

Postgraduate



MSc

# International Marketing

### Key Features

- Explore the digital landscape of global marketing
- Gain insights and join discussions on consumers and marketing relationships
- Develop key analysis, audience reflection, brand strategy, and campaign planning

Full course info	<a href="https://london.aru.ac.uk/courses">london.aru.ac.uk/courses</a>
25/26 Fees per annum:	£9,000 or £7,000 for Alumni International: £18,600
Location	London



## About this course

This course has been designed to give students the knowledge and skills needed to succeed in the contemporary business and marketing environment. In particular, the course focuses on the digital transformation of the marketing profession and considers the myriad ways in which technology has empowered marketers in recent years, whilst exploring future developments in the digital space.

The course also focuses heavily on entrepreneurship, along with the business and leadership skills needed to launch, promote and grow new ventures, products, and services. There is also a heavy focus on brand management across a range of platforms and channels. The final major project will give students the opportunity to research and develop ideas in an area of specific interest to them.

Sustainability, Ethics, Entrepreneurship, and Cross-Cultural awareness are key themes of this course. The degree boasts a team of exemplary academics coupled with external industry experts. Content and delivery methods are exciting, relevant and rewarding.

Each of the modules will examine three common and integrated themes: Internationalisation, Digital Marketing, and Entrepreneurship.

## Modules

- Principles of International Marketing
- Developing Digital Strategies, Innovation and E-Commerce
- Cross-Cultural Leadership and Human Capital Management
- Customer-Centric Marketing and Strategic Brand Management
- Postgraduate Integrative Project
- Postgraduate Study Skills, Research Methods and Ethics

## Careers

There is no better way to enhance your marketing skillset and experience than studying for a degree designed towards the modern practices of marketing. This degree has been developed by academics, together with senior industry professionals, to encapsulate the exact requirements that are required by global marketing organisations.

Preparation for an executive role is implicit throughout the degree, through delivering exciting, relevant, and forward-thinking modules that will give students the skills and knowledge to fulfil their potential and further their careers. Moreover, an MSc will provide the opportunity to progress to a DBA or PhD, and we can advise on your next steps with these too.

During your studies, there will be the opportunity to participate in the Employability Scheme with the specific objective of enhancing your future employment prospects. This includes CV workshops, interview techniques, career counselling and visits from prospective employers.



Accredited Degree