



Anglia Ruskin
University

London

MSc

International Marketing

Quick Facts

Campus: London

Duration: 1 Year (Full-time) or 2 years (Part-time)

Available Starts: September, January, May

This course focuses on three key disciplines - digital marketing, leadership and entrepreneurship applied in an international context.

This postgraduate degree is designed for marketing professionals and entrepreneurs who aim to improve their employability skills and theoretical knowledge of business and marketing. You will develop the skills and knowledge needed to develop a career in marketing.

The course has been designed for today's modern marketer. Modules have been chosen to reflect the needs of marketing professionals, specifically digital marketing; understanding the global customers and brand psychology. The course is made up of 8 modules, all covering a wide range of aspects within marketing. The strategic marketing and new venture development module will give you the practical skills to launch a new product or service onto the market, this module will be delivered in conjunction with more traditional dissertation which will develop the academic skills required of a postgraduate student.

Career Development

This programme has been developed by academics, together with senior industry professionals, to encapsulate the exact requirements that are required by global marketing organisations. The course is designed to deliver exciting, relevant and forward thinking modules which will give students the skills and knowledge to fulfil their potential and further their career. Moreover, an MSc will provide the opportunity to progress to a DBA or PhD.

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.

Module Guide

The following are the core modules:

- International Leadership and Entrepreneurship
- International Marketing, Innovation and E-Commerce
- Digital Marketing
- Understanding the Global Customer
- Brand Psychology
- Strategic Management in a Global Context
- Research Methods and Ethics
- Strategic Marketing and New Venture Development
- Dissertation

Assessment

All assessment are by module assignments based on the eight taught modules together with a dissertation based on an organisation that the candidate is intimately familiar with, or their own business.



What to expect

The course boasts a team of outstanding lecturers with exemplary academic knowledge 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
- Entrepreneurship

You will benefit from

The programme has been developed after consultation with employers and the CIM to meet the requirements needed for a career in marketing or business ownership.

The modules have been written and coordinated to take a holistic perspective and include the latest thinking and development in marketing. Preparation for an executive role is implicit throughout the degree with all students required to apply their skills and knowledge to their workplace as an integral part of the assessment of the course. The key theme of entrepreneurship will be central throughout the programme.