



## University of Dundee

### International Marketing and Branding

#### Study details

**Course type:** Master's degree

**Degree:** MSc (Hons) International Marketing and Branding

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 23 000 GBP

**Reg. fee :** 200 GBP

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Jan/Sep

#### Requirements

Your degree should be in any subject which has enabled the applicant to develop analytical and quantitative skills.

### English language requirements

#### IELTS Academic

- Overall 6.5
- Writing 6.0
- Listening 5.5
- Reading 5.5
- Speaking 6.0

We also accept other English language qualifications. (TOEFEL iBT, Trinity ISE, LANGUAGECERT Academic..)

### Don't meet the English language requirements?

Pre-sessional English for international students. If you hold a conditional offer and have not yet met the English entry requirements for a degree course at the University, we can help you with our pre-sessional English courses.

#### Accommodation

## Key Features & Amenities

- Self-catered
- Single occupancy
- Access to laundry facilities
- En-suite (with shower and toilet)
- Inclusive of Utility bills
- In easy reach of bicycle storage
- Fully connected to superfast wired and wifi internet
- Connection to Freeview or Freesat

All rooms are single occupancy with private bathrooms (en suite), equipped with superfast WiFi. Rooms cost approximately £140-£170 per week.

Also available are laundry facilities, bike storage, a shared kitchen and weekend parking.

Halls are 10-minutes away from big supermarkets and the train station. Even less is the walk to get to the city centre, full of restaurants, cafes and bars.

### Speciality

#### Pathways Available: Pre-Master's

15 months : 3 months pathway + 1 year degree

18 months : 6 months pathway + 1 year degree

### International College Dundee

If you do not meet our academic grade requirements for your chosen course, we can offer you an alternative route to begin your studies. Our international incorporated degrees will develop your subject knowledge, academic English and university level study skills.

**Tuition fees for International students will increase by no more than 5% per year for the length of your course.**

**Additional information**

## Degree Overview

Marketing as a business discipline changes continuously, due to the ever-developing range of digital channels and solutions available to target, communicate, and engage with customers. Significant development has also taken place around the availability and access to customer data, online trends and market research, which is very important for understanding customer behaviours and as an important stage of marketing planning.

As well as covering the traditional founding concepts and theories of marketing, you will also develop knowledge in social media marketing, digital marketing, content generation, digital tracking, and data analysis. You will understand the practical side of marketing tools and learn the pros and cons of each, for the professional marketer.

This course option is to focus some more on branding. You will take a closer look at an organisation's approach and engagement with its customers and wider stakeholders, through its brand. You will learn what a brand is, its concepts, how to manage it and use tools and frameworks to analyse information.