

## **International Marketing MSc (online)**

### **Modules**

The course is comprised of ten 15-credit taught modules and a single 30 credit module.

#### **Global marketing management (15 credits)**

The module focuses on what being globally market orientated really means in practice. It aims to develop knowledge of the theories, concepts, models, techniques and current best practice for developing and implementing marketing in a globalised environment.

#### **Global business environment (15 credits)**

This module explores how businesses operate within global environments; reviewing the scale, scope and trends in international business activity and evaluating the methods organisations use to assess, enter and develop nondomestic markets.

#### **Global consumer behaviour (15 credits)**

This module will develop your understanding of theories and concepts drawn from research in marketing psychology and how these shed light on consumers' motivations and behaviours.

#### **Marketing research (15 credits)**

This module provides an overview of the decisions and stages of the Marketing Research process, giving you a clear appreciation of the importance of marketing research, research processes and the approaches and techniques used.

#### **Marketing ethics (15 credits)**

This module investigates the relationship between organisations and their stakeholder groups, and the social accountability and responsibilities that a corporation holds towards its different stakeholders.

#### **Marketing analytics & metrics (15 credits)**

This module introduces some principal methods for analysing data, both qualitative and quantitative, related to various aspects of marketing. The aim is to improve the quality of marketing decisions, by grounding those decisions in metrics.

**International business & market strategy**

**(15 credits)**

In this module you will develop the key skills and tools for strategic analysis. You will learn how to analyse organisations within the macro and competitive environments, as well as an organisation's own resources and capabilities.

**Business analysis tools & managing consultancy projects**

**(15 credits)**

This module aims to improve your consultancy skills, enabling you to provide "practical advice that works" for your current or future workplace or clients.

**International branding & communication strategy**

**(15 credits)**

This module explores the challenges of marketing within a global context and aims to develop your understanding and ability to deliver marketing and communications strategies and campaigns to both domestic and international/cross cultural markets.

**Digital marketing**

**(15 credits)**

This module provides a critical understanding of the key concepts and fundamental challenges of digital marketing; the impact of the internet and digital technology on the traditional marketing mix; how digital technology impacts marketing strategies and consumers; social media; customer relationship management (CRM) systems and customer first approaches and the challenges and changes we will face as future technology develops.

**Analysis and consultancy project part 1 & 2**

**(30 credits)**

This module enables you to put into practice the skills and knowledge gained from your degree on a project of your choosing. This can be directly related to your workplace, delivering value directly to your employers. You will develop the practical and analytical skills needed to provide consultancy services from both within a business unit and as an external partner.