

# International Marketing Management with Consumer Psychology

Heriot-Watt University

## Venues

Edinburgh Campus

## Content

The MSc in International Marketing with Consumer Psychology provides insight into consumer behaviour against a background of international marketing concepts.

There are eight taught courses, divided equally over two semesters, followed by an international marketing with consumer psychology dissertation in semester 3. Part-time students register for two courses per semester and progress to the dissertation at the end of their second year. Assessment is specifically designed to develop professional career readiness and includes several collaborative projects with industry partners.

There are two sets of mandatory courses. The first set provides the foundation in international marketing concepts (International Strategic Marketing, Contemporary Consumer Behaviour, Marketing Metrics, Branding and Communications, Research Philosophy and Practice). The second set delivers insights into the application of psychology to marketing decision making (Introduction to Human Factors and Psychology for Marketing).

You can exit at the end of 21 months with PgDip International Marketing Management with Consumer Psychology.

## Start Date

September

## Qualification

Postgraduate Master's

## Study Method

Part time (day)

## Award Title

MSc

## Course Length

24 months

## Faculty

School of Social Sciences

## Department

Business Management

## Entry Requirements

A good Honours degree (first or second class) or its non-UK equivalent in a relevant subject from a recognised British or overseas university.

## SCQF Level

11

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Edinburgh  
EH14 4AS

## Website

www.hw.ac.uk