

Masters in Marketing

2024





“Our MSc Marketing programme is designed to foster the growth of essential communication, marketing, and strategic skills highly sought after by employers. Paired with specialised career support, opportunities to engage with leading marketing employers, and inclusion in a vast worldwide network, our Master’s programme equips you with the necessary tools and methodologies to stand out in an ever-competitive job landscape.”

Professor Zhibin Lin
Programme Director



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**Durham Masters
in Marketing**

Find your
focus

Why Durham University Business School?

Founded in 1965, Durham University Business School is one of the longest established business schools in the UK.

We connect students and alumni with global companies. And we link business with incisive and innovative thinking.

We are proud to be integral to Durham University, a globally outstanding centre of teaching and research excellence, a collegiate community of extraordinary people, a unique and historic setting – Durham is a university like no other.



A World Top 100 University

as ranked in the *QS World University Rankings 2024*

A triple accredited business school

and one of an elite group worldwide



32nd in the world

QS World University Rankings: Masters in Marketing 2024

A global alumni network of 36,000+ Business School graduates

spanning 140+ countries

A global community of 128,000+ alumni across the University



Professional partnership

90%

of Durham University's research is classed as 'world-leading' or 'internationally excellent' REF 2021

Durham University Business School is over 50 years old

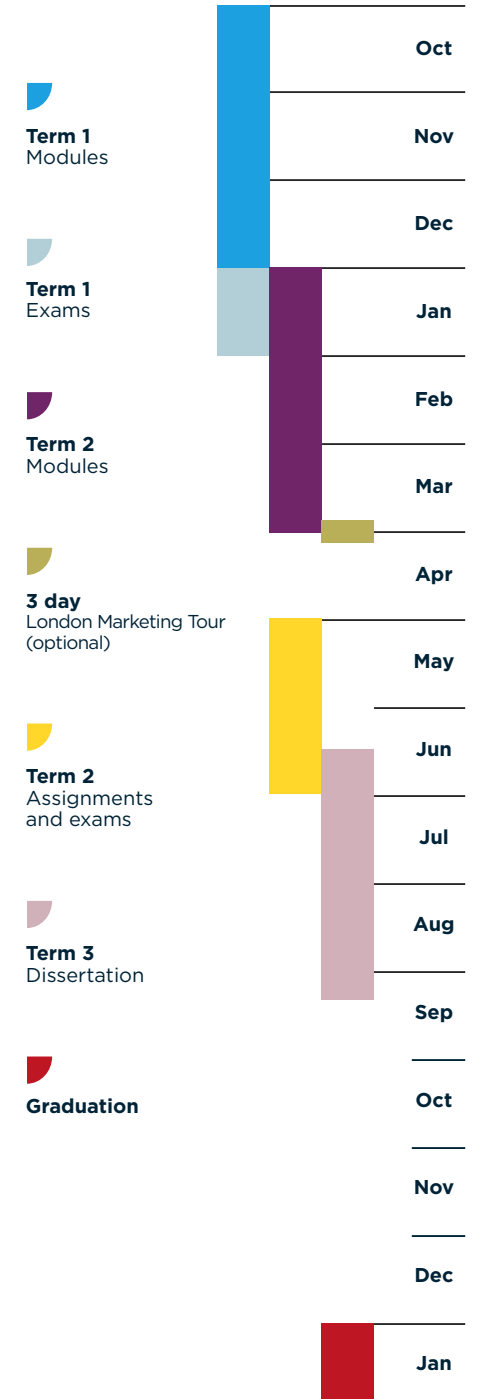
Masters in Marketing

Refine your skill set. Master your profession.

About the programme

Touching all aspects of an organisation, marketing helps shape and direct corporate strategy.

Our one year, full-time MSc Marketing programme will equip you with the skills and knowledge to excel across all marketing-related careers. This programme is intended for graduates in any subject or discipline; no previous study in marketing is necessary. Marketing undergraduate students, or students who have completed a professional marketing qualification may find some content on this programme overlaps with their prior learning.



Tailor your degree

Focus your studies

Term 1 – Core

Covering the core elements, term one is designed to give you a thorough grounding in the theoretical and practical aspects of marketing, enabling you to apply this knowledge to real-world scenarios. The programme provides an opportunity to develop skills and experience relevant to a multitude of business marketing careers, from the commercial sector to charities and beyond.

Core modules:

- Buyer Behaviour and Marketing Innovation
- Business to Business Marketing
- Contemporary Marketing Communication
- Marketing Management and Strategy
- Marketing Theory

Term 2 – Customisation

Enabling you to gain advanced level training in contemporary marketing and management, term two provides the opportunity to customise your programme through optional elective modules across marketing and management pathways.

You will then choose three elective modules, from a range, which has typically included:

- Advanced Marketing Strategy
- Consulting
- Digital Marketing
- Global Marketing
- Global Sport Business
- Innovation and Technology Management
- Retail Marketing Management
- Science of Leadership
- Society and Sustainability



“The highlight of the MSc Marketing programme so far has been the breadth of content studied on the module. There is also flexibility with the final term project, which can take the form of traditional dissertation, or applied business project. The Business School has its own careers department who are ready to help from the very first day to support career aspirations and lend a hand.”

Maximus McCabe-Abel

MSc Marketing 2022/2023

Term 3 – Dissertation

In the third term, you will carry out an original research project. This may be an independent piece of work or, alternatively, you may decide to develop a more applied project with an appropriate organisation.

Supervised by a faculty member with relevant experience, you'll investigate in greater detail a subject that you've already studied as part of your programme. This is an opportunity for you to develop your business insight and present your analysis and ideas in a scholarly and professional manner.

For more information and a full list of elective modules, visit durham.ac.uk/business/masters-marketing

CIM

Accredited Degree

The Chartered Institute of Marketing (CIM), the leading professional body for marketers worldwide, exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners.

Durham University has joined forces with CIM to provide you with the opportunity to gain professional qualifications through the CIM Accredited Degree. CIM qualifications are highly sought after by employers, and map alongside our own degrees, ensuring we equip you with the best opportunities for a successful marketing career.



Please note: Current modules are indicative and may change, for example, due to developments in the relevant academic field, or in light of student feedback and demand.



Meet our academics

When you join Durham University Business School you will have access to world-leading academics. Their global experience, outstanding research insight and real business connections keep us at the leading edge.

Find out more about us by visiting durham.ac.uk/business/our-people



Adding to your experience

Enriching your study

International opportunities

We are proud of our strong international connections. Helping you develop a global perspective is a key part of the programme. If your ambitions lie beyond the UK we offer various optional international study opportunities.

Summer School

During the summer you will have the opportunity to participate in a Summer School at one of our global network of university and business partners. These partially self-funded competitive activities, normally take place after exams in either June, July or August, for up to three weeks. They cover a wide range of topics and aim to complement the knowledge you gain during your time in Durham, whilst contextualising it in an international business setting. Please note, in order to be considered for a place on one of our Summer Schools, all students must apply as places are limited.

Dissertation Abroad

All students on MSc programmes at Durham University Business School are offered the opportunity to apply to write their dissertation (research project) at one of our prestigious European partner institutions during the summer (June to September).

This exciting programme provides an opportunity to gain experience living abroad and to build your network, as well as understanding how campus life works in another destination. Participating in the programme not only develops your personal skills, but improves employability by demonstrating adaptability, resilience, communication skills and a global mindset. This partially self-funded programme is very popular with students across all programmes and the international team in the Business School will support your journey from application to departure.

Practitioner insights – Guest Speaker Programme

An integral part of the programme is the engagement with the world of practice. Our Guest Speaker Programme provides the opportunity to enjoy presentations by leading international academics and practitioners within your chosen area of interest. Past speakers have included representatives of major global multinationals and leading scholars, combining critical and progressive thinking with practical insights.



Your career

Enhance your prospects...

...begin your career with us

Our graduates enjoy an excellent employment record.

Whether you want to work for an organisation, for yourself, or go on to further study, our career development support and guidance offers you the opportunity to build your employability skills.



98%

accepted a job offer within
3 months of completing
the programme

*Graduate Destination
Survey 2022*



Our Masters programmes connect you with leading companies from across the globe

Top 25

in Europe

*QS World University
Rankings: Masters in
Marketing 2024*



"One of the reasons for choosing to study with Durham University Business School was the well-rounded curriculum with a blend of theoretical and practical knowledge, matching my career goals of working in the FMCG industry or PR, involving in brand-consumer relations, brand planning, consumer psychology, and retail management."

Yuyu Jiang

MSc Marketing 2022/2023

A flavour of what to expect...

Individual career appointments

Appointments with our Career Consultants give you the opportunity to develop your CV, improve your job search strategy and prepare for interviews. The team also offer practice interviews and assessment exercises to help you with your preparation.

Connecting with business

There are many opportunities throughout the year. From engaging with organisations and alumni to further enhance your knowledge and skills, to meeting with a range of recruiters via workshops, presentations and fairs. Working in partnership with the University's Careers and Enterprise Centre, you can engage with some of the UK's leading employers as well as international employers, using video conferencing technology in the Business School.

International, Engagement & Careers

Our International, Engagement & Careers Team offer a wide range of opportunities to help you develop the skills necessary to build a successful future career.

With its own dedicated postgraduate careers team we offer a full range of careers services, which are internationally-focused and reflective of the global locations in which our students want to work. Created to complement the events, workshops and fairs organised by the University's Careers and Enterprise Centre, our International, Engagement & Careers team will support you through your programme and beyond.

You will be given information about the International, Engagement & Careers programme during your first few weeks at Durham, including access to the Business School's online Career Development Portal. Our service is designed to give you the opportunity to:

- Develop the essential skills demanded by international recruiters through interactive workshops.
- Network with businesses and engage with international recruiters in a range of activities, presentations and events.
- Access a huge range of resources, international jobs board, video library and career webinar series.

Supporting your studies

Resourcing your time at Durham

From accommodation for today, to global networks for tomorrow

At Durham you will benefit from all the resources you'd expect from a leading business school.

From the latest IT and library services to a virtual learning environment, you'll have everything to hand to make the most of your learning.



Our colleges

All full-time postgraduate students become a member of one of our colleges. As well as offering a wide range of societies, social and cultural activities, your college will provide support and a sense of belonging during your time in Durham, adding to your overall experience and helping you graduate with much more than just a degree.

For more information, visit durham.ac.uk/colleges



“The range of extra curricular activities stood out to me as being incredibly versatile allowing you to continue with an activity or dive into something completely new while studying. I believe that the teaching, networking and real world experience you gain is most certainly worth it. Plus you will be in a beautiful city with lots of activities for the duration.”

Lars Thorkildsen
MSc Marketing 2022/2023



Accommodation

We offer good quality, reasonably priced accommodation at Durham University. If this is not for you, we can help you find local private accommodation to suit your needs. We will provide you with more specific details upon application.

In the meantime, visit durham.ac.uk/colleges

Sports facilities

Sport is an important part of Durham life and our facilities are second to none. From our British Rowing Performance Centre to the British Fencing Centre, and boasting teams which compete in the England Hockey National leagues and the FA Women's Super League, we can offer something for everyone.

For more information, visit durham.ac.uk/teamdurham

Global alumni network

When you join us, you become a member of the Business School's alumni network. With over 36,000 members in over 140 countries, it facilitates friendships and business connections, and sits at the heart of the Durham experience.

Our alumni community enjoy online career resources and global career and network-building events.

You can find out more at dunelm.org.uk/dubs/home

Durham City

A great place to live

In Durham City you're among some of the world's finest architecture where the famous Castle and Cathedral - together designated a UNESCO World Heritage Site - dominate the skyline.

Durham has a compact, friendly feel, while providing the facilities you would expect of a thriving city including: excellent boutiques, cafés, bars and restaurants. You will enjoy a fantastic student lifestyle, in lively surroundings with a superb choice of events and entertainment.

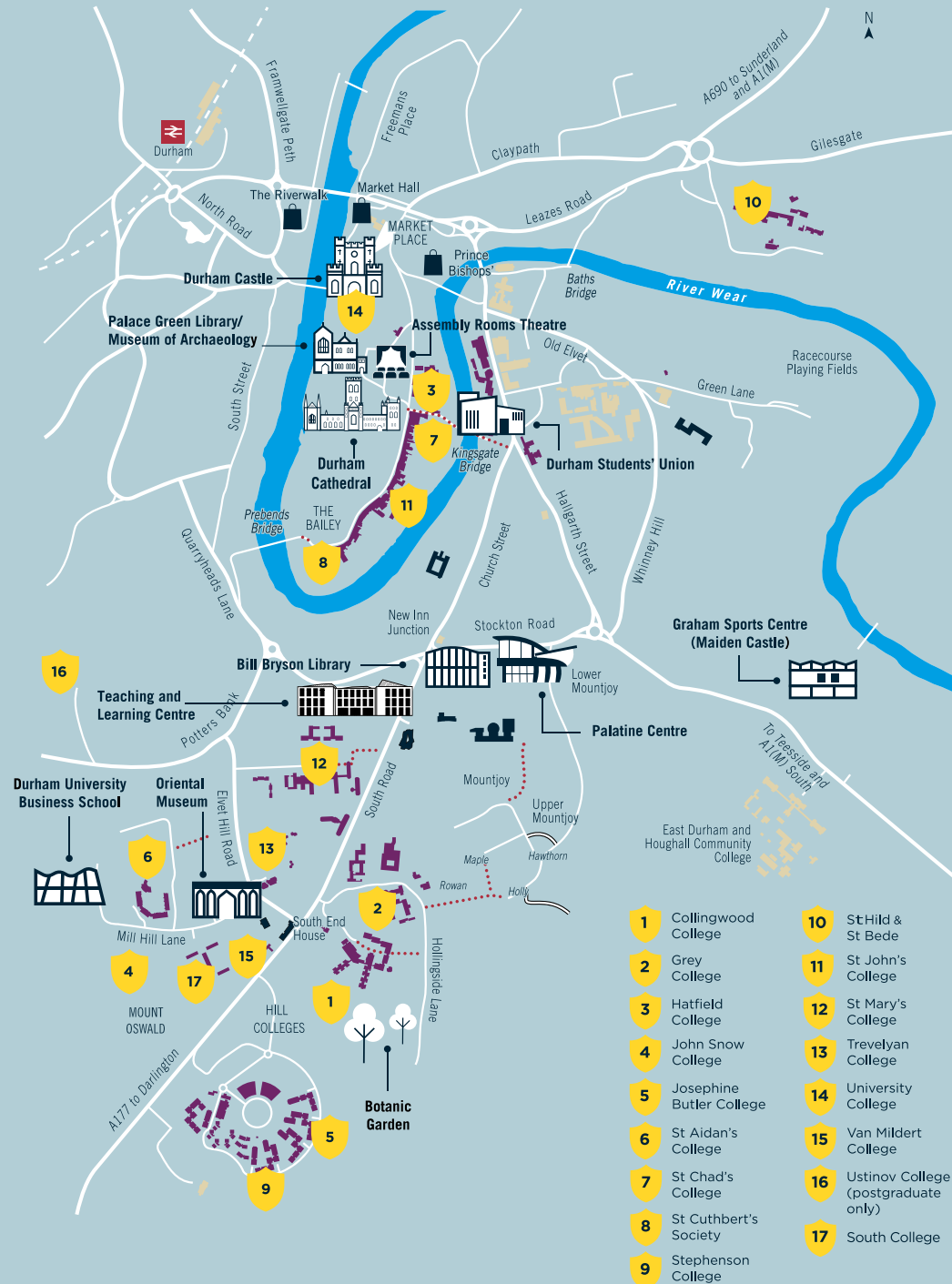
Further afield you can explore the breath-taking scenery of our countryside and coastline, or visit a wide range of local attractions, festivals and events which cater for every taste.

Explore

We appreciate not everyone can visit us physically prior to applying or joining, so we encourage you to view our virtual tours:

- Business School durham.ac.uk/business/about

- Durham University durham.ac.uk/visit-us/open-days/self-guided-tours



Your next steps

Learn more, or make an application

Meet us

There are several opportunities to meet us. You can chat with us at one of the international recruitment fairs we attend throughout the year, or sign up to an online information session, both are great ways to find out more about studying in Durham.

For more information on upcoming events, visit durham.ac.uk/business/meet-us

Entry requirements

Our MSc Marketing programme is intended for graduates in any subject or discipline; no previous study in marketing is necessary. Marketing undergraduate students, or students who have completed a professional marketing qualification may find some content on this programme overlaps with their prior learning. You will need a UK first or upper second class honours degree or international equivalent.

Fees

For current fees, please visit durham.ac.uk/business/masters-marketing

Scholarships

Scholarship funding may be available. For more information, visit durham.ac.uk/business/masters/scholarships

Language requirements

If your first language is not English, you will need evidence of competence in written and spoken English (IELTS overall score of 7.0 with no element under 6.0 or TOEFL IBT 102 with no element under 23; Pearson PTE Academic Test, total score 68 with no less than 59 in each communicative skill).

For all English language test requirements, visit durham.ac.uk/study/international/entry-requirements/english-language-requirements

If you would like to advance your English skills, you may be able to attend a pre-sessional English language course.

To learn more, visit durham.ac.uk/dcad/study/preessional

How to apply

We strongly advise you to apply as soon as possible, particularly if you need university accommodation.

Learn more about our application process and apply online at: durham.ac.uk/business/masters-marketing





Learn more

durham.ac.uk/business/masters-marketing

Enquiries

durham.ac.uk/study/ask-us

