

# International Marketing

Queen Margaret University

## Content

Businesses with global ambition are actively looking for internationally minded marketing professionals. Available for full- or part-time study, this course will give your career an edge by teaching you valuable core marketing techniques and a broad range of business skills which you can use in different contexts and countries. You do not need to have previously studied marketing and if you're already working you can study flexibly around your commitments.

By encouraging you to become critically reflective, the course will develop your knowledge of the contemporary issues affecting marketing management, while equipping you with the practical skills that are essential for developing a career in the field.

You can exit after 6 months with PgCert International Marketing

You can exit after 9 months with PgDip International Marketing

## Start Date

September, January

## Qualification

Postgraduate Master's

## Study Method

Full time

## Award Title

MSc

## Course Length

1 year

## Faculty

School of Arts, Social Sciences and Management

## Department

Management

## Entry Requirements

Honours degree or equivalent or relevant work experience in marketing or allied functions.

Some modules may require individuals to be working in the specific area of practice and have the support of a line manager or work place mentor.

## SCQF Level

11

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

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## Website

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