

International Marketing

University of Strathclyde

Content

The International Marketing Programme is designed as a specialist course for those who want to build on a previous business and marketing degree and study Marketing at an advanced level. It's also appropriate for recent business graduates or established executives who are seeking either to acquire new skills or supplement the skills they have developed in a practical context.

You'll gain the technical and personal skills to operate across a range of dynamic and competitive international environments.

You can exit the course at 9 months with a PgDip.

Start Date

September

Qualification

Postgraduate Master's

Study Method

Full time

Award Title

MSc

Course Length

1 year

Faculty

Strathclyde Business School

Department

Marketing

Entry Requirements

Minimum second-class Honours degree, or overseas equivalent, in marketing or business. Business-related degrees should include some Marketing component.

The selection process for this programme is based on information relating to your past academic performance and

qualifications as well as work and life experiences, determining your suitability for the programme.

SCQF Level

11

Address

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Glasgow
Glasgow City
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Website

www.strath.ac.uk