NEW START4U CIC
024 7767 1470
info@new-start4u.co.uk
12-14 Riley Square,
Coventry CV2 1LX, UK

Extended MSc Marketing with Advanced Practice

Locations: London and Birmingham

Level of study: Pre-Masters

Mode of study: Full-time - daytime, or evening and weekend

Duration: 24 months

The Extended MSc Marketing with Advanced Practice course is an academically challenging and strategically relevant programme in advanced marketing study, with a particular emphasis on entrepreneurship. The course integrates the

Graduate Certificate programme to allow entry for students with equivalent to a standard degree (third class, pass or ordinary). The Advanced Practice element offers students the opportunity to gain valuable workplace environment experience.

Course information

Level of study: Pre-Masters

Tuition fees 2018/19: UK/EU – £9,500 International – £19,500 (London), £18,000 (Birmingham)

Entry requirements: A third class, pass or ordinary degree, or equivalent

English language requirements: IELTS 6.0 with no component less than 5.5, or equivalent Other English language tests are accepted

Mode of study: Full-time - daytime, or evening and weekend

Duration: 24 months

Assessment methods: Coursework

Scholarships or bursaries:

Student finance: Available

Starts: Jan, May, Sep,

Next application deadline: TBC

About this course

The Extended MSc Marketing with Advanced Practice course is an academically challenging and strategically relevant

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programme in advanced marketing study, with a particular emphasis on entrepreneurship. The Advanced Practice element offers students the opportunity to gain valuable workplace environment experience. The course also integrates the Graduate Certificate programme to allow entry for students with equivalent to a standard degree (third class, pass or ordinary).

The programme is distinctive in exploring leading-edge thinking from scholarly sources, alongside a syllabus rich in the practical application of marketing. It has been designed in conjunction with senior marketing executives from industry to address the strategic importance that companies must become more marketing focused and more professional and entrepreneurial in marketing practices.

The course provides an academic insight which educates, develops and enhances the professional competence marketing and business students and will prepare you for middle management and senior appointments in marketing within public, private and social economy sectors.

Students will have the opportunity to develop knowledge, skills and insight in the following areas:

- Provide an advanced study of business and management with a particular focus on Marketing
- Prepare and/or develop students for a career in marketing and business by facilitating the development of enhanced transferable skills necessary for marketing management at a variety of levels
- Develop students' ability to apply knowledge and critical understanding of marketing and business to complex issues, both systematically and creatively, to improve entrepreneurial marketing and business practice
- Enhance students' lifelong learning skills and personal development in order to work with self-direction and originality and to contribute to business and society at large
- Critically evaluate the application and impact of marketing theories and concepts to practical marketing problems
- Develop strong transferable skills of logical reasoning, creative thinking, effective communication and the ability to critically evaluate contemporary issues
- .Acquire the skills necessary to conceive, design and implement a substantial research project

Cultivate highly developed lifelong learning skills and an appreciation for continuing personal and professional development, through self-directed and reflective learning

Advanced Practice

The compulsory Advanced Practice element of this programme takes place after you have studied the taught modules at the Masters stage and will enable you to undertake a 15 week long internship, or applied consulting project, working with a real organisation on a live business problem. This gives you the opportunity to gain experience of the workplace environment and/or practical experience of the "real world" issues faced by those currently engaged in marketing.

The Advance Practice stage module provides an excellent way to put your learning into practice and hence, enhance your employability. It also provides you with an enhanced knowledge of the workplace which will facilitate the completion of your Dissertation. Please note if you undertake an internship this maybe paid or unpaid.

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Course Duration

On successful completion of each stage of this programme of study, the duration will be 24 months.

Teaching methods

Teaching methods used are designed to develop professional as well as practical skills and place emphasis on group work and experiential learning. Lectures, seminars, workshops, guest speakers, with industry specific knowledge, directed reading, electronic resources and case studies are combined to offer a unique and rewarding learning environment. Through the use of regular study groups, students will be encouraged to work collaboratively and learn from the experience of others' work situations.

In addition to your time in class, around 12 hours per week, you will be expected to engage in approximately 30 hours of self-study time per week.

You'll be taught by experienced lecturers who will bring practical business related experience into the classroom to enable students to understand how business works in the real world. You will have access to Blackboard, our online learning environment, where you can access module resources and

Assessment

All modules are 100% assessed by coursework.

Progressing on to MSc Marketing

The pass mark for the Graduate Certificate modules is 40% in each module. Upon successfully completing the Graduate Certificate with an overall minimum average mark of 50% across all modules studied and passed, you will be guaranteed progression on to the MSc Marketing.

Careers and postgraduate opportunities

Students should be eligible to apply for marketing positions across public and private sector organisations.

Additionally, the skills acquired through completing the programme have inspired some to set up their own businesses. The average starting salaries for graduate trainees in marketing is £21,461, the average the salary for a marketing manager is £37,305, a senior brand or product manager earns an average salary of £48,296 and the average salary for a marketing director is £77,799.

Advanced Practice study:

. Introducing Masters with Advanced Practice

reading lists that will assist your preparation for classes and self-study.

Evening and weekend study

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One of our study options available for UK and EU nationals includes evenings and weekends. This study option offers exactly the same levels of student support and the ability to balance your full-time studies with your personal life.

English language requirements
Applicants must satisfy our general entry requirements as well as meeting specific requirements.

You will need to provide evidence of competence in written and spoken English (GCSE grade C or equivalent). The general entry requirements are any of the following:

. IELTS 6.0 with no band score less than 5.5, or equivalent

. HKDSE English Language – Grade 4 overall with no less than 3 in any of the 4 sub skills

Indian Standard XII English – Minimum of 70% (in Central Board of Secondary Education (CBSE) or Indian Certificate in Secondary Education (ICSE) only)

. WAEC – C6

If you do not have the required IELTS, you may be eligible to study on our Pre-Sessional programmes.

If you have IELTS 5.5, with a maximum one score of 5.0, you may be eligible to study on our Pre-Sessional Standard programme.

If you have IELTS 5.0, with a maximum one score of 4.5, you may be eligible to study on our Pre-Sessional Plus programme.

Modules

All modules are core.

Graduate Certificate

Research Methods for Postgraduate Studies – 20 credits

The module will be of benefit to those international and home students whose research skills need to be enhanced and/or evidenced before progressing on to Masters level education. It will provide the relevant underpinning knowledge and understanding of research-related topics in business. Drawing on enhanced knowledge and understanding, students will also identify the range of research methods available before defining specific research aims and objectives.

While addressing philosophical issues and conceptual aspects underlying management research, it also focuses on quantitative as well as on qualitative research methods and techniques involved in practical application. In order to facilitate student learning and development, there are both theoretical and practical elements to this module. It is expected that students will carry out an in-depth literature review to demonstrate academic crafting and writing skills, as well as advanced knowledge within the chosen discipline and appropriate research scope.

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Academic Essentials – 20 credits

Academic skills differ due to cultural and language differences in teaching and assessment practices. The skills required for academic study in English present challenges for students of business and management. This module is designed to support students' transition in the use academic writing conventions, critical thinking and effective presentation skills. It uses students' existing knowledge and experience of English to explore techniques for reading academic texts in a range of areas of business and management.

Enterprise Development – 20 credits

This is a dynamic module which provides students with an opportunity to develop their capabilities in recognising, assessing and planning a new enterprise with a focus on the consequences of decision making in all aspects of enterprise development including marketing, sales, human resources, finance and operations. MSc Marketing with Advanced Practice

Foundations in Management – 20 credits

The aim of this module is to provide students with a framework of knowledge from which they can understand and critically analyse the strategic goals of management, appropriate organisational structures and management's role in delivering strategic goals, as well as identify suitable strategies to enable organisational growth.

Marketing Management – 20 credits

The aim of this module is to reflect the ethos of creating a collaborative learning ecosystem wherein issues are explored at the student, practitioner and academic interface. Outcomes of this research-driven approach to teaching, learning and assessment offer commercial relevance and impact.

Strategy and Innovation – 20 credits

This module serves to raise students' awareness of the theories and practices of strategic management. While the module covers a range of strategic issues relating to the ethos of organisational planning and sustainability, it also places emphasis on recognising and capitalising on competitive business opportunities through the lens of innovation.

Global Marketing – 20 credits

This module focuses on themes of internationalisation and issues including government policy, market entry modes and exporting. Students will be able to advance their understanding of the challenges faced while operating in an international marketing environment.

Digital Marketing Communications – 20 credits

This module enables students to gain theoretical and practical insights into the ways in which SMEs approach marketing in a digital world. Students will discover the importance of social media marketing to enhancing the technological and global dimensions of strategic marketing in small and larger firms alike.

Marketing Analytics – 20 credits

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This module provides students with an understanding of qualitative and quantitative data analysis methods in order to conceptualise and develop a project portfolio. It enables students to develop digital literacy skills in order to collect, analyse and report on data from a variety of digital sources.

Entrepreneurial Marketing – 20 credits

The Entrepreneurial Marketing module allows students to review, reflect on, and critically evaluate marketing theories through the lens of the entrepreneurial manager. Students will discover why marketing is a core but largely undervalued component of new venture creation. For students undertaking an internship

Internship & Professional Development Project – 60 credits

This module is designed to further enhance the employability of the students who have completed the MSc Marketing whilst giving them experience of a workplace environment. In considering this they produce both reflective reports which help aid skills development, and also an internship project in which they apply the theoretical concepts encountered on the course to a "live" management issue.

And

Applied Marketing Project – 40 credits

This module enables students to apply knowledge and skills acquired throughout the course to an organisational issue or problem. This follows from Marketing Analytics module and feeds into developing skills of a Marketing Consultant. For students not doing an internship

Applied Consulting Project – 60 credits

This applied module enhances the practical and employability skills of students by requiring them to undertake consultancy projects for real life case study clients. The module requires students to draw on relevant theories from previously studied MSc Marketing modules, and to apply these in marketing contexts, to deliver valuable project

And

Applied Marketing Project – 40 credits

This module enables students to apply knowledge and skills acquired throughout the course to an organisational issue or problem. This follows from Marketing Analytics module and feeds into developing skills of a Marketing Consultant.

Tuition fees for 2018/19

UK/EU: £9,500

International students:

. London: £19,500

. Birmingham: £18,000

Tuition fees for 2019/20

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Please note that the fees outlined are for your tuition only and do not include the cost of any course books that you may choose to purchase, stationery, accommodation etc. As an Ulster University London and Birmingham branch campus student you will also have access to our on campus libraries and a range of e-learning resources.

The modules you will study may require you to purchase additional course textbooks and you should be prepared to buy some additional texts, we recommend allowing an additional £180 for the duration of your course.