



How to apply

You can apply online at uel.ac.uk/apply

Further information

Tel: +44 (0)20 8223 3333

Email: study@uel.ac.uk

Visit: uel.ac.uk/business

Career opportunities

This MSc programme prepares you for a career in international marketing, and provides you with appropriate knowledge frameworks to perform marketing roles within export-orientated domestic businesses or large multinational enterprises. It is also highly relevant for a career in brand consultancy, particularly for students who wish to undertake a global marketing position.



The Chartered
Institute of Marketing

Dual Award Accredited

Royal Docks Business School

MSc International
Marketing
Management

UEL
University of
East London

uel.ac.uk/business



Overview

This highly successful MSc programme offers you an international focus on marketing theory and practice, as well as preparing you for a managerial career in business. It blends contemporary academic knowledge from the fields of marketing and consumer research with practical case examples of the global marketplace. The programme seeks to develop your analytical and communication skills through a range of innovative assessments designed to enhance employability, as well as providing you with an overview of market systems, organisations and consumer behaviour from an international perspective.

Added value

The MSc International Marketing Management is fully accredited by the Chartered Institute of Marketing (CIM), the world's largest professional marketing body with a global membership of over 60,000. This is the highest level of accreditation that CIM currently offers academic institutions in the UK. This means that students who successfully complete all five UEL modules to earn 180 M-Level credits will be entitled to undertake two additional CIM practice modules in marketing and project management to receive a CIM Professional Diploma in Marketing. This accreditation provides superb added value for our students and greatly enhances your employability prospects.

Programme structure

Semester A

- International Marketing Strategy
- Consumer Behaviour and Marketing Research.

Semester B

- Critical Perspectives in Marketing
- Integrated Marketing Communications and Customer Relationships.

Semester C

- Dissertation.

Assessment

The programme incorporates a range of assessments including individual written reports, group reports, a dissertation, case study analysis, professional presentations and written examinations.

Royal Docks Business School

Royal Docks Business School is one of the largest Schools at the University of East London with more than 2,200 students on campus. We have a strong School staff of around 70 highly qualified and experienced lecturers who are dedicated to teaching and supporting the student experience. Our academic staff work closely with experienced business and management professionals in planning our teaching programmes, to ensure that the programmes deliver the skills that are sought by employers in today's marketplace.

"The programme is intensive but it gave me a rich perspective on marketing theory and practice. The short duration of the semesters allowed me to complete my programme within 12 months. I would highly recommend this programme to students who wish to specialise in a career in marketing management or advertising".

Mohit Gautam
MSc International Marketing graduate

