

## Marketing Analytics

University of Stirling

### Venues

Stirling Campus

### Content

This new MSc Marketing Analytics course provides students with essential cross-disciplinary knowledge and training in systems analysis, quantitative methods and data science to help you transform big data into a powerful marketing asset.

This course is designed to provide students with a thorough understanding of the industrial and scientific relevance of marketing analytics and their application in strategic and operational decision making for organisations that use Big Data. It has been developed to equip you with the practical, evaluative and analytical skills to allow you, as a future marketing manager, to influence and develop strategy and performance within organisations, as an expert in marketing analytics.

You can exit after stage 1 with PgCert Marketing Analytics.

You can exit after stage 2 with PgDip Marketing Analytics.

### Start Date

September, January

### Qualification

Postgraduate Master's

### Study Method

Full time

### Award Title

MSc

### Course Length

1 year

### Department

Stirling Management School

### Entry Requirements

A minimum of a second class honours degree or equivalent. Applicants without these formal qualifications but with significant appropriate/relevant work/life experience are encouraged to apply. No background in business is required but you will need to have a strong interest in marketing and data analytics to get the most from the course.

If you don't currently meet the academic requirements for this course INTO University of Stirling offers a variety of preparation programmes that can earn you the qualifications and skills you need for direct entry.

## SCQF Level

11

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Stirling  
Bridge Of Allan  
Stirling District  
FK9 4LA

## Website

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