



Durham
University
Business School



Offer holder webinar
28th May 2024

Durham University
Business School

MSc Marketing



Masters
in Marketing



MSc Marketing



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Programme Director

PhD, Senior Fellow of the Higher Education Academy,
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
- Careers
- Studying and living in Durham
- Q&A session



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/jobs-in-marketing)



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

Rankings – Business School

Business School:

- **57th in Europe**
 - Financial Times European Business Schools Ranking 2023

Business School Masters:

- **5th in the UK / Top 60 in the world**
 - QS World University Rankings: Masters in Business Analytics 2024
- **7th in the UK / 32nd in the world**
 - QS World University Rankings: Masters in Marketing 2024
- **3rd in the UK / 22nd in the world**
 - QS World University Rankings: Masters in Supply Chain Management 2024

Triple accredited - AACSB, EQUIS, AMBA



Durham City

- Based in the beautiful, historic city of Durham
- UNESCO World Heritage Site at its heart
- Distinctive - a residential collegiate university with long traditions and modern values
- Proud to be an international scholarly community which reflects the ambitions of cultures from around the world.



Heritage and history

- Durham University is a World Top 100 University and England's third oldest University, founded in 1832.
- The city is filled with historic buildings, many of which belong to the University.
- Durham is a 12-minute train journey from the city of Newcastle-upon-Tyne.
- The heritage coast of Durham has five beaches ranging from the sands at Crimdon to the seaside town of Seaham and the post-industrial beach at Horden.
- To the west of Durham is the countryside landscape of the North Pennine hills, an AONB.
- Local attractions include Beamish Museum, Raby Castle, Barnard Castle and Bishop Auckland Spanish Gallery.



Our Business School Community

220+ faculty members from across the globe

2900+ undergraduate students

1,300+ postgraduate taught students

270+ postgraduate research students

100+ nationalities

36,000 strong international alumni network
across **140+** countries



Residential college system

- **17 colleges** in our distinctive collegiate system
- **200+** Students' Union societies
- **85% of** students involved in sport, music, theatre, volunteering or student enterprise



Collingwood College



Grey College



Hatfield College



John Snow College



Josephine Butler College



South College



St Aidan's College



St Chad's College



St Cuthbert's Society



College of St Hild and St Bede



St John's College



St Mary's College



Stephenson College



Trevelyan College



University College (Castle)



Van Mildert College



Ustinov College

Durham University college system

- Offers halls of residence
- All of our students are assigned to a college, including those living in private accommodation
- Colleges have bars, games rooms, music rooms, gyms and libraries etc.
- Social events (e.g. formals and fashion shows)
- Colleges offer pastoral support, i.e. personal tutors who can provide advice on your studies and personal issues
- Visiting speakers and networking
- Maiden Castle sports centre
- Bill Bryson central library



Masters programmes at Durham University Business School



- Intensive one-year, full-time programmes from September to September
- Develop the analytical and practical skills employers value
- Moving to brand new premises at the Waterside Building in Durham City Centre by October 2024, by the River Wear
- Lectures and seminars take place either at the Business School or other University locations such as the TLC
- Students have academic advisors and the Business School also has support officers



Compulsory modules

Term 1

Marketing Management and Strategy

Buyer Behaviour and Marketing Innovation

Marketing Theory

Contemporary Marketing Communications

Business-to-Business Marketing

Terms 2 and 3

Research Methods and Dissertation in Marketing

Dissertation (International) (MSc Marketing)

Influencer and Content Marketing: Theory and Practice



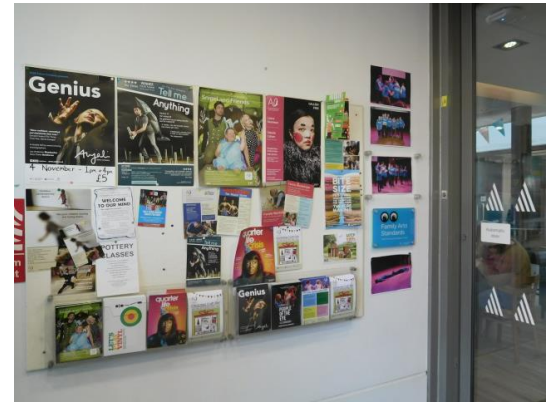
Marketing Management and Strategy

- 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



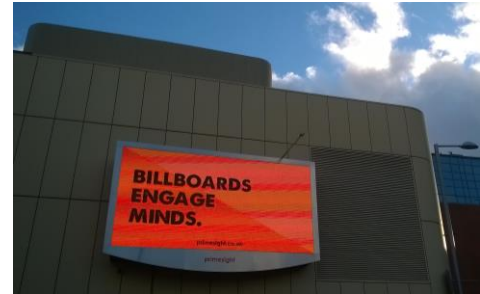
Marketing Theory

- 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



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.



Optional modules term 2 or 3 (availability varies)

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



Retail Marketing Management

Introduction to Retail Marketing and Strategy

Retail Consumer Behaviour and Consumer Insights

Retail Price and Product Management

Retail Marketing Communications

Legislation and Ethics in Retailing

Retail Design, Layout and Visual Merchandising

Retail Location and Multi-channel Retailing

Retail Management and Customer Service

International Retailing

Visiting speaker



MSc Marketing – Tailor your degree

You will study:

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

Adding to your experience - optional:

- Summer School
- Dissertation abroad
- Guest Speaker programme

Chartered Institute of Marketing Professional Partnership

- CIM Graduate Gateway with nesma.co.uk

CIM Accredited Degree

The programme gives you a unique opportunity to gain a **professional qualification** (or module award) in addition to your degree.

CIM has mapped the content of your degree against its qualifications, meaning **you're exempt from some of their modules**.

So it's easier to leave university with your degree **and** a professional qualification, helping to **kick start your career**.



CIM Qualifications



Our Alumni Network

- Networks are at the heart of our community
- You will join a thriving our Alumni Association with a community of more than **36,000** people in over **140** countries.
- Our Alumni inspire our students as:
 - guest speakers
 - passing on insights as a mentor
 - offering vital experience through a project or internship within their business



Financing your studies - Postgraduate Loans

- Government loans – Max value £12,167 (2023/2024)
- You decide how to use the loan – fees or maintenance costs
- Non-means tested – paid directly to you
- Eligibility: English residency - UK national / EU settled status or indefinite leave to remain
- Other criteria apply gov.uk/masters-loan
- durham.ac.uk/business/masters/sc-holarships





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**Thank you
for joining us**

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durham.ac.uk/business/masters



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Questions and Answers

- Please use the chat option in the Zoom webinar to ask any questions

