



University of Kent

Marketing

Study details

Course type: Master's degree

Degree: MSc (Hons) Marketing

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 24 700 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Apr/Jan/Jun/May/Sep

Requirements

Postgraduate entry requirements

Please see our general postgraduate entry requirements for detail or use our online postgraduate prospectus to check the entry, requirements for the course you are interested in.

Some, but not all, postgraduate programmes require your undergraduate degree to have a related major. Some postgraduate

programmes may require work experience in a relevant field or at a certain level.

If you are unsure whether your qualification will be suitable, please email our International Recruitment team.

For entry to a Kent postgraduate degree programme (Master's), Georgian students typically need to have completed a Bakalavris Khariskhi (Bachelor degree) or Umaghlesi Ganatlebis Diplomi (Specialist Diploma) at an authorised institution. Exact requirements will depend on the postgraduate degree you are applying for and the institution you have studied at.

For programmes that require a 2:1 we usually ask for a final grade of at least 81%, B, 4.0/5.0 or 3.2/4.0

For programmes that require a 2:2 we usually ask for a final grade of at least 71%, C, 3.5/4.0 or 2.7/4.0

MBA

For details of our MBA programme, please see the MBA course page.

PhD

For entry to a Kent PhD programme, students from Georgia typically need to have completed a

Magistris Khariskhi (Masters degree) at an authorised institution with a final grade of at least 81%, B, 4/5 or 3.2/4.0. Students who have not completed a thesis as part of their degree will need to show evidence of previous research experience. If you would like to pursue a PhD at Kent, you should visit the relevant department website and our find a supervisor page to identify potential supervisors for your research and thesis. You are encouraged to then make direct contact with the appropriate academic to discuss your research proposal.

English Language Requirements

Level	CEFR	IELTS Equivalent
Good	B2	6.0 with a minimum of 5.5 in each component
Very Good	B2	6.5 with a minimum of 5.5 in each component
Excellent	C1	7.0 with a minimum of 7.0 in each component

Accommodation

- Fully furnished room
- Self-catered or meal plan options available
- Wi-Fi and utility bills included
- Free membership to Kent Sport
- 24/7 security and support
- UoK is partnered with UniKitOut for students essentials

Speciality

Pathways Available: Pre-Master's

Additional information

Degree Overview

The CIM-accredited MSc Marketing course at Kent Business School is delivered by academic experts using the latest research and industry experience. On the course, you learn cutting edge material on the marketing mix from the digital landscape to the foundational ideas of strategy and consumer market trends. You also develop practical skills through industry speakers, workshops, and

the option to undertake an Industrial Placement.

You'll learn a range of vital topics to furnish expertise in marketing, including strategy, consumer behaviour, digital marketing, brand management, innovation and new product development and marketing across cultures. You will end your Master's with a detailed report, applying your expertise as a marketeer.