



## Northumbria University (London)

### MSc Business with Marketing Management

#### Study details

**Course type:** Master's degree

**Degree:** MSc Business with Marketing Management

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 19 750 GBP

**Reg. fee :** N/A GBP

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Jan/May/Sep

#### Requirements

##### Academic requirements

- Minimum 2:2 honours degree, or equivalent, from a recognised university in any subject
- Bachelor Degree (4 Years)
- GPA of around 2.75/4.0 for courses requiring a UK 2:2 equivalent
- CGPA 3.2/4 or 4.0/5 for courses requiring a 2:1 equivalent

##### English language requirements

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

##### If you don't meet the academic requirements

Applicants with non-standard prior learning and or relevant work experience and training are encouraged to apply. A CV (curriculum vitae) made up of prior work experience and training would need to be submitted for consideration by our faculty alongside the standard application.

Candidates coming through the non-standard route, such as through relevant work experience or old qualifications, will be invited to discuss their application.

All applications will be considered on an individual basis.

##### Accommodation

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.

Your tuition fees cover far more than your time in class with our expert academics, it covers the cost of providing you with excellent services and student experience.

- Contact time in class – typically in lectures, seminars and tutorials
- Access to facilities, including computers, on-campus Wi-Fi, printers, vending machines, quiet study spaces
- The support of our Careers & Employment Service who help you to become more employable, secure placements and run workshops
- Academic support – our ACE Team run multiple sessions on academic writing, presenting, exam techniques throughout the semester, as well as 1-2-1 appointments and drop-in sessions
- Student support services such as our Ask4Help Service. Find out more about the services available to you on our Student Support page
- Access to online resources, including 24/ 7 Library with over 400,000 e-books and 50,000 electronic journals.

## Additional information

### Overview

The U.S. Bureau of Labor Statistics predicts that jobs for advertising, promotions and marketing managers will grow 10% between 2020 and 2030 (Forbes, 2022).

This programme is designed to give you an insight into business and enable you to specialise in marketing management, focusing first on building your general business knowledge to then later develop your leadership potential, learn about project management, and grow your understanding of international business.

### Key facts

- This course is designed to develop your understanding of the global business environment, importance of marketing within an international context, and strategic marketing.
- Created for non-business graduates.
- Specialise in Marketing Management in the second semester.
- Newcastle Business School is accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB). According to AACSB, “Approximately 6% of the world’s schools offering business degree education have achieved AACSB accreditation, demonstrating a commitment to high-quality, rigorous standards, innovation, and continuous process improvement. Read more about our ‘double’ AACSB Accreditation.

- Upon completion of your programme, you will be eligible for the QA Professional Pathways programmes which will enable you to further develop your skills with one of the UK's largest providers of IT and project management training.
- This course is also available as an Advanced Practice option, where you'll gain all-important work experience and professional skills that will enhance your overall employability.

## What will I study?

This course is designed to develop your understanding of the global business environment, importance of marketing within an international context, and strategic marketing. Thanks to our specialist modules, you will gain an understanding of strategic marketing and consumer behaviour – giving you the required knowledge and skills to strategically analyse data and implement competitive marketing strategies. The development of these skills will enhance your employability when you are seeking a career post-graduation, whether this is in business or marketing.

## How will I be taught and assessed?

- Teaching is delivered through lectures, seminars, studios, tutorials, and workshops totalling around **12 hours per week**.
- You're expected to engage in independent study, around **30 hours per week**.
- **Assessment** is based on a mix of assignments, presentations, group work, reflective reports, and portfolios.
- Taught by **experienced lecturers and academics** who use their industry experience to demonstrate how theories translate into real-life situations.
- **Technology Enhanced Learning (TEL)** is embedded throughout the course with tools such as the 'Blackboard' eLearning Portal.
- Benefit from **weekly academic support sessions** designed to build your confidence and ability as a postgraduate learner.
- You will be assigned a **guidance tutor** at induction that you will have meetings with at regular intervals across your period of study.