



## Studying online with Sussex - common questions about the International Marketing MSc (online)

Taught 100% online, the International Marketing MSc (online) offers the opportunity to gain a digitally and internationally-focused Masters qualification at a time and pace that suits you.

Studying online has many benefits but can be an unfamiliar concept for a lot of our new students. This guide provides a summary of some of the key questions you might be asking when you are deciding whether to commit to an online Masters.

If there are any questions that are not covered, please do not hesitate to contact the Study Online Admissions Team on +44 (0) 12793 019 311. You can also email us on [studyonlineadmissions@sussex.ac.uk](mailto:studyonlineadmissions@sussex.ac.uk).

### How flexible is the course?

Flexibility is extremely important when balancing work and family commitments. With 24/7 access to the Virtual Learning Environment (VLE), you have the freedom to study at a time that best fits your schedule.

In addition, the carousel module structure allows you to take a break from your studies if you are unable to move onto the next module immediately. You can simply 'step-off' the course and re-join once you have the time to concentrate on your studies again.

### How are the modules structured?

The course consists of twelve 15-credit modules. Modules are split into three carousels of four units each, these run on a continuous loop. Modules are taught in seven week blocks, with a short break in between. You are able to join the course at six different stages throughout the year. You will take one module at a time.

### How much time should I expect to dedicate to studies each week?

We recommend that students should prepare to study for approximately 20 hours per week. This time will include both directed and independent study activities and assessment tasks.

### Who will deliver the teaching?

You will be taught by a passionate and experienced academic team. Our academics are renowned for the impact of their research in global business and academia and are committed to transferring the excellent teaching experience of our established Masters courses into an online setting.

### Who will I learn with?

When you enrol on this online Masters course you'll join a virtual network of global students, academics and practitioners. Online learning removes geographic barriers and allows busy working professionals to fit study into their lifestyle. You can expect to join a cohort with a diverse range of students from a variety of cultural and professional backgrounds. We expect the majority of our students to be working and studying simultaneously.

**Do I have to attend live webinars?**

Although students are always encouraged to be present when a webinar is delivered, we understand that time zone differences or work commitments might make it difficult to attend at the exact time the session is delivered. For this reason, all webinars will be recorded and available to watch on demand.

**How much interaction will I have with fellow students?**

Social and collaborative tasks are embedded into each module. In addition to live webinar sessions and online discussion forums, many of your assignments will involve interaction with others in your cohort. Online students are encouraged to play an important part in the learning and development of others and share valuable insights from work experience and different cultural backgrounds.

**What is the assessment format?**

The methods of assessment may differ to what you may expect from a traditional Masters course. As an online student, you will complete a series of smaller, project based tasks during each module which will come together to make your ePortfolio. There are no summative exams, but there will be regular questions and surveys to check understanding.

**Who are the Student Success Team and what support do they offer?**

As an online student, you will have a dedicated Student Success Advisor who will provide pastoral support during your studies from enrolment through to graduation.

Your Student Success Advisor can provide assistance by connecting you to the University's specialist services such as the [Careers and Employability Centre](#). Your advisor can also help you to navigate your way around the VLE, make payments and progress to the next module. They will remind you when deadlines and important dates are approaching and offer guidance if you need to take a break from your studies.

**What technical requirements do I need to consider?**

Regular access to a personal computer or laptop with a webcam is essential. You will also need to open PDF documents and open and edit standard Microsoft Office documents. Access to reliable internet/Wi Fi is also essential.

**How credible is a Masters taught online compared to a campus based course?**

The qualification holds exactly the same credibility as our campus based course. It is taught by academics that are active on other campus based courses and the learning experience will contain the same academic rigour. Upon completion of the course, you will graduate with a Master of Science from the University of Sussex. The word "online" will not appear on your final certificate.

**Is there a graduation ceremony?**

The University of Sussex warmly invites eligible online students to attend a graduation ceremony. These are usually held at a venue in Brighton, UK. You'll be able to choose which ceremony you wish to attend so that it can be organised around other commitments.