

Marketing Communications MSc

This programme is designed for recent graduates and practising managers already familiar with basic marketing concepts. It will enable you to develop advanced knowledge and understanding of the theory and practice of integrated marketing communications but within a strategic marketing context and managerial framework.

Study here and find out why the University of Birmingham was awarded The Times and The Sunday Times University of the Year 2013-14
<http://www.birmingham.ac.uk/news/latest/2013/09/20-sep-Birmingham-announced-as-University-of-the-Year.aspx>

Course fact file

Type of Course: Taught

Study Options: Full time

Duration: 1 year full-time

Start date: September

Related courses

[Marketing MSc \(/postgraduate/courses/taught/business/marketing.aspx\)](/postgraduate/courses/taught/business/marketing.aspx)

[International Marketing MSc \(/postgraduate/courses/taught/business/international-marketing.aspx\)](/postgraduate/courses/taught/business/international-marketing.aspx)

[Strategic Marketing and Consulting MSc \(/postgraduate/courses/taught/business/strategic-marketing-consult.aspx\)](/postgraduate/courses/taught/business/strategic-marketing-consult.aspx)

Contact

For programme information please contact the Business School:

Tel: +44 (0)121 415 8273

Email: mscadmissions@lists.bham.ac.uk (<mailto:mscadmissions@lists.bham.ac.uk>)

For admissions enquiries please contact the Admissions Office:

Tel: +44(0)121 414 5488

Email: postgraduate@contacts.bham.ac.uk (<mailto:postgraduate@contacts.bham.ac.uk>)

ALUMNI CAREER PROFILES

Find out where
your degree
could take you



</schools/business/alumni/alumni-profiles/index.aspx>

Visit Birmingham Business School Alumni to view the latest [graduate career profiles \(/schools/business/alumni/alumni-profiles/index.aspx\)](/schools/business/alumni/alumni-profiles/index.aspx).

[Birmingham Business School \(/schools/business/index.aspx\)](/schools/business/index.aspx)

Details

This programme is designed for recent graduates and practising managers already familiar with basic marketing concepts. It will enable you to develop advanced knowledge and understanding of the theory and practice of integrated marketing communications but within a strategic marketing context and managerial framework.



Multi Award Pathway
2013-2014

This programme is accredited by The Chartered Institute of Marketing (CIM) and count towards fifty percent of the CIM Professional Diploma in Marketing.

The programme will develop your critical awareness of contemporary strategic marketing issues, the role of communications in marketing, and a critical approach to the principles and practice involved in planning, creating, managing and evaluating communication campaigns which incorporate both traditional and new media.

Programme content

Core modules include:

- Contemporary Issues in Strategic Marketing
- Marketing Analytics
- Marketing Communications
- Advertising and Sales Promotions
- PR and Media Skills
- Direct and Interactive Marketing

These are followed by the opportunity to deepen and apply your understanding of marketing communications through a range of specialist elective modules and a major personal research dissertation or company project.

Why study this course

Our complement of academics and marketing practitioners offer extensive experience and expertise in areas such as brand marketing, advertising, retailing, international marketing, consumer behaviour, business-to-business marketing, product innovation, services marketing and consultancy.

The programme is recognised by the ESRC for research training, and also has exemptions from parts of the Chartered Institute of Marketing Professional Diploma. The programme has close links with the marketing communications industry and is sponsored and supported by Wyatt International. Close links also exist with employers such as Cogent Elliott and Cap Gemini.

We are a department of international researchers and teachers who pride ourselves on our wide reaching, rigorous and meaningful research. We have won a range of research grants from bodies such as ESRC and the British Academy as well as working closely with business organisations both regionally and nationally. We are actively involved with our discipline through our professional membership, editorships of leading journals and engagement with industry and the media. We also run four outstanding MSc Marketing programmes which attract students from more than thirty countries.

Modules

The 12 month programme begins at the end of September. You will focus on updating your understanding of contemporary issues in strategic marketing and the latest theory, principles and practice of marketing communications. You will share a number of core modules with the MSc Strategic Marketing and Consulting programme, including the emphasis on;

- marketing measurement,
- analytics, research and
- consultancy skills and practice

For a successful career in the marketing communications business you will need excellent personal and interpersonal skills alongside your specialist knowledge and understanding.

Core Modules:

Late September: MSc Marketing Communications Induction programme (one week)

October - December:

- [Marketing Communications \(/postgraduate/courses/taught/business/marketing-msc-modules/marketing-communications.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/marketing-communications.aspx)
- [Contemporary Issues in Strategic Marketing \(/postgraduate/courses/taught/business/marketing-msc-modules/contemporary-issues-in-international-marketing.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/contemporary-issues-in-international-marketing.aspx)
- [Marketing Analytics \(/postgraduate/courses/taught/business/marketing-msc-modules/marketing-analytics.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/marketing-analytics.aspx)

January – April:

Core Modules:

- [Advertising and Sales Promotion \(/postgraduate/courses/taught/business/marketing-msc-modules/advertising-and-sales-promotion.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/advertising-and-sales-promotion.aspx)
- [PR & Media Skills \(/postgraduate/courses/taught/business/marketing-msc-modules/pr-media-skills.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/pr-media-skills.aspx)
- [Direct and Interactive Marketing \(/postgraduate/courses/taught/business/marketing-msc-modules/direct-and-interactive-marketing.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/direct-and-interactive-marketing.aspx)
- [Research Methods for Dissertation \(/postgraduate/courses/taught/business/marketing-msc-modules/research-methods-for-dissertation.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/research-methods-for-dissertation.aspx)

Optional modules - choose from:

- [Strategic Brand Management \(/postgraduate/courses/taught/business/marketing-msc-modules/strategic-brand-management.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/strategic-brand-management.aspx)
- [Consultancy Skills and Practice \(/postgraduate/courses/taught/business/marketing-msc-modules/consultancy-skills-and-practice.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/consultancy-skills-and-practice.aspx)
- [Services Marketing \(/postgraduate/courses/taught/business/marketing-msc-modules/services-marketing.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/services-marketing.aspx)
- [Strategic Environmental Sustainability \(/postgraduate/courses/taught/business/marketing-msc-modules/strategic-environmental-sustainability.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/strategic-environmental-sustainability.aspx)
- [Business-to-Business Relationships \(/postgraduate/courses/taught/business/marketing-msc-modules/business-to-business-relationships.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/business-to-business-relationships.aspx)
- [Product and Innovation Management \(/postgraduate/courses/taught/business/marketing-msc-modules/Product-and-Innovation-Management.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/Product-and-Innovation-Management.aspx)
- [Retail Marketing \(/postgraduate/courses/taught/business/marketing-msc-modules/retail-marketing.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/retail-marketing.aspx)

July – September:

- [Marketing Communications Research Dissertation \(/postgraduate/courses/taught/business/marketing-msc-modules/research-methods-for-dissertation.aspx\)](/postgraduate/courses/taught/business/marketing-msc-modules/research-methods-for-dissertation.aspx)

*Please note that the range of electives available may change each year

**Depending on whether you choose 10 or 20 credit modules

Fees and funding

£9,360 (UK/EU), £16,525 (overseas). Please check with the School for the latest fees information.

Learn more about [fees and funding \(http://www.birmingham.ac.uk/students/fees/postgraduate/fees.aspx\)](http://www.birmingham.ac.uk/students/fees/postgraduate/fees.aspx)

Business School Scholarships may be available (<http://www.birmingham.ac.uk/schools/business/courses/masters/postgraduate-scholarships.aspx>)

International students can often gain funding through overseas research scholarships, Commonwealth scholarships or their home government. See <http://www.birmingham.ac.uk/international/students/finance/scholarships/index.aspx> (<http://www.birmingham.ac.uk/international/students/finance/scholarships/index.aspx>)

Entry requirements

At least an upper second-class degree or postgraduate diploma from a UK university or equivalent.

The degree must be in marketing, or a degree with at least two marketing modules. If not, at least two years full-time marketing work experience is required.

We accept a range of qualifications from different countries – learn more about [international entry requirements \(http://www.birmingham.ac.uk/students/requirements/requirements-pg/international/index.aspx\)](http://www.birmingham.ac.uk/students/requirements/requirements-pg/international/index.aspx)

English language scores of 7.0 IELTS (no less than 6.5 in any band), 95 TOEFL (with no less than 22 in any band), or 67 (in all skills) Pearson Academic Test of English are required.

If you are currently studying at a Chinese university, please view our [specific entry requirements including our list of acceptable universities for further study at Birmingham](http://www.birmingham.ac.uk/International/students/country/China/index.aspx) (<http://www.birmingham.ac.uk/International/students/country/China/index.aspx>).

How to apply

When clicking on the Apply Now button you will be directed to an application specifically designed for the programme you wish to apply for where you will create an account with the University application system and submit your application and supporting documents online. Further information regarding how to apply online can be found on the [How to apply pages](http://www.birmingham.ac.uk/students/courses/postgraduate/apply-pg/index.aspx) (<http://www.birmingham.ac.uk/students/courses/postgraduate/apply-pg/index.aspx>)

[Apply now \(https://pga.bham.ac.uk/lpages/COS103.htm\)](https://pga.bham.ac.uk/lpages/COS103.htm)

Related links

[Marketing MSc \(/postgraduate/courses/taught/business/marketing.aspx\)](/postgraduate/courses/taught/business/marketing.aspx)

[International Marketing MSc \(/postgraduate/courses/taught/business/international-marketing.aspx\)](/postgraduate/courses/taught/business/international-marketing.aspx)

[Strategic Marketing and Consulting MSc \(/postgraduate/courses/taught/business/strategic-marketing-consult.aspx\)](/postgraduate/courses/taught/business/strategic-marketing-consult.aspx)

[Department of Marketing \(/schools/business/departments/marketing/index.aspx\)](/schools/business/departments/marketing/index.aspx)

[Simon Evans Scholarships \(/schools/business/departments/marketing/courses/simon-evans-scholarships.aspx\)](/schools/business/departments/marketing/courses/simon-evans-scholarships.aspx)

Learning and teaching

Through working on two major consultancy projects you will develop an understanding of the principles and challenges of consulting in the communications sector and develop skills in facilitation, communication, negotiation, project management, problem-solving, relationship-handling, project leadership and team work. Part of your skills training will take place off campus at the university's Priestley Centre on Lake Coniston in Cumbria.

Your projects will link to real live communication issues facing organisations – evaluating consumer reactions to recent advertising campaigns, developing media plans, evaluating approaches to branding, or developing new web designs. Your performance on your two projects (one group-based and one individual) will be evaluated not just on content but also your professionalism and client relations. Your second project will also form part of your dissertation. You will also have some media skills training as part of the programme.

There are a host of potential topics for an international marketing dissertation.

Topics have included:

- International marketing strategies for a new cosmetics brand
- Comparative analysis of Nestle's marketing strategies in Europe and Africa
- Positioning strategies for car manufacturers in China
- Launching and licensing new magazine concepts in Thailand
- Standardisation vs adaptation in international advertising
- The impact of country of origin on the marketability of Georgian wines
- Evaluating franchising vs concessions for an international fashion brand

Our students benefit from advanced teaching technology. All fifteen lecture theatres and seminar rooms contain comprehensive audio-visual equipment and sound systems, as well as wireless connectivity and data projection. Three large PC clusters add to computing facilities already available to students across the campus. The main lecture theatre, seating 200, is often utilised outside term-time as a conference facility for local industry.

Assessment methods

Taught modules contribute towards two thirds of your final assessment. The dissertation contributes one third. The majority of modules are assessed using written examinations and coursework. Coursework can take a variety of forms, including reports, essays, group presentations and practical assignments. Some coursework is group based. Not all modules will involve examinations.

Employability

Adobe Flash Player or QuickTime is required for video playback. [Get the latest Flash Player](#) [Get the latest version of QuickTime](#)

Recent graduates from our marketing programmes have gone on to work in a wide range of careers in companies such as Microsoft, Ogilvy & Mather, American Express, Accenture, Whitbread, Beiersdorf, DaimlerChrysler, AstraZeneca, Tesco, AC Nielsen, Mazda Motors, Leo Burnett, Nissan, both in the UK and in their home country for returning international students.

Strong industry links

We enjoy active and close links with industry and the financial community. Many of our programmes have input from organisations such as GE, Biersdorf and Accenture. Companies such as HSBC, BP, Unilever and Deloitte visit the School to run workshops and business games, ensuring that you have the opportunity to put the theory you have learned into practice.

Particular programmes also offer the ability to obtain first-hand experience in the form of either work placements abroad or UK based consultancy projects with companies such as Jaguar, Aston Villa Football Club and Cadbury.

Careers in Business

As a postgraduate at Birmingham Business School you will have access to our specialist careers service, Careers in Business. This service is only available to postgraduates and provides support with job applications and interviews, job seeking and skills development.

Services include:

- Individual appointments to review your CV or application form, discuss your career plans and provide advice about job seeking
- Workshops to help you develop the skills that multinational employers look for
- Events and exercises to help you get through the graduate selection process include practice interview sessions and a mock assessment centre
- Opportunities to interact with employers and recruiters at sector specific events such as Careers in Banking and Careers in Consulting.

Postgraduates can also access Employer presentations and Career Fairs organised by the University's central service, **Careers Network** (<https://intranet.birmingham.ac.uk/as/employability/careers/events/index.aspx>).

Please get in touch if you have any questions before starting your programme and would like to speak to a Careers Consultant; careersinbusiness@bham.ac.uk (<mailto:careersinbusiness@bham.ac.uk>)



Professional accreditation



The suite of MSc Marketing programmes have been approved and accredited by The Chartered Institute of Marketing (CIM) and count towards fifty percent of the CIM Professional Diploma in Marketing.

