

# Marketing

## MA



**Location:** London North campus, Stapleton House

Starts September	Yes
Starts February	Yes
Full-time	Yes
Part-time day	Yes
Part-time evening	Yes

### Aims of the course

This course teaches the core disciplines of marketing through the key areas of marketing strategy, marketing communications, marketing research and international marketing. You will develop skills relating to the practical application of marketing information to business decision making; including the collection, analysis and interpretation of information from a wide variety of media and the organisation of knowledge in a meaningful managerial way. The MA Marketing is designed to meet the needs of a growing number of people who wish to develop their understanding of marketing, or formalise, through acquiring a postgraduate qualification, their past marketing work experience.

Pressures for global responsiveness in many markets have increased, leading to a range of 'global marketing' strategies and the proliferation of global brands. The dynamic tension between globalisation and pressures for local responsiveness is becoming increasingly important and provides further stimulus for changes in marketing practice and analysis. Other stimuli for change include the direct and indirect implications of developments in information technology, which has produced increased interest in customer profiling, direct marketing and new forms of marketing research. This has also transformed the advertising landscape. The importance of sustainability with regard to the natural world has also become a key issue in marketing.

A central philosophy underpinning the programme is the study of marketing within an applied decision-making context. This course will seek to take advantage of your work experience, knowledge of marketing and undergraduate level intellectual skills to provide a rigorous marketing programme of study at Master's level.

### Duration and attendance

**Full-time:** 1 year if you start in September, 15 months if you start in February

**Part-time:** 2–3 years

### Dates/timetable

**Autumn semester:** September – January

**Spring semester:** February – June

### Course structure

The course consists of four compulsory modules, two optional modules and a dissertation (which is triple weighted).

**International Marketing** – In recent years globalisation has been greatly accelerated by a variety of key drivers including changes in markets, technology, cost priorities and political factors. You will examine these dimensions of international marketing.

**Marketing Communications** – You will define and explore the nature and importance of integrated marketing communications and the individual purpose and characteristics of its component tools.

**Marketing Research** – Provides a practical insight into marketing and social research. Training is given in secondary, qualitative and quantitative research techniques. Throughout the module you will be encouraged to develop your research skills as well as your dissertation proposal, which must be written as part of this module.

**Marketing Strategy** – Develops your understanding of the strategic domain of marketing and covers the main perspectives of strategy in a marketing context. You will use case studies to develop your analytical and writing skills to explore different perspectives of strategy. This module requires a sound knowledge of marketing basics. In building on these basics, key perspectives of strategy in a marketing context are introduced including rational planning of marketing, resource based view, process emergent and post modernist perspectives.

### Dissertation

This is the largest piece of assessed work undertaken on the MA and is seen as the clearest expression of your ability to study at Masters level. You will be allocated a supervisor for your dissertation and supported by regular tutorials. You will design, undertake and write up a substantial individual project-based dissertation based on a Marketing topic of your own choice (subject to approval).

### Optional modules

**Brand Equity** – Provides you with an opportunity to consider a topic of significant importance for marketing practitioners and academics. This module addresses questions such as what is the origin of brands, how is brand strength measured and why are brands so valuable?

**Buyer Behaviour** – In order to succeed in any business and especially in today's dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumers. You will examine the behaviour of consumers, addressing what they think, how they work and how they spend their leisure time.

**Contemporary Issues** – Develops your understanding of contemporary issues in marketing based on current research activity. This module is based around research seminars on contemporary topics such as ethics in marketing, retail store atmospherics, the internet and marketing and the branding of places. You will require a sound knowledge of marketing basics.

**Service Sector Marketing** – The service sector has been growing significantly for more than fifty years to the extent that, in the developed world, more people earn their living from producing services than making manufactured goods. Around three-quarters of the population in the US and the EU are employed in service industries. Services therefore have a major impact on national economies and the subject of Services Marketing has grown in response to this. Manufacturing and technology industries have also recognised the need to provide services not only as a means of adding value to the physical products which they market but also as the basis for a different orientation to the management of their businesses.

**B2B Business to Business Marketing** – Enables you to identify and analyse the main characteristics of Business-to-Business (B2B) Marketing. This module will familiarise you with contemporary techniques of attack and defence in B2B markets, including positioning within supply chains and organisational mating. You will also gain a critical insight into strategic and tactical management in B2B Marketing.

### Research

Our postgraduate courses draw significantly on the research carried out by staff in the Business School. The University has an active research culture and supports a number of research institutes and research centres. The Centre for Research in Marketing is engaged in a range of projects in the corporate and marketing communications, international marketing, non-profit and voluntary sector marketing fields. Recent work has focused on the marketing communications of charitable organisations, museums, art galleries, theatres and western firms operating in Eastern Europe. In recent years the centre has also been increasingly concerned with educational research.

Additionally the centre liaises with a number of outside bodies, including the Arts and Non-profit Marketing Special Interest Group of the UK Academy of Marketing and the Reputation Management Institute. As well as undertaking research the Centre organises national and international conferences, annual lectures and research training seminars.

### Teaching and learning

A variety of teaching and learning methods will be used to reflect the diverse range of modules available within the award. These methods will include lectures, seminars, individual and group mini-projects activities, videos, guest lectures, syndicate tutorials, presentations and case study based learning.

### Career opportunities

Recent graduates have gone on to work in a variety of organisations from small marketing agencies to large multinational firms. Examples of organisations where our students now work include Hill & Knowlton, Banyan Tree Hotels, Carlsberg and the United Nations Office on Drugs and Crime.

### Fees 08/09\*

Full-time (EU)	£6,750
Full-time (non-EU)	£9,900
Part-time (EU) per 20 credit module	£750
Part-time (non-EU) per 20 credit module	£1,100

\*Tuition fees are subject to change, please contact the Admissions Office.

### Entry requirements

You should have a minimum of lower second-class Honours degree (or equivalent) in a related subject. Those with relevant professional qualifications or extensive professional experience will also be considered. Applicants who are recent graduates of the Chartered Institute of Marketing (CIM) at postgraduate level are eligible for fast track exemptions from two of the taught core modules.

Students for whom English is not their first language must demonstrate sufficient fluency in both written and spoken English. The minimum requirement is one of the following:

- IELTS 6 minimum with a minimum of 6 in speaking and writing and 5.5 in listening and reading
- TOEFL (old examination) 600 minimum
- TOEFL (new examination) 250 minimum.

### How to apply

Apply directly to the University. Please contact Admissions for an application form or you may download one at [www.londonmet.ac.uk/how-to-apply](http://www.londonmet.ac.uk/how-to-apply)

### Further information

Admissions Office  
London Metropolitan University  
166-220 Holloway Road  
London N7 8DB

Tel: +44 (0) 20 7133 4202

Email: [admissions@londonmet.ac.uk](mailto:admissions@londonmet.ac.uk)

Web: [www.londonmet.ac.uk/lmbs](http://www.londonmet.ac.uk/lmbs)

For further academic questions contact:

Dr Niall Caldwell

Course Leader

Tel: 020 7133 3923

Email: [n.caldwell@londonmet.ac.uk](mailto:n.caldwell@londonmet.ac.uk)

### Open days/evenings

You can also come to one of our open days or evenings, held throughout the year. See our website [www.londonmet.ac.uk/lmbs](http://www.londonmet.ac.uk/lmbs) or call the Admissions Office for up-to-date details.

### Possible interim awards

Post-Graduate Diploma (120 Credits)

Post-Graduate Certificate (60 Credits)

We do everything we can to ensure that information in this leaflet is correct, however details may change and we cannot accept responsibility for errors or omissions.