

# International Marketing

Robert Gordon University

## Content

This accredited International Marketing degree is designed to develop your knowledge and understanding of domestic and international marketing theory and current business management practices. On successful completion you will be able to make an immediate and effective contribution to the operations of an international or national company within the field of marketing.

### Stage 1:

You will gain a solid understanding of marketing and its key functional areas including business marketing and innovation, strategic digital communications, and global marketing management. Transferable skills in communication, teamwork and presentation are also developed.

You can exit after Stage 1 with PgCert International Marketing.

You will continue to develop your specialist skills, in-depth knowledge and practical experience. You will present a written research proposal for submission, which will normally form the basis for the Masters dissertation or project. A four week period of professional industry experience is undertaken at the end of the taught modules.

You can exit after Stage 2 with PgDip International Marketing.

### Stage 3:

The Project/Dissertation can take the form of a practical project as an alternative to the traditional academic dissertation of 15,000 words. You will work independently but under tutorial supervision, to undertake the research and prepare the project/dissertation.

## Start Date

September, January

## Qualification

Postgraduate Master's

## Study Method

Full time

## Award Title

MSc

## Course Length

12 - 14 months

## Department

School of Creative and Cultural Business

## Entry Requirements

Normally a 2:2 undergraduate honours degree or its equivalent in any subject area. Applicants with a lower degree classification and / or relevant work experience will be considered on a case by case basis.

## SCQF Level

11

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Garthdee House  
Garthdee Road  
Aberdeen  
AB10 7QB

## Website

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