

# MARKETING (MSc)

## ENTRANCE REQUIREMENTS

Normally a 2.1 Honours degree or equivalent qualification acceptable to the University in any discipline.

We welcome applications from a diverse range of backgrounds so may also consider previous work experience alongside lower academic qualifications. Prior experiential learning in business, management or marketing in lieu of academic qualifications will be considered on an individual basis under the University's RPL Policy ([go.qub.ac.uk/RPLPolicy](http://go.qub.ac.uk/RPLPolicy)).

## INTERNATIONAL QUALIFICATIONS

For information on international qualification equivalents, please see: [go.qub.ac.uk/YourCountry](http://go.qub.ac.uk/YourCountry)

## ADDITIONAL INFORMATION FOR INTERNATIONAL STUDENTS

International students wishing to apply to Queen's University Belfast (and for whom English is not their first language), must be able to demonstrate their proficiency in English in order to benefit fully from their course of study or research. Non-EEA nationals must also satisfy UK Visas and Immigration (UKVI) immigration requirements for English language for visa purposes.

Evidence of an IELTS\* score of 6.5, with not less than 5.5 in any component, or an equivalent qualification acceptable to the University is required.

\*Taken within the last 2 years.

For more information on English language requirements for EEA and non-EEA nationals see: [go.qub.ac.uk/EnglishLanguageReqs](http://go.qub.ac.uk/EnglishLanguageReqs)

If you need to improve your English language skills before your study, our partner INTO Queen's University Belfast offers a range of English language courses: [www.intohigher.com/qub](http://www.intohigher.com/qub)

## FEES AND FUNDING

Northern Ireland (NI): £7,000  
England, Scotland or Wales (GB): £7,000  
Other (Non-UK/EU): £7,000  
International: £19,900

For fees and funding information please see:  
Fees: [gub.ac.uk/TuitionFees](http://gub.ac.uk/TuitionFees)  
Funding: [go.qub.ac.uk/qubpgfunding](http://go.qub.ac.uk/qubpgfunding)

## DURATION

1 year full-time

## TEACHING TIMES

Morning and afternoon

## OVERVIEW

### Why is this subject for you?

- You want to develop the skills and knowledge necessary to help build relationships with consumers and satisfy their requirements.
- You want a career in areas such as digital marketing, advertising, brand management, market research, public relations or academia.
- You want to gain exemptions from the Chartered Institute of Marketing (CIM) professional examinations.

Marketing is concerned with identifying and anticipating customer wants and needs and satisfying them, ensuring profitability for the company.

The MSc Marketing programme has been designed to equip the next generation of marketing professionals with the necessary conceptual, analytical and practical skills required by firms to compete in the hypercompetitive, dynamic and global marketplace that epitomises business today. The core philosophy running through the programme is that professional, contemporary and accountable marketing practice adds significant value to a firm's operation and performance.

The programme develops students financial, numerical and research skills and provides advanced study of contemporary marketing theory and practice through a range of specialised modules such as digital marketing and marketing analytics for managers.

## CONTENT

Students must complete 60 CATS per semester. The award of MSc is based on the accumulation of 180 CATS. The programme comprises eight taught modules plus the choice of a dissertation, a marketing internship and work-based research project, or an academic research project plus two additional modules.

### Semester 1 (CATS)

#### Compulsory modules

- Accounting for Managers (15)  
*Examines the theory and practice of accounting at a non-specialist level.*
- Finance for Managers (15) *Understand the fundamental concepts and principles of investment and finance decisions of firms.*
- Marketing Management (15) *Understand the far reaching and holistic application of marketing as both a philosophy and function in contemporary organisations.*
- Consumer Behaviour (15) *Develop a deep understanding of how consumer behaviour theory and practice has emerged to play a key role in understanding consumers and their contexts of consumption.*

### Semester 2 (CATS)

#### Compulsory modules

- Research Methods for Business (15)  
*Understand how to conduct an independent and original research project.*
- International Marketing (15) *Explore the challenges faced by marketing managers working in a global/international environment and the concepts and theories that can be used to inform marketing decision making in these contexts.*
- Digital Marketing (featuring GAIQ) (15) *Learn how to develop marketing strategies that can be employed on internet/mobile platforms as well as integrating with offline platforms.*

#### Elective modules (select 1)

- Marketing Analytics (15) *Explore the use of data, 'big data', to assist in marketing decision making and accountability using SAS or SPSS software to analyse data.*
- Strategic Marketing (15) *Understand marketing from both a management and consumer perspective.*

### Semester 3

- Marketing Internship and Work-based Research Project (60 CAT points)
- Dissertation (60 CAT points)
- Academic Research Project +2 modules (Contemporary Issues in Management and Business Governance and Ethics) (60 CAT points)

*The three options for semester 3 will each enable students to utilise the knowledge and skills acquired in the Research Methods for Business module.*

*Modules are subject to change.*

\*High performing students can apply for a minimum 12 week paid internship as an alternative to the traditional MSc dissertation in Semester 3. It is imperative to note that the selection criteria will be determined by the host company and that the selection and recruitment process will be on a competitive basis. When a candidate is not successful in their pursuit of an internship in a host company, he or she will instead undertake a traditional dissertation or the academic research project plus 2 taught modules.

## ASSESSMENT

Students will complete individual student assignments, oral presentations, group casework, examinations, computer-aided assessment, multiple-choice tests and research work. Other innovative assessment methods are incorporated as appropriate.

## CAREERS

Graduates with a solid knowledge of contemporary marketing thought and best practices, coupled with a solid grounding in marketing research methods, tools and applications, are likely to secure employment in the following areas:

- Customer relationship management
- Digital marketing
- Marketing and customer analytics
- Marketing management
- Research and consultancy

## WHY QUEEN'S?

### Accreditation

Accreditation has been gained from The Chartered Institute of Marketing (CIM) – the leading professional body for marketers worldwide which exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. Upon successful completion of the MSc Marketing programme, students will have a number of exemptions from CIM professional examinations: marketing, strategic marketing, and marketing and consumer behaviour on registering for CIM student membership.

Students of the MSc Marketing programme can register as students with CIM and will have access to all CIM resources including webinars and Marketing Expert (additional fee will apply). Students will be able to attend local CIM branch events and seminars, which offer networking opportunities and the chance to keep abreast of current marketing thinking and practice.

### Marketing Internship and Work-based Research Project

Students will have the opportunity to apply for minimum 12 week paid internship as an option in Semester 3, students will be required to undertake an action research project and submit a report based on this. This option is instead of undertaking a traditional research dissertation or an academic research project. This option, only available to high-performing students, provides the opportunity to apply and review academic and theoretical principles in practice. It also provides students with real-world experience of working in a marketing environment.

### Google Analytics Individual Qualification

The Digital Marketing (featuring Google Analytics) module encourages students to work towards a Google Analytics Individual Qualification (GAIQ). This is a signal to employers that our MSc Marketing students have both the theoretical and practical skills to compete. The examination fee will be reimbursed by the School (subject to attaining the award during the module).

### SAS Training

The Marketing Analytics for Managers module features SAS software. SAS Institute is a provider of tools, technologies and services focused on business analytics. A recent study shows SAS dominates the global advanced analytics market. This again is a signal to employers that our students have the theoretical, practical and industry-standard software skills to compete.

### Innovative Teaching

Teaching methods and learning may include lectures, tutorials, seminars, case studies, computer software demonstrations, non-book media (videos and podcasts), individual research, oral presentations, group projects, online discussion forums, industry visits, practitioner workshops, and internship opportunities.

*Queen's Management School is committed to the continuous improvement and enhancement of all of its degree programmes. New modules may be developed and included to replace or enhance those which are mentioned here.*

## APPLY NOW

[go.qub.ac.uk/pgapply](http://go.qub.ac.uk/pgapply)

## CONTACT

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