

MSc Business with Marketing Management

As part of our popular range of 'Business with' Masters programmes, the MSc Business with Marketing Management programme is designed to give you an insight into the strategic role of marketing within organisations. During this course, you will build the required knowledge and skills to strategically analyse and evaluate organisations to develop and implement competitive marketing strategies.

Fee: £8,000 (UK/EU), £13,500 (International)

Entry requirements: Minimum of a 2:2 (second class) honours degree or equivalent from a recognised university

English language requirements: IELTS 6.5 (or above) with no single element below 5.5 or equivalent

Mode of study: Full-time classroom

Duration: 1 year

Assessment methods: Coursework

Scholarship or bursaries: Available

Student finance: Available

Payment plan: Available

Starts: January, May, September

Modules:

Developing Global Management Competencies

Strategic Management for Competitive Advantage

Dissertation Preparation and Research Methods

Academic and Professional Development

Developing Global Management Competencies

Analysing Buyer Behaviour and Brand Dynamics

Relationship Marketing in a Global Context

The Newcastle Business School Masters Dissertation

Advanced practice option

The Advanced Practice element of this programme will enable you to extend your studies to include either an internship, or an applied group consultancy project working with a real organisation on a live

*business problem, developing valuable work experience and business insight. **Duration: 16-22 months.***
Fee: £10,000 (UK/EU), £15,500 (International).