



BUSINESS SCHOOL<sup>®</sup>  
preparing you for the professions

# MSc Marketing



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The MSc Marketing is designed for graduates in any discipline, including those already in work, who wish to fast-track their career in marketing.

Reflective of modern-day marketing practice, our professionally-focused programme provides you with the key concepts, tools and techniques required by today's marketers.

Our programme has been developed to reflect the breadth of marketing disciplines, from market research to advanced marketing strategy. In addition, you can choose to tailor your studies in a specialist area such as digital marketing or advertising management.

Once qualified, you will be equipped with the critical, creative, reflective and high-level communication skills demanded by employers, setting you up for enhanced career opportunities and increased earning potential.

## Preparing you for success

The programme features:

- > a choice of electives in contemporary subjects such as direct and digital marketing and creativity and innovation
- > additional business skills training such as interpersonal skills, conflict prevention and management
- > the opportunity to gain additional qualifications whilst studying for your MSc Marketing including:
  - Institute of Direct Marketing (IDM) Certificate in Direct and Digital Marketing
  - Market Research Society (MRS) Advanced Certificate in Market and Social Research Practice
- > teaching provided by a mix of academics and marketing practitioners with over 40 years combined industry experience
- > a high degree of student-tutor contact time provided through our small group sessions
- > talks by industry experts from the world of marketing
- > extensive e-learning support, including podcasts from lectures and interactive self-testing opportunities
- > option of direct entry onto our CIM Professional Postgraduate Diploma in Marketing programme on completion of the MSc

## Flexible learning

Our MSc Marketing programme allows you to study at a pace and in a way that suits you.

- > three starts a year – January, May and September
- > choice from a range of class times
- > option to adjust the intensity of your study through our 'mode neutral' programme design, meaning you can choose to study anything from traditional one-year full-time programme through to a part-time programme spread up to a maximum of five years

## How is the programme taught?

The programme will be taught using a combination of small group sessions, personal tutor support, live lectures and online training, with an emphasis on practical skills. You will actually do the work of a marketing professional rather than just talk about it!

You will benefit from one small group session for every lecture. As an example, a 15 credit module would involve 90 minutes of lectures and 90 minutes

in a small group session per week. In the case of a 30 credit module these times would be doubled.

In addition, you will have the opportunity to access recordings of live lectures via the Business School's Virtual Learning Environment which is accessible online. This popular resource will allow you to revisit past lectures at your convenience from the workplace or home.

## Programme content

To achieve a full MSc degree, the programme begins with the Marketing Principles and Management module. A further five core modules are then studied before you have the option to choose from a range of electives. Finally, you will complete a Market Research and Consultancy project to attain the MSc.

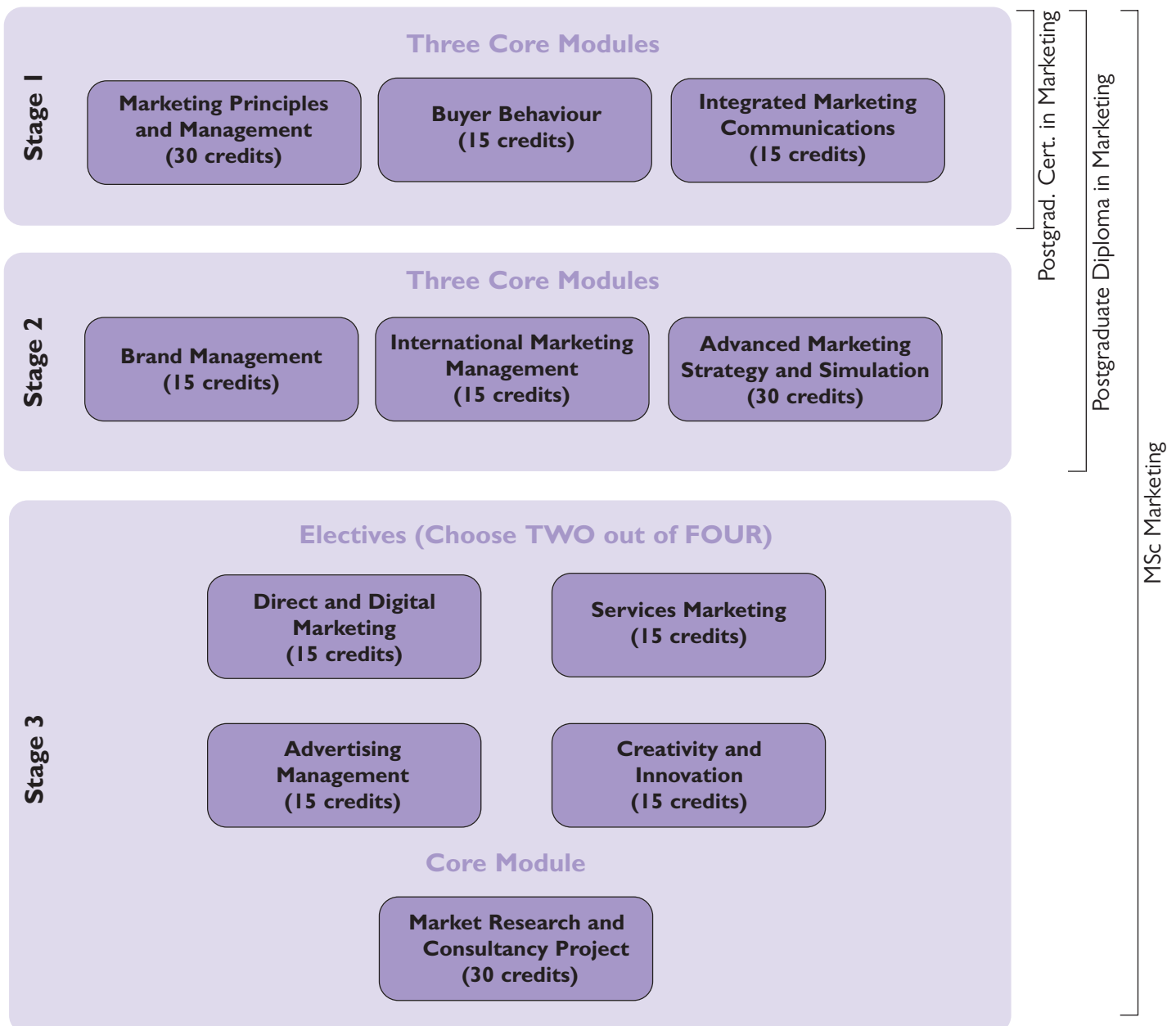
If you only wish to complete the programme up to the end of stage 1 or stage 2, you can still qualify with a Postgraduate Certificate or Postgraduate Diploma in Marketing.

Studying the complete MSc full-time, all modules/stages are covered in one year. Alternatively our 'mode neutral' study allows you to spread the modules/stages over any other period from a minimum of fifteen months to a maximum of five years.

In addition, our highly flexible programme design allows you to re-enter the programme at one of our three entry points a year, should you choose to upgrade your Postgraduate Certificate or Diploma to a full MSc.

For more information, please refer to pages 8 and 9 in the BPP Business School Prospectus or contact Admissions on 0845 077 5566.

For further information on the programme content and module descriptions, please visit [www.bppbusiness.com](http://www.bppbusiness.com)



## Assessment

The programme is assessed on a module-by-module basis using a combination of course work, closed-book examinations and a supervised independent project.

**We will give you continual feedback on your work throughout the programme to help you achieve success and maximise your potential.**

## Fees

Fees for the programme commencing in May 2009 are:

Full time: £11,750\*

\*The fee of £11,750 is based on studying a one-year full-time programme. The programme is 'mode neutral' and permits you to accelerate or decelerate your learning according to the number of modules you wish to undertake. For both full-time and 'mode neutral' study, you are able to pay through a series of manageable instalments.

These fees could be subject to change for our September intake.

For further information on our fees, flexible payment plans and scholarships, visit:

**[www.bppbusiness.com/funding\\_and\\_scholarships](http://www.bppbusiness.com/funding_and_scholarships)**

## Admissions requirements

To be eligible for entry onto the MSc Marketing programme you must have one of the following:

- > an undergraduate degree (minimum of a lower second class honours degree from a UK or recognised overseas institution), or
- > an equivalent accredited qualification, or
- > suitable work experience

Our aim is to recruit students with varied academic and professional backgrounds, therefore we encourage anyone with an appropriate qualification, Accredited Prior Learning or suitable work experience to apply.

Please contact Admissions on 0845 077 5566 or email [admissions@bpp.com](mailto:admissions@bpp.com) if you require further guidance on our admissions requirements.

International students whose first language is not English must demonstrate a sufficient command of English by holding a IELTS level 6.5 score (or equivalent).

## How to apply

Online at: **[www.bppbusiness.com/apply\\_now](http://www.bppbusiness.com/apply_now)**

Alternatively, please contact Admissions for a hard copy application form.

There are limited places available, so early application is advised.

## BPP Business School

During your studies with BPP Business School, we support you not only with high-quality training, materials and Virtual Learning Environment but also via our:

- > flexible 'mode neutral' approach to study
- > specialist Careers Service
- > collaboration with employers on our programmes
- > impressive facilities and information technology
- > funding and scholarship programmes
- > accommodation service
- > pastoral care
- > international student support
- > convenient central London location

For more information, please visit our website: **[www.bppbusiness.com](http://www.bppbusiness.com)** or read the Business School Prospectus.

### Contact us


If you have any queries, please contact Admissions:

BPP Business School  
68-70 Red Lion Street  
London WC1R 4NY

Tel: 0845 077 5566  
Fax: 020 7404 1389  
Email: [admissions@bpp.com](mailto:admissions@bpp.com)  
Web: **[www.bppbusiness.com](http://www.bppbusiness.com)**

### BPP Business School also offers a range of master's and professional programmes within:

- > Accounting
- > Business Law
- > Business & Management
- > Finance
- > Human Resources



*"I've taken on a lot more responsibility at work since graduating, and the skills I learned at BPP, analysing and segmenting the market, and preparing a thorough marketing plan, have been invaluable."*

**Alasdair Gray**  
BPP Business School marketing student,  
2008  
Marketing Manager,  
Fujitsu Services



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[www.bppbusiness.com](http://www.bppbusiness.com)



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