

International Marketing

University of the West of Scotland

Venues

Paisley Campus

Content

The MSc International Marketing is designed to produce critically informed, operationally capable marketing practitioners who will comfortably work within a variety of business environments.

Engaging a flexible, student-centred delivery model, the MSc will have a strong focus upon the practical requirements currently expected for marketing graduates, underpinned by relevant academic theory.

Heightened competition, more demanding and discerning customers, changing working practices, social and ethical responsibility are just some of the factors that need to be addressed and managed in modern organisation. Our MSc International Marketing will equip you with all the skills required to meet these challenges.

The modules offered will enable you to develop the essential skills and knowledge required to operate a marketing function successfully, with optional modules developing specialist knowledge such as international and global marketing; business-to-business marketing; and marketing, innovation, creativity and enterprise.

You may exit with a PgDip International Marketing after completing core modules plus another 40 credits of optional modules.

Start Date

September, January

Qualification

Postgraduate Master's

Study Method

Full time

Award Title

MSc

Course Length

1 - 2 years

Faculty

School of Business and Creative Industries

Department

Business

Entry Requirements

An undergraduate degree in any discipline. Those with relevant professional experience will also be considered for entry to the course.

SCQF Level

11

Address

Paisley
Renfrewshire
PA1 2BE

Website

www.uws.ac.uk