

## International Marketing and Finance

University of Dundee

### Venues

City Campus

### Content

The MSc International Marketing degree is a conversion degrees. As well as welcoming students from business backgrounds, this conversion degrees are also open to students who have not studied business as part of their undergraduate degree.

Marketing as a business discipline has changed significantly over the last decade, primarily due to the ever developing range of social media channels available, to target, communicate and engage with international customers. Despite this constant change, the basic founding principles of marketing remain the same and are as important as ever. Focussing on the customer. Understanding, responding and adapting to their needs, influencing their buying behaviour, their wants and desires. We have designed these degrees to focus on the underlying principles of marketing as well as covering up-to-date marketing channels, tools and strategies which you will use as a professional marketer.

Understanding the finances of a business are essential for success. This degree option covers a number of areas, through both core and optional modules, such as global financial markets, corporate finance, risk analysis, international business finance. Professional marketers who have a solid understanding of business finances are attractive to businesses, especially those that can deliver greater results, for less.

### Start Date

September, January

### Qualification

Postgraduate Master's

### Study Method

Full time

### Award Title

MSc

### Course Length

12 months

### Department

Business and Finance

## Entry Requirements

A 2:2 honours degree in any subject which has enabled the applicant to develop analytical and quantitative skills. If you are concerned that your qualifications do not meet the normal expectation you may apply, but you should include a short personal statement concerning your general interest in your own education, work experience and prior relevant learning. Places are limited and early application is advised even for well-qualified candidates.

## SCQF Level

11

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Nethergate  
Dundee  
Dundee City  
DD1 4HN

## Website

www.dundee.ac.uk