



Durham
University
Business School

Offer holder webinar 1st April 2025

Durham University Business School

MSc Marketing



MSc Marketing



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Programme Director

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UN PRME North East Lead and Co-Chair for Teaching
and Research of International Working Group on
Climate Change

Outline of this session

- Welcome and overview
- Content and structure of the programme:
 - Taught modules
 - Skills
 - Resources, guest lectures, careers
- Q&A session



Our heritage

- Durham has been a renowned place of learning for over 1,000 years.
- Durham University Business School is part of Durham University, A World Top 100 University and England's third oldest University, founded in 1832 - over 180 years old.
- Founded in 1965, Durham University Business School is one of the UK's longest established business schools.
- Near to the County Durham heritage coast, North Pennines, Newcastle and Northumberland



Rankings – MSc Marketing

- QS Masters in Marketing ranking
- Our MSc Marketing is 35th globally, equating to 7th in the UK
- Within that QS ranking we are 22nd globally (6th in the UK) for Employability, the most heavily-weighted measure.
- We have a 92% employment rate three months after completion of the programme, based on responses to surveyed students from the 2020/21, 2021/22 and 2022/23 cohorts combined.



Research-led teaching

90% of Durham University's research is classed as 'world-leading' or 'internationally excellent' **REF 2021**

- Our people make Durham University Business School one of the most respected business schools in the UK.
- Their global experience, outstanding research insight and real business connections keep us at the leading edge.



Compulsory modules

Term 1

Marketing Management and Strategy

Buyer Behaviour and Marketing Innovation

Marketing Theory

Contemporary Marketing Communications

Business-to-Business Marketing

Term 2 - 3

Research Methods and Dissertation in Marketing

Dissertation (International) (MSc Marketing) OR

Influencer and Content Marketing: Theory and Practice



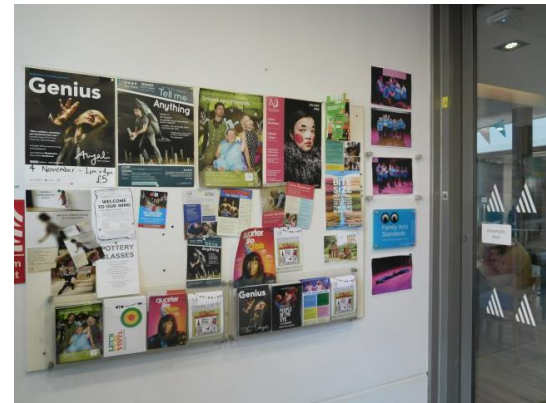
Marketing Management and Strategy

- The Marketing Concept
- The Marketing and Strategy Environment
- Segmentation, Targeting and Positioning
- The 4 Ps (product, promotion, place and price)
- Marketing Strategy - Introduction, Context and Issues
- Developing a marketing strategy



Marketing Theory

- The Development of Marketing Theory and Thought: Origins and Eras
- Paradigms and Turns of Marketing Theory
- Consumer Society and Conceptualising the Consumer
- Marketing as Exchange: Transactions, Relationships, Co-Creation or Manipulation?
- Brands and Branding
- Globalisation and Marketing in Non-Western Contexts
- Gender, Identity and the Marketplace
- Technology and Surveillance in the Marketplace
- Ethics, Vulnerable Consumers and Social Marketing
- Marketing and Society: Alternative Markets and the Future of Marketing



Buyer Behaviour and Marketing Innovation

- Historical Perspectives on the Consumer - psychodynamic, behaviourism, social-cognitivism
- The Brain Sell - marketing insights from contemporary neuroscience
- Decoding the Purchase Decision - conscious and non-conscious information-processing
- Shopping in 'Pilot Mode' - perception, attention, memory, learning and knowledge
- Shopping on 'Autopilot' - heuristics, biases and marketing nudges
- The Central Role of Emotions in Consumer Choice
- New Perspectives on Consumer Goals and Motivations
- Optimising the Path to Purchase
- Using Consumer Insights - product/packaging design, brand optimisation, maximising advertising effectiveness, retail environments and atmospherics, shopper marketing, etc
- Neuromarketing Research, Consumer Insights Data, and Ethical Marketing Practices



Contemporary Marketing Communications

- Studying contemporary marketing communications to indicate the broad scope of study in this complex and evolving area;
- Persuasive communication: Hierarchy effects, consumer affect;
- Communication research techniques;
- Legal knowledge and the changing communication environment;
- Trouble-shooting and 'crisis' planning;
- Digital marketing analytics and intelligence;
- Review of consumer behaviour and consumption studies;
- Trends in digital and interactive marketing communications and integration of social media content.



Business to Business Marketing

- The Significance of B2B Marketing
- Organisational Buying Behaviour
- Inter-Organisational Relationships
- Marketing Channels & Supply Chains
- Industrial Networks
- B2B Planning & Strategy
- Business Products & Services
- Value & Pricing in Business Markets
- Marketing Communications & Personal Selling



Optional modules term 2 or 3 (availability varies)

- Digital Marketing
- Global Marketing
- Global Sport Business
- Retail Marketing Management
- Social Marketing
- Designing and Marketing Services
- Advanced Marketing Strategy
- Consulting
- Innovation and Technology Management
- Science of Leadership



Careers in Marketing include:

In-house marketing or PR assistant, officer or executive

Advertising, Marketing or PR agency executive

Full-service agency executive

Advertising creative

Account executive

Media planner

Media buyer

Marketing director

[Jobs in marketing | Prospects.ac.uk](https://www.prospects.ac.uk)



MSc Marketing – Tailor your degree

Professional Partnership

- CIM Graduate Gateway

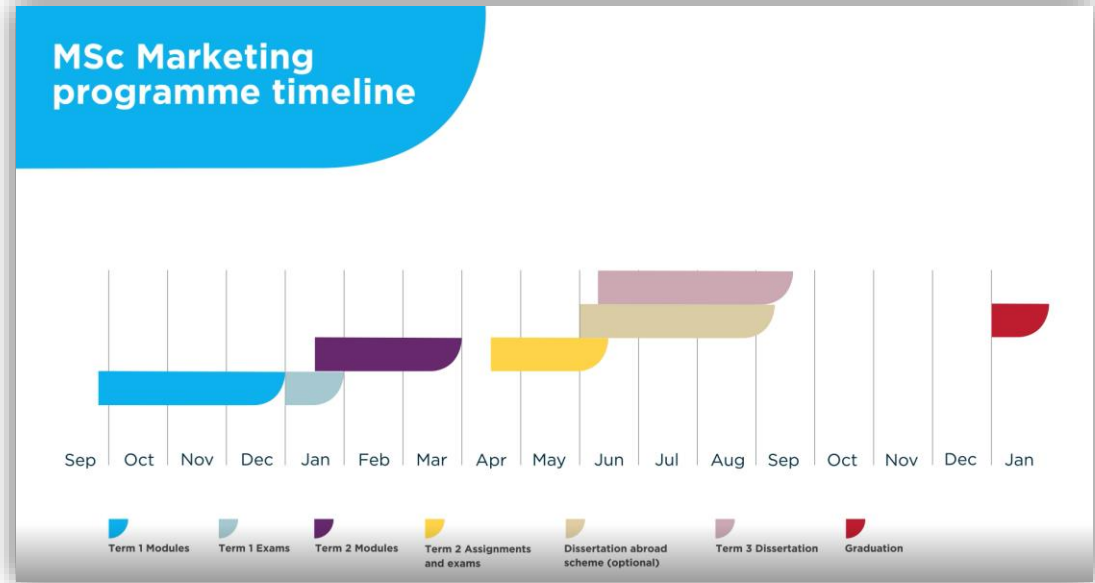


You will study:

- Core modules
- Elective modules (from a wide range)
- Dissertation

Adding to your experience - optional:

- Summer School
- Dissertation abroad
- Guest Speaker programme



Careers Service at Durham University Business School



- Dedicated postgraduate careers team at the school - support and guidance.
- Offers you the opportunity to build your employability skills for a successful future career.
- Full range of services to complement the events, workshops and fairs organised by the University's careers team.
- Wide range of resources
- Individual career appointments
- Connecting you with business

Business Connections

- The world of business is more connected than ever before and Durham University Business School is at the heart of this far-reaching network.
- Our Masters programmes connect you with leading companies from across the globe.
- Our connections with business, alumni and other academic institutions include:
 - Visiting lectures (within modules and optionals)
 - Live projects





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**Thank you
for joining us**

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Questions and Answers

- Please use the “Q+A” chat option in the Zoom webinar to ask any questions

