

# Shaping your future

## Extended MSc Marketing

Prepare yourself for middle management and senior appointments in marketing within public, private and social economy sectors.

The Extended MSc Marketing course is an academically challenging and strategically relevant programme in advanced marketing study, with a particular emphasis on entrepreneurship. The course integrates the Graduate Certificate programme to allow entry for students with equivalent to a standard degree (third class, pass or ordinary).

- Develop enhanced transferable skills necessary for marketing management at a variety of levels.
- Acquire the skills necessary to conceive, design and implement a substantial research project.
- Develop your ability to apply knowledge and critical understanding of marketing and business to complex issues.
- Enhance your lifelong learning skills and personal development to work with self-direction and originality and to contribute to business and society.

### Contact us

**International students:**

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**UK & EU students:**

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## Extended MSc Marketing

Faculty: Ulster University Business School

**Campus:** London or Birmingham

**Start dates:** May & September

**Mode of study:** Full-time: daytime or evening and weekend<sup>1</sup>

**Level of study:** Pre-Masters

**Duration:** 15 months

**Assessment methods:** Coursework only

### 2018/19 entry conditions:

A Third or a pass in a Bachelor's degree in any discipline; or a pass in a non-honours degree with any classification in any discipline; or a 3 year Diploma (Dazhuan) or equivalent (China only).

### English language requirements:

GCSE grade C (or equivalent); the minimum English language requirements for non-native English speakers, are IELTS 6.0 with no contributing band at less than 5.5 (internal English language assessment available).

### 2018/19 tuition fee:

|               | London  | Birmingham |
|---------------|---------|------------|
| UK/EU         | £6,500  | £6,500     |
| International | £15,500 | £13,750    |



93%<sup>2</sup> of graduates in employment or further studies within six months after graduating.

### Course overview

This programme has been designed as a bridging mechanism for UK, EU and international students to progress from undergraduate to postgraduate study. The integrated Graduate Certificate is a preparatory course that will provide you with a solid foundation in the skills needed for progression on to the MSc Marketing programme.

The course will provide you with an academic insight which educates, develops and enhances your professional competence and will prepare you for middle management and senior appointments in marketing within public, private and social economy sectors.

### Example modules

Modules studied may include: Academic Writing; Postgraduate Study Skills; Research Methods for Postgraduate Study; International Business Environment; Foundations in Management; Consumer Behaviour; Strategy and Innovation; Marketing Management; Global Marketing; Digitizing Marketing; Research Methods; Entrepreneurial Marketing and a final dissertation.

### What our students say

“Dedication and determination are the keys to success, but it’s the overall Ulster University experience and outstanding support that will provide you with the confidence and tools to succeed.”

Fatima Amjad – Saudi Arabia

<sup>1</sup> Weekend mode of study open to UK and EU nationals only

<sup>2</sup> DLHE Survey 2015/16