



NEW START4U CIC
024 7767 1470
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12-14 Riley Square,
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MSc Business with Marketing Management

London Campus

Level of study: Postgraduate

Mode of study: Full-time

Duration: 1 year

Overview

As part of our popular range of 'Business with' Masters programmes, the MSc Business with Marketing Management programme is designed to give you an insight into the strategic role of marketing within organisations. During this course, you will build the required knowledge and skills to strategically analyse and evaluate organisations to develop and implement competitive marketing strategies.

This course is part of our Newcastle Business School, which has a global reputation for delivering some of the best business management education in the UK. Newcastle Business School is part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting.

Key facts

Develop a broad understanding of the global business environment. Specialise in marketing management in the second semester. Understand the importance of marketing within an international context

Newcastle Business School is part of a select group of business schools worldwide, following accreditation by the Association to Advance Collegiate Schools of Business (AACSB) in business and accounting – the first in Europe to gain the double accreditation.

Developed for non-business graduates. Also available as MSc Business with Marketing Management with Advanced Practice

Course information

Level of study: Postgraduate

Fees: To find out about current fees and student finance contact us

Entry requirements: 2:2 (second class) honours degree or equivalent from a recognised university IELTS 6.5 (or above) with no single element below 5.5 or equivalent .

English language requirements: IELTS 6.5 (or above) with no single element below 5.5 or equivalent

Mode of study: Full-time



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Duration: 1 year

Assessment methods: Coursework and exams

Scholarships or bursaries: available

Student finance: available

Payment plan: available

Starts: Jan, May, Sep,

About this course:

What will I study?

The programme is designed around a set of modules that are common to all our 'Business with' Masters pathways. These modules cover general business functions, strategic management and organisational analysis, developing your strategic awareness, leadership potential and understanding of the theory and practice of international business. In the second semester you will be given the opportunity to specialise in Marketing Management.

In the second semester you will build an understanding of the role of relationship marketing, and by doing so, recognise the importance of customer retention and the internal customer. You will also learn about the marketing processes within the context of a globalised world, with an understanding of the business implications. Throughout the course, you can develop an appreciation of the varying approaches to marketing for organisations working within a dynamic global environment and the effect these challenges place upon marketing planning in an international context.

You will also undertake a dissertation in a marketing context, supported by an academic supervisor with relevant expertise from this subject area.

This programme is also available as MSc Business with Marketing Management with Advanced Practice which includes either an internship or project so you can put your learning into practice.

How will I be taught and assessed?

This course is taught using a range of methods, including: lectures, seminars, and workshops, totalling around 14 hours per week where you will develop your understanding of today's global businesses. You will also be expected to engage in independent study involving directed and self-directed learning, around 33 hours per week.

Assessments for this course are based on a mix of assignments, presentations, group work and exams.

You'll be taught by experienced lecturers and academics who use their industry experience to demonstrate how the theories you will learn translate in to real life situations.



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Technology Enhanced Learning (TEL) is embedded throughout the course with tools such as the 'Blackboard' eLearning Portal and electronic reading lists that will guide your preparation for seminars and independent research. Significant emphasis is placed on developing your ability to complete a Masters degree. As part of induction you will be made fully familiar with the learning resources and support available to you. There will also be weekly academic support sessions designed to build your confidence and ability as a postgraduate learner. You will also be allocated an individual guidance tutor at induction. You will meet this tutor at regular intervals across your period of study.

Careers and further study

Graduates on the programme have joined a wide range of businesses, including graduate training schemes. A significant number of graduates have gone back to work for a family business or even started up their own businesses. Our graduates typically go into professional and graduate management positions and, by the end of the course, you'll be well-equipped to follow them. Thanks to the specialist modules – Analysing Buyer Behaviour and Brand Dynamics, Relationship Marketing in a Global Context, and the dissertation/consultancy project – you'll have a particular edge in roles related to marketing. Upon successfully completing your course, you will be eligible to undertake further professional development and training through Professional Pathways programmes.

Entry requirements

Applicants should have the following:

Academic requirements

. Minimum of a 2:2 (second class) honours degree or equivalent from a recognised university

If you don't meet the academic requirements Applicants who do not have such an academic qualification but do have substantial experience of working in a business organisation and/or possess a relevant professional qualification will also be considered. If you're unsure if you meet the entry criteria, please contact us and our team will be able to advise you.

Alternatively, you may also be eligible for our Pre-Masters courses. These are pathway programmes designed specifically for students who are looking to progress on to a Masters degree but who don't currently meet the entry requirements.

English language requirements

Students require IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

If you have IELTS 5.5 – 6.0, you may be eligible to join our Pre-Sessional English before studying this programme.

Modules

All modules are core.

LD0472 – Developing Global Management Competencies I (20 credits)



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This module is the first of two that prepares you to be highly employable, and enables you to demonstrate your ability to make an immediate impact on your organisation of choice. You will develop the key hard and soft skills which have been identified by current research as those necessary for postgraduate students seeking work.

LD0474 – Strategic Management for Competitive Advantage (40 credits)

This module is aimed at those with little or no prior business and management subject experience. The module introduces the main business functions – Finance, Marketing, HRM, Operations – and shows how each contributes to a business’s competitive advantage, enabling firms to achieve strategic objectives.

LD0422 – Dissertation Preparation and Research Methods (0 credits)

This module provides research methods training which will give the underpinning knowledge and skills necessary for you to complete a Masters dissertation.

LD0475 – Academic and Professional Development (0 credits)

This module is designed to facilitate the development of your learning experience over the course of your programme. It is mapped to support your academic skills and professional development.

LD0473 – Developing Global Management Competencies II (20 credits)

Developing Global Management Competencies II facilitates and supports you to develop and refine relevant and up to date employability skills. You will learn about the development of practical skills and the techniques required by businesses to help in project management and the implementation of data management and data analytics solutions.

The module will introduce some project management processes, frameworks and methodologies e.g. PRINCE2, Agile, PMBOK as well as some database principles and data analytics.

You will build on your learnings from Developing Global Management Competencies I to further explore your strengths, weaknesses and areas for development. You will learn the key issues in relation to employability prospects and build your career development plans.

LD4000 – Analysing Buyer Behaviour and Brand Dynamics (20 credits)

You will be able to develop the ability to understand and analyse contemporary branding issues using appropriate models and techniques during this module. In addition, you will also critically evaluate the process of developing a

brand and its challenges in an international context. The focus of this module will be to advance your knowledge and understanding of the concept of branding in-line with consumer behaviour and how branding is applied in a real business environment.

This module also studies the behaviour of consumers and organisations to understand and predict responses to marketing action. From a base of the behavioural sciences, the module examines the what, why and how of consumer and organisational buying. You will learn to approach your own consumer behaviour and that of others with a more critical perspective. You will analyse actual trends in buyer behaviour and brand



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environment and discuss their implications in seminars. This process is aided by lectures, reading and experiential exercises.

LD4003 – Relationship Marketing in a Global Context (20 credits)

This module involves the analysis and evaluation of marketing management processes set within the context of globalisation and its implications for business.

It enables you to appreciate the value of different marketing approaches, which can be adopted in a dynamic world trading environment and to examine their potential impact upon international marketing planning.

LD0480 – The Newcastle Business School Masters Dissertation (60 credits)

You will design a research project, assessed through a proposal and will then work under supervision of a member of academic staff to use and extend the knowledge and skills that you have acquired during your programme of study to complete a dissertation. You will use appropriate research methodologies and data collection methods to critically synthesise a body of knowledge relevant to the taught programme.

On successful completion of this module, you will be able to conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. You will demonstrate this ability by identifying an appropriate research topic, critically selecting and applying an appropriate research methodology and data collection method(s) to your chosen research topic, demonstrating a rigorous understanding of the theory and literature relevant to the issues under investigation, and showing how these link to the research method(s). You will also critically reflect on how their research contributes to the understanding of the topic area.

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £150 for the duration of your studies should you choose to purchase any additional reading materials.