



## Bangor University

### International Marketing

#### Study details

**Course type:** Master's degree

**Degree:** MBA (Hons) International Marketing

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 19 500 GBP

**Reg. fee :** Included GBP

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Sep

#### Requirements

- A 2(II) undergraduate degree in a relevant subject, e.g. Business, Management, Finance from a university, or a similar qualification from any other institution.
- Alternatively, possession of a suitable professional qualification and relevant practical experience may also be accepted.

If your native language is not English, you must provide satisfactory evidence that you have an adequate knowledge and understanding of written and spoken English.

- IELTS: 6.0 (with no element below 5.5)
- Pearson PTE: a score of 56 (with no element lower than 51)
- Cambridge English Test – Advanced: 169 (with no element lower than 162)

#### Accommodation

- Individual single study bedrooms.
- Single sex only, alcohol-free and quiet accommodation available.
- Choice of en-suite private bathroom or shared bathrooms.
- Fully equipped self-catered facilities, allowing you to prepare your own meals.
- Option to purchase meals on-campus at a variety of cafes/restaurants.
- All Halls within walking distance of the campus.
- Senior Wardens on duty, plus, a team of friendly student 'Mentors' and 24/7 Security Staff (24 hours a day, 7 days a week).
- All-inclusive rent includes internet, heating, electricity, water bills, all maintenance and contents insurance.

- Rent also includes gym membership and Campus Life events programme. Campus Life events like sports events, movie nights, BBQ's, cooking classes, quiz nights, exciting trips etc to help students get the most from their time in Halls.

## Speciality

Graduates of this degree will be eligible for exemptions from some modules of the Chartered Institute of Marketing's professional qualifications.

Pre-master's (Business and Management)

## Additional information

### Degree Overview

This degree is designed for graduates wishing to start, or further develop, careers in marketing. It explores the principles, theoretical concepts and practice of marketing within the context of business and management and will focus on developing academic and applied skills in Marketing including advertising, brand management and loyalty, customer service, public relations and market research. An important objective is to provide relevant analytical training in the latest strategic, managerial and industrial developments in Marketing in both the public and private sectors. We look at marketing at local, national and global levels developing skills in strategic analysis, problem-solving and decision making.

### Study Reasons

- Bangor University offers a wide range of innovative master's degrees (MBA, MSc and MA) which provide you with an understanding of contemporary business themes including sustainability, entrepreneurship, management, leadership, digital marketing, data analytics, organisational behaviour, strategy, brand management and business planning.