ARIS Express Business Process Modelling, various SAS applications, Microsoft Project, and specialist decision-making software.

Technology Enhanced Learning (TEL) is embedded throughout the course. We use tools such as the 'Blackboard' eLearning Portal, lecture capture software to allow for catch-up streaming, and electronic reading lists that will guide your preparation for seminars and independent research.

Research-rich Learning

Our staff are actively pushing at the frontiers of knowledge and generating new understanding and insights. Over 40% of our publication outputs and 60% of our impact case studies have been assessed as internationally excellent or world leading (REF 2014).

Throughout your course, you will be an active participant in the thriving research culture that is at the heart of Newcastle Business School. With conferences and research events regularly taking place, and with staff discussing their own research as it relates to the topics you'll study, there's a strong emphasis on current real world issues. Much of our research takes place in collaboration with business partners, and by engaging with our ongoing work you will have opportunities to build a network of valuable contacts during your time here.

Your Career

On completion of the course, you will have a broad understanding of strategic marketing as well as valuable expertise in your chosen pathway.

You will have strong emotional, cultural and business intelligence, allowing you to excel in decision-making, information handling and project management. These

attributes will make you a strong candidate for management positions within marketing. You'll also be equipped to enter a consultancy role, or to undertake further research either within or outside of Higher Education.

Newcastle Business School is partnered with the Chartered Institute of Marketing (CIM), and our existing marketing courses are accredited under the CIM's Graduate Gateway, allowing students the opportunity to undertake professional examinations upon completion of their course. Taking your skills to the next level with a Marketing Masters from Northumbria will help you stand out from the crowd when seeking professional employment.

Entry Requirements 2020/21

Standard Entry

Applicants should normally have:

A minimum of a 2:2 honours degree in any subject, or substantial experience of working in a business organisation.

International qualifications:

If you have studied a non UK qualification, you can see how your qualifications compare to the standard entry criteria, by selecting the country that you received the qualification in, from our country pages. Visit www.northumbria.ac.uk/yourcountry

English language requirements:

International applicants are required to have a minimum overall IELTS (Academic) score of 6.5 with 5.5 in each component (or approved equivalent*).

*The university accepts a large number of UK and International Qualifications in place of IELTS. You can find details of acceptable tests and the required grades you will need in our English Language section. Visit www.northumbria.ac.uk/englishqualifications

Entry Requirements 2021/22

Standard Entry

Applicants should normally have:

A minimum of a 2:2 honours degree in any subject, or substantial experience of working in a business organisation.

International qualifications:

If you have studied a non UK qualification, you can see how your qualifications compare to the standard entry criteria, by selecting the country that you received the qualification in, from our country pages. Visit www.northumbria.ac.uk/yourcountry

English language requirements:

International applicants are required to have a minimum

Marketing MSc

overall IELTS (Academic) score of 6.5 with 5.5 in each component (or approved equivalent*).

*The university accepts a large number of UK and International Qualifications in place of IELTS. You can find details of acceptable tests and the required grades you will need in our English Language section. Visit www.northumbria.ac.uk/englishqualifications

Module Overview

| Year 1 | |
|--------|---|
| BM9718 | Research Methods and Analytics for Business Practice |
| HR9737 | Leadership and Management Development |
| MK9705 | Strategic Marketing for Sustainable Competitive Advantage |
| MK9706 | Marketing Research and Analytics |
| MK9707 | Branding |
| MK9708 | Contemporary Issues in Consumer Behaviour |
| MK9709 | Global Consumers and Marketplaces |
| NX0477 | NBS Masters Consultancy Project |
| NX0480 | The Newcastle Business School Masters Dissertation |
| NX9734 | Masters' Management Enquiry |
| GA7000 | Academic Language Skills for Postgraduate Business Students |

Finance

Tuition Fees (UK students)

2021 entry: Full Fee £9,450

2020 entry: Full Fee £9,225

Please note that the tuition fee amount you will pay may increase slightly year on year in line with inflation and subject to government regulations.

Tuition Fees (EU students)

2021 entry: Full Fee £16,000

2020 entry: Full Fee £9,225

Please note that the tuition fee amount you will pay may increase slightly year on year in line with inflation and subject to government regulations.

Marketing MSc

Tuition Fees (International students)

2021 entry: Full Fee £16,000

2020 entry: Full Fee £15,500

Please note that the tuition fee amount you will pay may increase slightly year on year in line with inflation and subject to government regulations.

Additional Costs (All Students)

2021 entry: There are various advised books for purchase throughout the duration of this course, and the cost is approximately £500. This course is certified by the Chartered Institute of Marketing, and students are eligible to complete the Certificate in Professional Marketing. This is optional but could incur the following costs: CIM membership, £65; assessment £140.

2020 entry: There are no Additional Costs

Financial Support

Northumbria University is committed to supporting our students. We offer scholarship packages for students depending on their abilities.

You can find out more information on our individual packages at www.northumbria.ac.uk/study-at-northumbria/fees-funding/pg-fees-funding

Financial support opportunities have associated eligibility conditions, therefore it is essential applicants consider all requirements and observe the application process and deadlines.

Other Additional Costs

Accommodation Costs

Many students find that staying in University accommodation enhances their student experience, and Northumbria has a fantastic selection available for you. Visit our [accommodation pages](#) to investigate your options for living and studying in Newcastle. All costs incurred are optional and students should select the most appropriate accommodation for their needs.

Disability Support

In order to access disability or dyslexia support, students may be required to provide evidence of their disability. This evidence is often provided by an external body (for example, by a medical specialist or GP) and these external bodies may charge for providing this evidence. Also, if a disabled student is eligible for DSA funding for computer equipment, depending on their funding body, the student may be required to make a contribution of £200 towards the cost of any computer equipment. For more information about how to access disability support, contact [Student](#)

Support and Well-being.

Healthcare Costs

Students, depending on their circumstances, may incur some charges for accessing healthcare or medication from the National Health Service. These include charges for prescriptions, charges for dental checks and treatment, and charges for other services, such as providing vaccinations or for certain types of medical evidence (for example, evidence to support a Personal Extenuating Circumstances/PEC claim at the University, if required). These charges are set and charged by NHS services, rather than by the University, and will be subject to change.

Certain applicants who apply for a UK visa will pay an Immigration Health Surcharge. International students from particular countries may also be required to pay to have a tuberculosis (TB) test.

We also strongly recommend that all EU and international students take out their own insurance policy to cover costs which are not met by the National Health Service. It is your responsibility to ensure you pay for adequate insurance cover for the duration of your stay in the UK.

For more information about healthcare-related charges in the UK, you can speak to the [Welfare, Immigration and Funding team](#) based in Student Support and Well-being.

Congregation Costs

When you graduate you will be invited to attend your graduation ceremony. Congregation ceremonies have associated costs, for instance **to take part you will be required to hire a graduation gown and cap**, you may also wish to purchase a professional photograph or additional guest tickets. To give you an approximation of costs, for students graduating in 2018/19, the price of an additional guest ticket was £12.50. Please be aware that the associated costs of graduation ceremonies are subject to review each year. Gown hire and photography are purchased from external providers, therefore the University cannot demonstrate prices.

Library Costs

Your University Library provides a postal service for books and journal articles which will be sent world-wide to Northumbria students who are studying part-time, by distance learning or are work based learners. Students who are placement for more than six week are eligible to use the service whilst on placement.

There is no charge for posting books out, but you will be required to pay the cost of any return postage. We recommend that items are returned by recorded delivery. You can of course, return books in person to either University Library campus.

Overdue charges apply to all library loans to encourage you to return items on time when they have been recalled for use by another reader. Loan renewal is automatic for up to four months or until another reader requests that item. Charges are entirely avoidable by returning items on time, but where incurred will vary according to loan status and

the length of time an item is overdue. Overdue charges exist to ensure the Library Collection benefits the whole student community.

Library books which have been lost or damaged beyond repair will be charged at the replacement cost of the item and a non-refundable handling charge.

If you lose your University smart card there is a replacement charge of £10 to obtain a new one. This cost is waived if your smart card has been stolen and you can provide a police crime reference number.

Placement Costs

Placements in industry are a core element of many of Northumbria's courses. Whilst many of these placements are optional, some are mandatory. They offer you a great opportunity to gain hands-on experience, giving you a distinct edge in the job market. To undertake a placement, you will need to budget for any accommodation and travel charges.

Printing & Photocopying Costs

Students will receive a printing credit of £10 in 2019/20 and 2020/21*. This will provide 1,000 pages of A4 single-sided black and white printing. Any additional printing is paid for by the student.

*Newcastle and London campus only. Amsterdam endeavours to be a paperless campus and printing of submission is not required. Costs at Newcastle Campus may be subject to change for 2020/21.

Visa Costs

International students will be required to pay visa application fees, and associated fees as required - such as the Immigration Healthcare Surcharge, Tuberculosis tests, fees to renew or extend a visa, and fees associated with appealing a visa/immigration decision. These fees are set and charged by the UK government, rather than by the University, and are subject to change. More information about these fees can be found on the [UK Government's website](#), and information about applying for a visa to study at Northumbria can be found on our [here](#).

Useful Links

Facilities

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/facilities/

Tutor Profiles

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/tutor-profiles/

Alumini Profiles

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/alumni-profiles/

Student Profiles

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/student-profiles/

Course Guides

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/course-guides/

FAQs

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/faqs/

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/pfna-accordions/

Study and Travel Abroad

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/study-and-travel-abroad/

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/book-an-open-day/

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/facilities-pods/

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/marketing-links/

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/overview-images/

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/prime-pod/

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/research/

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/staff-profiles/

www.northumbria.ac.uk/study-at-northumbria/courses/msc-marketing-dtfmtj6/videos/