



MSc (International Marketing)

Overview of the Course

The MSc International Marketing (MIM) is a vocational relevant career entry or conversion route into international marketing. A special feature is the overseas residential opportunity. You can take the "International Study tour" module to contextualise the award in the current international business practices. You would meet managers at various companies in a country with a turbulent business environment. You will experience a challenging and stimulating intensive course in general management, with a marketing perspective, to enhance your personal and career development. To facilitate this you will use, share and reflect upon your experiences alongside those of others in your Learning Team. Broadly the MIM aims to provide you with a thorough grounding in Business Marketing Management via integrating the main functional areas through the application of strategic management. Your academic development is supported too in your "Professional and Academic Support Skills" Module (PASS) which provides the spine of your award and future success.

Organization of Studies

The length of the award is two years. The delivery pattern is such that you will study one module at a time following a sequence at the beginning of each academic year. Each module will be delivered for a period of two months divided into the following three periods:

Preparatory period – three weeks

Face-to-face delivery period – two consecutive weekends

Revision & assessment period – three

The research phase runs throughout the whole award. By the end of the taught modules, you will have approved dissertation title and have dissertation mentor designated.

Course Content

Professional & Academic Support Skills

Economics and Marketing

Managing Through Information

Managing Marketing Knowledge

Business Research Methods

Strategic Marketing

International Marketing

Specialisms

Specialisms

Dissertation