

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 skills

Full course info	<a href="https://london.aru.ac.uk/courses">london.aru.ac.uk/courses</a>
Fees	£8,500 per annum
Location	London

## About this course

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 modern marketing professionals, specifically digital marketing; understanding the global customer and brand psychology.

The degree modules cover a wide range of aspects of marketing and business. 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 the more traditional dissertation which will develop the academic skills required of a postgraduate student.

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
- Entrepreneurship



**I saw the number of employers on the website that ARU London works with - I had hoped that they will be able to help me get a job in central London and I was not let down.**

Noemi Borkowski  
BSc (Hons) Finance and Accounting

## 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
- Postgraduate Major Project

## 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.