

MARKETING

The Department of Marketing and Business Strategy hosts the Marketing Management MA/MSc and the Marketing Communications MA, as well as three undergraduate Marketing degrees.

We focus on delivering research-informed teaching across more than 20 marketing and strategy modules at postgraduate level and have strong links with the Chartered Institute of Marketing (CIM), The Digital Marketing Institute, The Institute of Direct Marketing and the Promotional Marketing Institute. This is reflected in the high level of guest speakers from the marketing and marketing communication industries who regularly contribute to our courses.

There are currently 40 permanent members of staff within the Department, who cover a wide range of specialisms. They are supplemented by up to 30 visiting lecturers, many of whom are practitioners or consultants from marketing or strategy practices.

The dedicated, multicultural staff bring academic and real-world practitioner expertise to the learning experience.



Digital marketing is embedded in our degrees.



MARKETING COMMUNICATIONS MA

Marketing communications covers the selection and application of the main communication tools available to an organisation in pursuit of its marketing goals. This work is often carried out by specialist agencies, and involves both strategic thinking and the development of creative solutions. It calls for a blend of research-based knowledge with the practice of high-level, often extremely creative, skills.

The course includes a study of the tools that underpin the development of a marcomms strategy and the media platforms to deliver a marcomms campaign. As part of the course, you will have the opportunity to study digital marketing which makes up the syllabus for the Professional Diploma in Digital Marketing. This will prepare you to take the Diploma exams after your MA if you so wish.

Course content

The course covers the main marketing communication techniques. It provides you with a sufficient foundation in marketing to enable you to work easily with people involved throughout the marketing management process.

The ultimate aim of the course is to enhance individual career advancement prospects through knowledge of how to apply academic learning to best marketing communications practice.

A highlight for many students is the residential at a Cambridge college and talks from practitioners and alumni organised throughout the course which provide an opportunity for networking and extending learning in new environments.

Length of course: one year full-time, starting in September or January

Location: Central London (Marylebone)

Faculty: Westminster Business School

Course fees and funding: see course web page and westminster.ac.uk/fees

Entry requirements: see page 216

For full and most up-to-date information, see course web page: westminster.ac.uk/marketing-communications-ma

Modules

- Contemporary Issues in Marketing Communications (year-long module)
- Buyer Behaviour for Marketing Communications
- Marketing and Brand Strategy
- Marketing and Media Research Management
- Summer School
- Advertising Management
- Direct Marketing and Social Media in the Digital Age
- Promotional Marketing and Event Management
- Public Relations and Reputation Management
- Integrated Marketing Communications Campaign Planning Project

Internship Programme

You can take the internship programme in addition to option modules. The 8-12 weeks accredited internship in London-based organisations will help you gain invaluable work experience. You will be able to take your internship during the summer period or alongside your studies. You will be responsible for finding your own internship with the support of the Business Experience Team.

Associated careers

Graduates of the course are employed throughout the world in marketing, media and communications organisations. These include advertising and digital agencies such as Mind Share and J.W.Thompson; media organisations including television, publishing, and Google; and large companies such as Procter and Gamble, and Coca Cola.

Our students take up posts such as marketing managers, marketing planners, brand managers, corporate communication managers and social media community managers.

MARKETING MANAGEMENT MA/MSc

This Masters degree offers a strategic perspective on marketing management, a discipline that is increasingly being seen as critical to success in achieving business goals, and as a core function in many organisations. Depending on your choice of modules, your final award could be either Master of Arts (MA) or Master of Science (MSc). Students on this course are eligible for an Affiliate Professional Membership of Chartered Institute of Marketing (CIM) and access to a range of professional events.

Course content

You will develop a strategic perspective and broaden your existing understanding of marketing and its integration into an overall corporate strategy and structure. You will hone your capacity for analysing complex marketing and business situations and reaching decisions on appropriate courses of action. You will also improve your career prospects in marketing and general business areas.

A highlight for many students is the residential weekend organised as part of this course – a weekend away combining presentations and workshops with great opportunities to network and get to know your fellow students.

Students on this course benefit from free access to part of the material on the course reading list.

Core modules – MA

- Distribution and Price Management
- Integrated Marketing Communications in a Digital and Global World
- Marketing Creativity and Innovation
- Marketing Dissertation
- Marketing Research Insights
- Product and Brand Management
- Strategic Marketing in an International Context
- Using Consumer Psychology to Understand Buyer Behaviour

Length of course: one year full-time or two years part-time, starting in September or January

Location: Central London (Marylebone)

Faculty: Westminster Business School

Course fees and funding: see course web page and westminster.ac.uk/fees

Entry requirements: see page 216

For full and most up-to-date information, see course web page: westminster.ac.uk/marketing-management-ma-msc

Core modules – MSc

- Distribution and Price Management
- Integrated Marketing Communications in a Digital and Global World
- Marketing Dissertation
- Marketing Research Insights
- Product and Brand Management
- Quantitative Analysis for Marketing Management
- Strategic Marketing in an International Context
- Using Consumer Psychology to Understand Buyer Behaviour

Fast-track marketing management MA/MSc

A fast-track route to the Marketing Management MA qualification is available for holders of the CIM Postgraduate Diploma in Marketing (or equivalent).

Holders of this qualification will be exempt from all but two modules:

- For MA: Marketing Creativity and Innovation Marketing Dissertation
- For MSc: Quantitative Analysis for Marketing and Management Marketing Dissertation

Internship Programme

You can take the internship programme in addition to option modules. The 8-12 weeks accredited internship in London-based organisations will help you gain invaluable work experience. You will be able to take your internship during the summer period or alongside your studies. You will be responsible for finding your own internship with the support of the Business Experience Team.