

Shaping your future

MSc Marketing

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

The MSc Marketing course is an academically challenging and strategically relevant programme in advanced marketing study, with a particular emphasis on entrepreneurship. The programme is distinctive in exploring leading edge thinking from scholarly sources, alongside a syllabus rich in the practical application of marketing.

- 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:

T: +44 (0)121 314 9018

UK & EU students:

T: +44 (0)121 314 4531

E: qa@ulster.ac.uk

W: qa.ulster.ac.uk

MSc Marketing

Faculty: Ulster University Business School

Campus: London or Birmingham

Start date: January (London only) & September

Mode of study: Full-time: daytime or evening and weekend¹

Level of study: Postgraduate degree

Duration: One year

Assessment methods: Coursework only

2018/19 entry conditions:

Second class honours degree (2:2 or 2:1) in a relevant area or international equivalent.

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	£5,150	£5,150
International	£11,500	£10,000

Visit our online course prospectus at qa.ulster.ac.uk for further details and up-to-date information.



92%² of graduates in employment or further studies within six months after graduating.

Course overview

The programme has been designed in conjunction with senior marketing executives from industry to address the strategic importance that companies must become more marketing focused and more professional and entrepreneurial in marketing practices.

The course provides an academic insight which educates, develops and enhances the professional competence of marketing and business students, 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: 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

“Ulster University will provide you with an opportunity to think outside the box and challenge yourself. 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

¹. Weekend mode of study open to UK and EU nationals only

². DLHE Survey 2015/16