

Strategic Marketing and Consulting MSc

Designed for recent graduates or practising managers who are already familiar with basic marketing concepts, this programme will enable you to develop advanced knowledge and understanding of contemporary and complex strategic challenges facing marketers, and to deepen your insights in the theory and practice of specialist aspects of marketing.

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

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



[\(/schools/business/alumni/alumni-profiles/index.aspx\)](/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

Designed for recent graduates or practising managers who are already familiar with basic marketing concepts, this programme will enable you to develop advanced knowledge and understanding of contemporary and complex strategic challenges facing marketers, and to deepen your insights in the theory and practice of specialist aspects of marketing.



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 and is recognised by the ESRC for research training.

The programme will develop your critical thinking, research and communications skills and, uniquely, will feature consultancy projects as a vehicle for learning and as a means of developing further personal skills for later marketing and consulting careers.

Programme content

The programme will focus on developing your knowledge and understanding of marketing through advanced modules on Contemporary Issues in Strategic Marketing, Strategic Management and Marketing Analytics, Problem Solving & Strategic Marketing as Practice. Subsequently you will deepen your understanding by undertaking a live consultancy project alongside a range of specialist elective modules (including Retail Marketing, Strategic Brand Management, Strategic Environmental Sustainability and Marketing Communications). The final component of the programme is an individual consulting project and dissertation, adding a further opportunity to apply theory to practice and a further company experience for your CV.

On this programme our students have undertaken live consultancy projects with a range of top companies – for example, Cadbury, Hobbs, Honeywell, Land Rover/Jaguar, Cogent Elliot, TRW, Helix and Aston Villa Football Club. These consultancy projects will give you valuable experience and substantially enhance your marketing career prospects. Graduates from the programme have moved into a range of marketing and consultancy roles with top UK and international companies.

Student testimonial

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

Why study this course

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.

You will be taught by staff from one of the largest groups of Marketing faculty in the UK, including academics who are internationally recognised.

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

Student testimonial

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

Modules

Course Structure

- MSc Strategic Marketing and Consulting Induction programme (one week)

October - December:

Core Modules

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

January – April:

Core Modules

- [Consultancy Skills and Practice \(/postgraduate/courses/taught/business/marketing-msc-modules/consultancy-skills-and-practice.aspx\)](#)
- [Business Strategy Simulation \(/postgraduate/courses/taught/business/marketing-msc-modules/business-strategy-simulation.aspx\)](#)
- [Research Methods for Dissertation \(/postgraduate/courses/taught/business/marketing-msc-modules/research-methods-for-dissertation.aspx\)](#)
- Problem Solving & Strategic Marketing as Practice

Elective Modules*: Choose 2 or 3**:

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

May – June: Exams for Semester 2 subjects

July – September: Strategic Marketing and Consulting Research Dissertation

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

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

The 12 month programme starts at the end of September and will focus on developing your knowledge and understanding of marketing in the context of the strategic management of organizations. It will update your awareness of contemporary issues and challenges in marketing.

The early part of the programme will also feature intensive training in research, marketing measurement and analysis and an introduction to consultancy skills and practice. Subsequently, you will deepen your understanding of marketing by undertaking a live consultancy project, alongside studying a range of specialist electives, such as Strategic Brand Management. Guest marketing practitioners will input to the programme to help you engage with the very latest issues.

You will work on two major consultancy projects during the programme, and this may involve working with an SME or a major corporate, a UK-based or overseas company, and/or a commercial or social enterprise. You will work through the entire consultancy process – from receiving the client brief, developing the proposal, negotiating deliverables, managing and completing the research, presenting the results, and ensuring a satisfactory outcome for the client.

In addition to direct consulting skills, we will further develop your analytical capabilities, critical thinking skills, communication skills and your ability to use IT to support marketing analysis and decision-making. Part of your skills training will take place off-campus at the University's Priestley Centre on Lake Coniston in Cumbria.

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>)

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>)

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.

Please note that TOEFL IBT will only be accepted for applicants who do not require a Tier 4 visa to study with us

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>).

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>)

Apply now (<https://pga.bham.ac.uk/lpages/COS102.htm>)

Learning and teaching

During the year you will undertake a major independent research dissertation, which must be related to an international marketing issue. Some topics may be suggested and sponsored by commercial companies, which provides an opportunity to undertake research which will have a real impact on marketing decision making. Academic members of the Marketing Group will suggest topics consistent with their ongoing research, or you can choose a topic that is directly related to your chosen career path.

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

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



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

