

Marketing

University of Strathclyde

Content

With the Masters of Marketing programme, you'll gain a sound knowledge of the principles of marketing and develop an understanding of consumer behaviour in relation to individuals and organisations. We'll ensure that you gain the necessary technical and personal skills for your future career.

Key features of the course include:

real-life learning through our live industry consultancy project, International Marketing Works; high-calibre industry collaboration; research excellence; skills-based teaching.

You can exit at the end of 9 months with PgDip Marketing.

Start Date

January, September

Qualification

Postgraduate Master's

Study Method

Full time

Award Title

MSc

Course Length

12 months

Faculty

Strathclyde Business School

Department

Marketing

Entry Requirements

Minimum second-class Honours degree, or overseas equivalent, in a non-marketing discipline. A Business degree may be considered, provided it does not contain significant marketing components.

SCQF Level

11

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

16 Richmond Street
Glasgow
Glasgow City
G1 1XQ

Website

www.strath.ac.uk