

Intakes

September and January

Duration

Full time

12 months for Sept entry,

17 months for Jan entry

Full time with internship

18 months for Sept entry,

21 months for Jan entry

Part time (home students)

24+ months

Entry Requirements

- An Honours degree at 2:2 level or above in any subject (or equivalent).
- Students whose first language is not English are required to demonstrate proficiency to a minimum level of 6.5 IELTS (and minimum of 5.5 in each element) or equivalent.
- Students with relevant previous study at postgraduate level or with extensive experience may be considered eligible for recognition of prior learning.

The internship

- An optional internship (up to 6 months in duration) is available to all students, taking place on completion of the taught modules.
- The internship will not be credit-rated but will allow the student to gain first-hand experience within a real business environment to enhance their future employability.

This course has been specifically designed to fast-track your marketing career and enhance your employability in a range of business environments and entrepreneurial situations. The combination of academic rigour and practical relevance will ensure that you are equipped with a critical awareness of current issues in marketing and informed by 'leading edge' research and practice. An international theme will be at the forefront of many modules, allowing you to explore and investigate the core content of marketing subjects in a multicultural and global setting.

Exposure to live case studies will enable you to gain an appreciation of real business contexts and gain an understanding of strategic marketing practices in the contemporary business environment. You will be provided with opportunities to develop your skills as leaders and apply the knowledge you have gained throughout the course in an individual, business related research project. You will also have an opportunity to gain further exposure to relevant practice through the internship pathway that is available as an option to all students.

Course Content and Modules

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Managing Corporate Reputation	Marketing Communications	Marketing Management	Research Methods
International Business	Services Marketing	2 Optional modules: Cybersecurity and the Online Market, Managing Across Cultures, Business Information System, Managing for Sustainable Futures, Corporate Entrepreneurship and Innovation	
6-month internship (optional)			
Research Project			

Assessment

A wide variety of assessment methods are used, including case studies, research projects, reports, presentations, and examinations.

Key features

- Upon successful completion of the course, you will receive dual accreditation with the Chartered Management Institute (CMI) – Certificate in Strategic Management.
- A multinational programme enabling you to share your experience and build a global mindset.
- Postgraduate Scholarships and Discounts of up to £3,000 available for international students, based on their grades.
- A flexible design allowing two entry points, in September and January.
- Opportunities to experience relevant practice through the internship pathway option.
- 20% alumni discount available for full-time masters' courses.

Student employability

Employability is at the heart of the course design for MSc Marketing. The course is structured around producing competitive graduates ready for the current challenges of the job market. They are taught a wide range of current and relevant topics and trained to exhibit the best attributes and qualities of critical, open-minded, inclusive and skilful individuals. The international nature of both students and faculty, and the diversity of expertise and backgrounds are central to shaping the learning experience and contribute to student employability upon graduation.

For application enquiries, please contact PGwbs@worc.ac.uk