



University of  
**Salford**  
MANCHESTER

## MSc/PgDip/PgCert **Marketing**

Marketing is an exciting and ever-developing discipline where theory and practice continue to evolve as technology opens up new opportunities. This course will equip you with the latest online and offline marketing knowledge and skills needed to succeed in today's demanding global economy. While digital marketing forms a core of this programme, you will also look at the theories behind traditional marketing and how online and offline marketing are integrated. In addition, you will look at relevant ethical issues, issues of sustainable development, and how Marketing can support a wider commitment to social justice.

This is a research informed programme with a highly practical slant. During your time with us, you'll work on live briefs, examining products and services which are highly desirable to consumers, while running real-life campaigns.

The programme is aimed at students who do not necessarily have a background in business or business-related studies, and who wish to develop their knowledge of marketing.

## Three reasons to study this course with us:

Enhance your employability with specialist and in-demand marketing skills on this CIM-approved and accredited course

Develop critical awareness of the role of marketing in relation to sustainable business, business ethics and consumer and societal well-being

Put marketing theory into real practice with the Industry Collaboration Project

## Course Content

The programme is block delivered and there are several entry points throughout the year. Students will take the modules below in a sequence dependent on their start date.

The course is delivered in four blocks of intensive study periods. For each block, you study a single module for a 6-week period. Face-to-face teaching is delivered on campus for 6 hours each week. In addition, you will attend the taught element of the Industry Collaboration Project each Wednesday afternoon during the 6-week blocks.

Part-time students study alternate modules (one module on, one module off) to complete their degree in two years.

During this period, you will also undertake independent study in your own time with online support through the University's virtual learning environment, Blackboard.

For the final third of your studies, you will work on your Industry Collaboration Project, working with your own or another organisation on a live brief.

### Modules

- ✓ Marketing Management
- ✓ Online and Offline Consumer Behaviour
- ✓ International Relationship Management
- ✓ Digital Marketing Analytics and Strategy
- ✓ Industry Collaboration Project

### Entry requirements

A minimum 2:2 degree or equivalent or successful completion of the Graduate Certificate International Management.

A wide range of professional qualifications are also accepted. We welcome applications from students who may not have formal/traditional entry criteria but who have relevant experience or the ability to pursue the course successfully. Please contact us for information on our The Accreditation of Prior Learning (APL) process

### English Language Requirements

International applicants will be required to show a proficiency in English. An IELTS score of 6.5 (no element below 5.5) is proof of this.

### Career Prospects

Many of our graduates are able to move into marketing roles in small and large corporate sector businesses or in the third sector. Several of our students have also gone on to set up their own business.

### Start dates

Multiple entry points; visit website for up-to-date information

### Duration:

MSc (one year full-time, two years part-time)

PgDip (eight months full-time or two years part-time)

PgCert (four months full-time or one year part-time)

ACCREDITED BY:

CIM

Accredited Study Centre

### Contact us:

**More information:** <https://beta.salford.ac.uk/courses/postgraduate/marketing>

**Course enquiries:** [enquiries@salford.ac.uk](mailto:enquiries@salford.ac.uk) – 0161 295 4545