



UNIVERSITY  
OF LONDON

2021

Postgraduate programmes in  
**Marketing**

With academic  
direction from:



[london.ac.uk/marketing](https://london.ac.uk/marketing)

World class. Worldwide.



# Join the World Class



## 1 **An opportunity for reflection, debate and creativity**

This programme focuses on developing the skills marketing leaders need to drive financial performance for their organisations, but also examines the broader impact and engagement that marketing entails.

## 2 **Quality of learning**

The programme content is developed by the Department of Management at Birkbeck, an internationally recognised centre of excellence in teaching, research and consultancy in the broad field of management.

## 3 **Developed by leaders in research**

Academic direction is provided by Birkbeck, University of London, one of the world's top research universities. Birkbeck academics are research-active across a range of disciplines and regularly contribute to public debate and publish in leading academic journals.

## 4 **Open up doors to a range of exciting employment opportunities**

As a graduate you can pursue careers in advertising, media, digital marketing, event marketing, public relations, product, brand and marketing management, market research, consulting and management.

## 5 **A mark of excellence**

Earn an internationally recognised qualification from the University of London that is accredited by the Chartered Institute of Marketing (CIM).





“In a fast changing environment of worldwide access to higher education, a University of London degree continues to offer a guarantee of quality, value and intellectual rigour.”

**Professor Wendy Thomson**  
Vice-Chancellor,  
University of London



# Your prestigious University of London qualification

## About your qualification

When you graduate with a degree, diploma or certificate from the University of London you will receive two important documents – your Final Diploma (the parchment you receive on graduation) and a Diploma Supplement.

## The Final Diploma

- Indicates that you were registered with the University of London and awarded a University of London degree, diploma or certificate.
- States that Birkbeck, University of London developed the syllabus and provided assessment.
- Features the University of London crest and the Vice-Chancellor's signature.

## The Diploma Supplement

- Describes the nature, level and content of the programme you successfully completed.
- Includes the transcript of courses taken, marks achieved and overall classification.
- States the role of Birkbeck, University of London and the method of study.

# Contents

## Key dates

### April 2021 session

Application and registration open:  
21 December 2020

Application deadline:  
1 March 2021

Registration deadline:  
15 March 2021

Programme begins:  
12 April 2021

### October 2021 session

Application and registration open:  
28 June 2021

Application deadline:  
6 September 2021

Registration deadline:  
20 September 2021

Programme begins:  
11 October 2021

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# A University of London degree from anywhere in the world



**Dr Manto Gotsi**  
Programme Director

Long ago, Peter Drucker – one of the most profound thinkers on management and the father of management consulting – famously noted: ‘Because the purpose of business is to create a customer, the business enterprise has two – and only two – basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business’.

In today’s hyper-connected, fast-paced world, marketing is perhaps more important than ever before. The MSc Marketing promises to introduce you to this critical business function, in a global, online classroom. It will help you understand consumer behaviour across borders, equip you with skills

to excel in delighting customers, and expose you to cutting edge theory and practice in the marketing field.

In an effort to promote a responsible marketing approach, this programme will also open up discussions on key global challenges, which are sometimes triggered, and other times solved, by marketing practice. I invite you to join us on this journey.

## A trusted name in global education

The University of London is one of the world’s leading universities, internationally recognised for its high academic standards. This reputation is based on the outstanding teaching and research of our 17 member institutions.

Among former students are six Nobel Prize winners, including Nelson Mandela and Charles Kao, a pioneer in the development of fibre optics. Graduates have made and continue to make significant contributions worldwide.

## London made global

Founded in 1836, the University of London is one of the oldest and most prestigious universities in the UK and is internationally regarded as a centre of academic excellence. In 1858, we made our degrees available to study anywhere in the world.

Today, we have more than 50,000 students in over 180 countries, studying on 100-plus degrees, diplomas and certificates.

## A prestigious leader in research

Academic direction for the programme is from Birkbeck, University of London, which was founded in 1823 and joined the University of London in 1920.

Over 90 per cent of Birkbeck academics are research-active across a range of disciplines and regularly contribute to public debate and publish in leading academic journals. Marketing forms one of their particular research strengths.

# Contemporary marketing theory and practices



The MSc Marketing programme aims to produce graduates that are skilled in strategic and tactical marketing decision-making, but also mindful of the effects of their decisions on the triple bottom line: financial, social and broader environmental outcomes.

You will gain a comprehensive understanding of the relevance and necessity of marketing, and with knowledge and ability for marketing decision-making in increasingly challenging market environments. This programme opens up a dialogue on maximising the positive impact of marketing, while being mindful of its social and environmental impact.

**As a graduate of this programme, you will gain:**

- an in-depth theoretical background in strategic and tactical areas of marketing
- critical thinking skills and the ability to identify and understand opportunities and risks associated with marketing decisions, as well as the impact of marketing decisions on the triple bottom line (financial, social and broader environmental outcomes)
- up-to-date knowledge, based both on academic theory and practical applications.

In some countries, qualifications earned by distance and flexible learning may not be recognised by certain authorities or regulators for the purposes of public sector employment or further study. We advise you to explore the local recognition status before you register.

## Accredited by the Chartered Institute of Marketing (CIM)

CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners.

University of London has joined forces with CIM to give MSc graduates the opportunity to gain professional qualifications through the CIM Graduate Gateway. CIM qualifications are highly sought after by employers, and their content is reflected in our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.

For more information, visit: [london.ac.uk/cim-accreditation](https://london.ac.uk/cim-accreditation)

# CIM

## Graduate Gateway



# How you study

## Flexible study

The programme offers a variety of highly engaging learning materials and activities. Your learning experience will be enhanced with an accessible and attractive learning platform, opportunities for self-assessment so you can understand your own progress and enhanced online student support.

## Programme structure

### MSc Marketing

Five 15-credit compulsory modules

Three 15-credit optional modules

A dissertation comprising two parts:

- research proposal (15 credits)
- final dissertation (45 credits)

### PGDip Marketing

Five 15-credit compulsory modules

Three 15-credit optional modules

### PGCert Marketing

Two 15-credit compulsory modules

Any two other compulsory or optional 15-credit modules

You can progress from one qualification to the next. If you are aiming for the MSc but you are accepted to the PGCert, you can complete that and move to the PGDip, and then to the MSc. If your point of entry



is the MSc, you can apply to be awarded the PGCert and PGDip as you progress towards the MSc.

Individual modules will be available to study on a stand-alone basis.

For further information on intermediate qualifications and available modules, please visit: [london.ac.uk/marketing](https://london.ac.uk/marketing)

## Online support

The programme is delivered online and there is no requirement to come to the UK as part of your studies. Our flexible online programme allows you to work around your own schedule and leads to a globally-recognised qualification.

When you register, we will give you access to the Student Portal. You can then access your University of London email account and other key resources including:

- The Student Guide provides information which is common to all students and gives useful information about your relationship with the University of London through to graduation.
- The Virtual Learning Environment (VLE) which offers online learning support, access to the student café and discussion areas, and other study materials.

- The Online Library provides access to over 100 million academic electronic items comprising ebooks, ejournals, conference proceedings etc. In addition, students can request items which are not held in the library via the Inter Library Loans service with the British Library. All registered students have free access to the University of London's Online Library via: [onlinelibrary.london.ac.uk](https://onlinelibrary.london.ac.uk)

- Senate House Library provides free reference access for all registered distance and flexible learning students.

## Assessment

The format and mode of assessment for this programme may change due to events or circumstances beyond our control. Students will be informed of their assessment arrangements via their Virtual Learning Environment (VLE), once confirmed. For the latest information on examinations, please visit: [london.ac.uk/exams](https://london.ac.uk/exams)

## Tutor support

All students receive online tutor support and feedback while studying this programme. Tutors introduce the modules, respond to queries, monitor discussions and provide guidance on assessments.

## Study materials

All essential resources, activities, videos, discussions and support are provided through the VLE. This allows you to fit your studies around your work commitments. There is no need to purchase additional textbooks.

## Time commitment

The flexible approach to learning allows students to complete the MSc Marketing in a minimum of one and a half years (subject to module availability) to a maximum of five years.

You can study at your own pace, either part time or full time, adjusting the intensity of learning to suit your needs. Modules are offered over two 22-week sessions each academic year. You choose which sessions to enter and how many modules to complete in each session.

# Entrance requirements and further information

## Entrance requirements

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For the MSc or Postgraduate Diploma you will need a first- or second-class honours bachelor's degree (or an acceptable equivalent), in any subject, from an acceptable institution.

For the Postgraduate Certificate you will need a first- or second-class bachelor's degree (or an acceptable equivalent) or two years' minimum work experience in a relevant field.

Students who are admitted onto the Postgraduate Certificate or Postgraduate Diploma, upon successful completion of that award, will be able to progress to a higher award.

If you do not meet the standard requirements, we will consider each application on its own merits. Our Admissions Panel will consider whether any alternative qualifications or work experience you have are suitable for entry to the programme.

## English language requirements

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You must satisfy the English language requirements for the programme. For more information on the requirements, please visit: [bit.ly/marketing-require](https://bit.ly/marketing-require)

If you do not meet the English language proficiency requirements but believe that you can demonstrate the requisite proficiency, the University may, at its discretion, consider your application.

## Computer requirements

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The University of London sets minimum basic computer requirements because your study resources are accessed via the Student Portal and it is vital that you can access this regularly.

For this programme, you will need regular access to a computer with an internet connection and a presentation program that supports Microsoft PowerPoint. You will also need Adobe Flash Player to view video material and a media player (such as VLC) to play video files.

For more information about specific software requirements, please visit: [london.ac.uk/marketing](https://london.ac.uk/marketing)

## How to apply

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Please refer to the MSc Marketing web pages for details on how to apply: [london.ac.uk/marketing](https://london.ac.uk/marketing)

## Fees

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The total fee payable to the University of London for 2021–2022 will be published on our website once confirmed. On average, fees incur a five per cent year-on-year increase. For the latest information on programme fees, please visit: [london.ac.uk/fees](https://london.ac.uk/fees)

**Please note:** student fees shown on our website are net of any local VAT, Goods and Services Tax (GST) or any other sales tax payable by the student in their country of residence. Where the University is required to add VAT, GST or any other sales tax at the local statutory rate, this will be added to the fees shown during the payment process. For students resident in the UK, our fees are exempt from VAT.





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For further information on the range of programmes we offer, please visit our website ([london.ac.uk](http://london.ac.uk)) or contact us at:

**The Student Advice Centre**

University of London  
Senate House, Malet Street  
London WC1E 7HU  
United Kingdom

Telephone enquires: +44 (0)20 7862 8360

Online enquiries: [sid.london.ac.uk](mailto:sid.london.ac.uk)



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