



University of Roehampton (London)

Global Marketing

Study details

Course type: Master's degree
Degree: MSc (Hons) Global Marketing
Study mode: Full time
Duration: 12 Month

Cost of study

Cost : 17 000 - 18 000 GBP
Reg. fee : N/A GBP
Scholarship :
Insurance : N/A GBP

Intake/s

Sep

Requirements

Entry requirements

Roehampton English Language Test

- Postgraduate degrees - mapped to IELTS scores

TOEFL IBT

- Postgraduate degrees - 89 overall with a minimum of 17 in listening and writing, 18 in reading and 20 in speaking

IELTS Academic

- Postgraduate degrees – 6.5 overall with a minimum 5.5 in each component

Cambridge Advanced Certificate

- Postgraduate degrees - 176 overall with a minimum 162 in each component (some schools require a minimum of 169 in each)

Cambridge Proficiency Certificate

- Postgraduate degrees - 176 overall with a minimum 162 in each component (some schools require a minimum of 169 in each)

All applicants that require a Tier 4 visa must also meet the minimum English Language requirements before we can issue a Certificate of Acceptance for Study (CAS) that is needed to apply for a Tier 4 visa.

Academic requirements

Along with a complete application, EU and international applicants are required to submit various supporting documents. These include:

- Academic qualifications (certificate and transcript)
- Valid English language qualification
- Personal statement
- Two references

Accommodation

Facilities

- 24-hour computer room. Whitelands is able to boast an on-site 24-hour computer room for all Whitelands students to use.
- Quiet Study Area and Manresa Hall.
- College Kitchen & Student Lockers.
- Sports Field and Grounds.
- Catering On-Site.

Accommodation Fees

£163.00 to 210.00 pw

Speciality

Pathway Extended Masters is available

(Please add an additional year if undertaking a placement)

(programmes with a placement year are an additional 1,500 GBP)

Additional information

Degree Overview

The Roehampton MSc Global Marketing provides you with essential expertise of contemporary marketing theory and practice, equipping you with the strategic and operational marketing skills needed to succeed. This programme has been designed with input from a panel of business advisors and successful business leaders to address the 21st century's demand for market-focussed professionals adept in the effective use of digital technologies. You will be introduced to the strategic, financial and operational context of management and to digital marketing strategies and the increasingly data-driven context in which business leaders operate. You will also learn how to leverage digital marketing and customer engagement strategies to achieve real impact on business objectives through marketing. The programme provides you with a critical understanding of corporate strategy, financial performance management, leadership and cross-cultural perspectives on management. Our research methods class will equip you with the knowledge and techniques needed to pursue empirical fieldwork of academic rigour, real world impact and practitioner relevance. You will be encouraged to engage in personal professional development through active participation in the Global Leadership Programme, aimed at equipping you with the skills that are critical to succeed in today's fast-paced business world.

Study Reasons

- Graduates from this programme are equipped with the knowledge and skills to work in brand management, digital marketing planning or strategic marketing management positions in large multinational corporations, SMEs operating globally or specialist marketing agencies.
- MSc Global Marketing is tailored to students with the ambition to become leaders and practitioners at the interface of marketing and corporate strategy. The programme benefits from our academic faculty's leading research expertise and practitioner links. In addition to the academic programme of study, you will have the opportunity to join our Global Leadership Programme.
- This programme is dual accredited to a CMI qualification. Upon successful completion of the programme, Roehampton on-campus students, will be eligible for a CMI L7 qualification in Strategic Management and Leadership (subject to passing the required mapped CMI modules and CMI moderation).