

# MSc Marketing

- Full Time

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or our Masters webpages at  
[www.mscmarketing.com](http://www.mscmarketing.com)



# What is the MSc in Marketing

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## Marketing at Masters level provides our graduates with the knowledge and skills demanded by leading organisations worldwide...

**This one year, full-time programme is designed for non-business graduates wishing to pursue a career in Marketing.**

Our **Masters/Postgraduate Diploma - Marketing** reflects the dynamic and technologically innovative nature of contemporary marketing, spanning both private and public sectors.

Students are given a sound grasp of the principles of marketing and most importantly, consumer behaviour concerning individuals and organisations. We'll also ensure that you gain insights into the technical and personal skills necessary to pursue your future career.

The course features a choice of up to twenty 'elective' subjects, reflecting the current diversity in contemporary marketing practice.

Built into the course are many value added features such as opportunities for real-life learning through our **live industry project**, "Marketing Works", high calibre industry collaboration, research excellence and skills-based teaching.

Students in this programme come from a variety of backgrounds, with first degrees as diverse as physics and philosophy, and they always contribute a spectrum of perspectives, as befits a wide leading masters programme.

Our students are truly international with representations from all corners of the globe. We seek to ensure that there is a balance of nationalities represented, to prevent dominance from any one culture or nationality.

The course offers a comprehensive introduction to all aspects of contemporary marketing theory and practice.



## What you'll study

The programme is fast paced, intensive and varied. The first semester of the MSc/PgDip in Marketing is dedicated to the study of **four** core modules, designed to provide you with a rigorous introduction to business practice, the fundamentals of marketing strategy, the essentials of buyer behaviour and finally a guide to marketing research.

### SEMESTER 1

#### Stage 1: Core Course Modules

##### Business Analysis

Examines each of the core domains of business, including the business environment, organisation and finance, management structure, human resources and developing strategies for customer acquisition and retention.

##### Strategic Marketing Management

Develops an understanding of the key concepts and frameworks in strategic marketing management, and the implementation of the marketing mix across a variety of environmental contexts.

##### Buyer Behaviour

Provides an understanding of the main theories of buyer behaviour and the application of these in the development of successful marketing strategies.

##### Research in Marketing

Gives an appreciation of the importance of marketing research, the research process and the approaches and techniques most commonly used.

Core Modules	Credits
Business Analysis	15
Strategic Marketing Management	15
Buyer Behaviour	15
Research in Marketing	15
<b>Cumulative Credits</b>	<b>60</b>

During Semester 1, students will also undertake a technical, non credit bearing module known as Key Skills.

Subjects covered will include:

- Different written styles; from essay to executive report writing
- How to write a literature review
- Presentation skills
- Issues of plagiarism

### SEMESTER 2

#### Stage 2: Elective Module Choice

The second semester offers students the opportunity to choose a range of subjects tailored to individual interests. This breadth of choice reflects the Department's extensive interests in most facets of marketing. You will **choose six elective modules** from a choice of up to twenty. The range varies from year to year but it is anticipated that those listed on the right will be offered:

Elective Modules	Credits
Elective Module One	5
Elective Module Two	5
Elective Module Three	5
Elective Module Four	5
Elective Module Five	5
Elective Module Six	5
<b>Cumulative Credits</b>	<b>30</b>

Students with a specific interest in **Customer Management** can decide to graduate with a more specialised degree in **MSc/PgDip Marketing – Customer Marketing**. To pursue this option, students must select at least **four** modules from the following list marked **cm**

Please note that at the time of writing, this more specialised degree option awaits faculty approval.

#### Electives (Six to be chosen)

- Area Studies (e.g. Strategies in Emerging Markets)
- Brand Management and Strategy
- Business Ethics and Corporate Social Responsibility
- Business to Business Marketing
- Contemporary Consumers **cm**
- Corporate Identity Management
- Customer Management 1: Relationships and Customer Loyalty **cm**
- Customer Relationships Management 2: International Customer Relationship Management (CRM) **cm**
- Data Mining for Customer Management **cm**
- E-Commerce **cm**
- Entrepreneurial Marketing
- Export Marketing
- Global Supply Chain Management
- Integrated Marketing Communications **cm**
- Marketing and Sustainability in the Age of Globalisation
- Marketing Metrics
- Product Innovation
- Retail Marketing
- Sector Studies (e.g. Telecoms, Music and Sports Marketing)
- Services Marketing



*'I was looking for the best masters degree in Europe. I did quite a lot of research through different sources and the same name kept coming up: Strathclyde University.'*

**Mr Andrea Mencarini**  
MSc Graduate, Italy, 2006

## What you'll study *continued*

### Stage 3: 'Marketing Works' – the Group Marketing Project

One of the most popular features of the course is the live marketing project known as 'Marketing Works'. Students have the opportunity, over the course of both semesters, to act as marketing consultants to organisations on real-life marketing projects. This experiential learning allows students to implement the theoretical elements of the programme in dynamic and innovative ways. Operating in groups, students work with an organisation on a marketing project specific to the needs of the organisation.

In recent years, projects have been carried out for local and international companies, 'not for profit' organisations, and from small family-sized businesses right up to strategic business units of large multi-nationals.

A good level of performance across class assessments is necessary for students to progress to the Dissertation stage of the Masters degree. Students who do not achieve the required level may qualify for the Postgraduate Diploma in Marketing. Students are also required to submit and achieve the required standard for their Dissertation Research Proposal before continuing or progressing to the Dissertation stage.

### Stage 4: Dissertation

The dissertation is your opportunity to study, in depth, a specific marketing problem in an area of personal interest. Dissertations typically involve desk research and literature reviews, and then case studies of individual companies or small scale primary research. This provides scope for originality of thought, research fieldwork and analysis, and presentation of results. In preparation for the Dissertation, an intensive 3 week course 'Research Methods' is taught early in the 2nd semester, covering all aspects required for a successful submission.

Stages 3 & 4	Credits
Marketing Works-GMP(semesters 1 & 2)	30
<b>Postgraduate Diploma total</b>	<b>120</b>
Dissertation	60
<b>MSc Marketing total</b>	<b>180</b>

### The Leadership and Team Management Programme

One of the most enjoyable aspects of the course is the Leadership and Team Management Programme organised early in the first semester to enhance the development of leadership, teamwork and cross cultural skills. This programme, organised in conjunction with independent specialists, has provided many memorable experiences for students in the past. It also provides an ideal way of getting to know fellow students on the course.

### Learning Assessment

Assessment methods vary between core and elective classes. Assessment for core classes is normally one three hour examination worth 60% and continuous assessment worth 40%. Elective classes have no examination and are assessed in a variety of ways using continuous assessment.

### Teaching Support Package

A comprehensive support package is provided to enhance students' learning and to ensure maximum student benefit during their period of study. This includes:

- A package of essential texts for all core classes chosen
- The provision of the international business newspaper The Financial Times to students
- A dedicated computer lab for Masters students containing the latest in PC technology
- Seminar rooms used exclusively by Masters students in the Department of Marketing
- A personal counselling scheme to give students the opportunity to discuss any personal or academic problems
- A student/staff consultative committee providing an effective mechanism for student feedback throughout the year

Students are also asked each year to evaluate the perceived value of both the quality of the teaching and the associated support package to ensure that the highest of standards are maintained.

**95% of Business School staff are in departments rated as internationally or nationally excellent.**



## The Department of Marketing

**Established in 1971, the Department of Marketing has gained an international reputation for the quality of its teaching and research.**

It has been at the forefront of innovation in the delivery of marketing education through international distance learning programmes and in the use of internet based learning materials.

The Department is part of the Strathclyde Business School, one of the largest business schools in Europe. There are approximately 600 full-time and 1,800 part-time postgraduate students, and over 170 academic staff.

Strathclyde Business School was highly rated in the last Research Assessment Exercise. 95% of Business School staff are in departments rated as internationally or nationally excellent.

The School has achieved accreditation from EQUIS, AACSB International and AMBA. It is one of only a handful of Business Schools worldwide - and the only one in Scotland - to have achieved recognition from the three leading accreditation bodies for business schools placing it in the top 1% of Business Schools worldwide.

Particular emphasis is placed on combining excellence with relevance, most evident in the Department's staff, who have acted as advisors to; the European Commission (EC), the UN, the World Bank and other bodies. Staff also hold senior positions in the Chartered Institute of Marketing, The Marketing Society, the Market Research Society and other associations, as well as acting as advisors and consultants to many national and international companies. Such activities clearly add to the richness of the content of the Department's teaching and research programmes.

### **Professional Affiliation**

The Masters/Postgraduate Diploma in Marketing has been assessed by the Chartered Institute of Marketing and has been granted the highest possible level of recognition. Graduates are eligible for graduate membership of the Institute and for exemptions from the professional examinations of the Institute.

### **Prizes**

The Chartered Institute of Marketing prize is awarded annually by the West of Scotland Branch of the Chartered Institute of Marketing to the student with the best average composite mark including the dissertation. There is also a prize for Marketing Works - the Group Marketing Project.

### **Bursaries**

The Degree is recognised by the Scottish Awards Agency Scotland (SAAS) as attracting funding. Every year, the Department nominates substantial bursary awards, contingent on the standard of the applications received.

**We apply the same founding principles whether you have little experience of marketing or see yourself as a budding expert. We currently run three specific masters courses, each one aimed at a differing sets of student needs.**

### **MSc/PgDip in Marketing**

A one year, full-time course designed for those from a non-business background, with limited or no experience of marketing.

### **MSc/PgDip in International Marketing**

A one year, full-time course designed for those who wish to specialise and study marketing at an advanced level.

### **MSc/PgDip/PgCert in Marketing (Flexible Learning)**

A flexible, mixed mode course, designed for those who wish combine studying marketing part-time over a two year period with an existing career or other activity.

Across each of our programmes, there are five founding principles underpinning our aim of providing excellence in Masters level marketing education:

### **Teaching Excellence**

Our teaching staff are all marketing experts, including six internationally renowned professors, leading one of the largest marketing departments in Europe.

### **Diversity of subjects**

We provide one of the widest range of marketing related subjects.

### **Cross cultural interaction**

Our programmes reflect the global nature of commercial and organisational practice. High calibre students are recruited from around the world and in any one year, about 20 different nationalities are represented.

### **Applied problem solving**

Whilst academic and theoretical rigour are pre-requisites, we also offer hands-on experience of real business problems.

### **Continuous innovation**

Our extensive research programmes, conducted by postgraduate students and academics, keep us at the leading edge of contemporary marketing education.



*'I chose Strathclyde University because the school has an excellent reputation for the quality of its teaching'.*

**Haiti Wei**  
Business Analyst, Shanghai  
MSc Graduate, 2006

## Studying in Glasgow

**With a population of 740,000, Glasgow is not only Scotland's largest city, it is also one of the most exciting places to study in the United Kingdom.**

Glasgow is one of the coolest and most stylish cities in the UK. The city centre is built on a grid system with amazing examples of both Victorian and contemporary architecture.

The cosmopolitan spirit of the city emerges from a lively mixture of bars, clubs, restaurants, shopping, music and exhibitions. Glasgow's nightlife is hugely popular –there is always something going on. If you're the industrious type, this also means a lot of opportunities for part-time work.

In Gaelic, Glasgow is Ghlaschu, meaning 'dear green place'. With more than 70 parks and gardens within its boundaries, Glasgow more than lives up to its name.

### Vibrant Cultural Scene

Glasgow is host to some of the most exciting arts and cultural activities in the world and is identified with innovative architecture, art and design. The city is home to over 200 cultural organisations, including Scottish Opera, the Royal Scottish National Orchestra and the world-renowned Citizens Theatre. There are 26 public art galleries/museums.

### Lively Nightlife

You can choose from over 800 bars/pubs, 30 nightclubs and 51 cinema screens. In terms of food, Glasgow was voted top UK city outside London for choice and quality of restaurants by Harden's Top UK Restaurants.

### Tops for Shops

Outside of London, Glasgow is the biggest retail centre in the UK. From innovative design outlets to indoor malls like Buchanan Galleries, Princes Square and the St Enoch Centre, there's plenty of choice to suit all tastes.

### Excellent Transport Links

Domestic and international transport links are first-class. Glasgow Airport is 20 minutes from the city centre and offers daily flights to European and transatlantic destinations.

## Entry & fees

### Entry Requirements

Applicants should have a first or second-class Honours degree (or equivalent qualification) in a non-business discipline.

Applicants must also provide evidence of excellent English language abilities, either achieving a minimum score of 6.5 for IELTS, or 600 for TOEFL.

Those with a lively interest in business, together with clear evidence of a desire to work in this area, are also encouraged to apply.

### Fees

For full information on current fee levels, please contact the Department.

### HOW TO APPLY

#### Request an application form from:

Registry – Business  
University of Strathclyde  
Glasgow G1 1XQ

t: +44 (0) 141 553 4170

#### Download the form at:

[www.strath.ac.uk/prospectus/applying/postgraduateapplications](http://www.strath.ac.uk/prospectus/applying/postgraduateapplications)

#### Apply online at:

<http://applicants.strath.ac.uk>