

# Tourism Marketing Management

University of Strathclyde

## Content

The MSc Tourism Marketing Management programme offers an introduction to marketing management within the international tourism industry and provides you with the knowledge and skills demanded by leading organisations worldwide.

The course reflects the dynamic and technologically innovative nature of contemporary marketing and you'll gain insights into the technical and personal skills necessary to pursue a future career in tourism.

Students on the programme come from a variety of academic backgrounds, with first degrees as diverse as physics and philosophy, meaning they contribute a spectrum of perspectives. Undergraduate studies in tourism or hospitality are not a prerequisite of this programme.

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

## Start Date

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.

## SCQF Level

11

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

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Glasgow City  
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## Website

[www.strath.ac.uk](http://www.strath.ac.uk)