The University of Law (Manchester)

MSc Marketing

Study details

Course type: Master's degree
Degree: MSc in Marketing
Study mode: Full time
Duration: 12 Month

Cost of study

Cost : 18 500 GBP
Reg. fee : N/A GBP
Scolarship :
Insurance : N/A GBP

Intake/s

Feb/Jun/Sep

Requirements

English language requirements

- **IELTS:** 6.5 overall (min. 5.5 in each component)
- **Cambridge First /Advanced/ Proficiency:** 176 overall (min. 162 in all skills)
- **TOEFL iBT (not 'MyBest Scores'):** 79 (min. 11 in L, 12 in R, 20 in W, 17 in S)

If you don't have any of the Alternative English Language Qualifications listed above, University of Law offers English Test (ULET) to meet your English Language condition.

- **The University of Law English Test (ULET):** 6.5 overall (min. 5.5 in all skills)

(Non-standard Entry)

ROUTE A:

- You possess an undergraduate degree with a grade below that of a 2:2 (3rd or Ordinary)

AND EITHER

- A professional qualification at level 6 or above from a business professional body, e.g. CIM, CMI, CFA, ACCA, CIMA, CIPD, etc

OR

- At least two years of proven professional work experience with two professional references

ROUTE B:

Please note this route is only available for applicants who do not require a UK Student Route Visa to study with the University.

You possess no formal qualifications. You will need to provide 5 years of proven professional managerial work experience along with two professional references. You will also be required to attend a formal interview.

Accommodation

FACILITIES

- Café
- Library
- Free Wifi
- Free counsellor
- Silent study area
- Computer suites

Average cost per week London: 200 – 300 GBP

Speciality

MSc Marketing with Professional Practice is available

Study time - 24 months

Cost - 20 350 GBP

Additional information

Course Details

Master's in Marketing will equip you with the knowledge and skills required to develop cutting edge marketing strategies in a national and global context. With modules developed specifically to meet the needs of today's marketing challenges, you will delve into the latest marketing technologies. You'll expand your expertise in data analysis, and study how to use data to strategically design and create marketing campaigns.

This course is taught by industry experienced academics in workshop-style classes to ensure greater interaction and a personalised learning experience. You will apply the theoretical concepts of

marketing to real life case studies, in a practice-based environment and will also have opportunities to work with professional bodies, employers and to undertake entrepreneurial activities.

This course is accredited by The Chartered Management Institute so upon successful completion of the course, you will have the option to apply for a CMI Level 7 Certificate in Strategic Management and Leadership as well as your degree. This course is also offered as an 'Accredited Degree' by the Chartered Institute of Marketing (CiM) meaning students will be able to gain industry-recognised qualifications at an accelerated pace.

You'll graduate with the expertise sought after by today's business employers to take your career to a senior level in a range of marketing and business careers.

NEW MSc Marketing with Professional Practice

This course is offered as a 2-year full-time business master's programme. Sharing the first year of study with the 1-year MSc Marketing, the 2-year programme benefits from a second year of Professional Practice that is specifically aimed at fostering the employment opportunities of students.

Offering greater flexibility than a traditional Placement Year, our **Professional Practice Year** allows you to decide how to put your skills into practice. Choose between an academic dissertation, business plan, business or consultancy project, or a paid placement in industry, depending on the option that is best suited to your future career path.

Why study a Business Master's degree with us?

- **A professional Careers and Employability Service:** from day one to beyond graduation, we'll help you become more employable with support from our expert employability service and careers advisers.
- **Professional Development:** you'll have the opportunity to benefit from our 1:1 professional coaching each semester and be encouraged to submit a personal development plan (PDP) tailored to your career goals and unique skills. Your professional development is built-in to all of our course modules to ensure you continuously increase your work-place skills as you study, and we offer a whole range of professional development support.
- **Quality of teaching:** you'll work on real-life case studies, taught by business specialists with industry expertise in marketing.
- **Help to support your tuition fees:** we have business scholarships and bursaries and can guide you on postgraduate fees and funding.
- **Amount of support:** our range of student advisors and academic coaches, support apps and student support services help our domestic and international students.
- **Flexible course format:** study full-time, part-time, on-campus or 100% online with a learning model that encourages independent and deep learning, shared modules for greater networking and clear time demands.

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