

International Marketing MSc (online)

US

UNIVERSITY
OF SUSSEX

Course overview

COURSE START DATES

There are six start dates every academic year, providing maximum flexibility for our students;

January

March

May

July

September

November

F E E S

Course fee: £15,500

Cost per module: £1,290

Fees are charged on a module by module basis. For more information on fees, funding and scholarships available to students studying this course, please visit **study-online.sussex.ac.uk/international-marketing**

Designed to meet the challenges faced by modern marketers, our International Marketing Masters will give you the practical skills and specialist knowledge required to succeed in today's global business world.

With the University of Sussex ranked in the top 15 in the UK for Marketing*, this course provides a strong foundation in theory, including modules focusing on market research and consumer behavior. During the final two modules you'll undertake a specialist consultancy project directly related to your workplace or an organisation of your choice.

As a graduate of this course you'll have the confidence and skills to master both traditional and virtual environments, manage projects and teams and lead change.

STUDY IN A GLOBAL CLASSROOM

The University of Sussex has long been a destination for international students looking for a distinct education experience from a top 25 UK university*.

We encourage peer-to-peer learning, with your course enhanced by the experience and knowledge of your fellow classmates. As a student studying International Marketing MSc (online) at Sussex you'll join a student body from countries including Germany, Belgium, Vietnam, Peru, the UK and the UAE.

*(Complete University Guide 2019)

WHY CHOOSE THIS COURSE?

Join the University of Sussex Business School, ranked among the world's top 50 universities for Business and Economics (Times Higher Education World University Rankings 2018).

Explore real-world examples and case studies with practical teaching delivered by academics who are at the forefront of marketing theory.

Learn the skills to develop marketing strategies, design and deliver campaigns, manage consultancy projects and analyse data within a marketing context.

Learn through interactive borderless teaching, giving you the opportunity to fully engage with classes and collaborate with your fellow students.

Study at a time and place that suits you, without taking away from your career or personal commitments.



All modules on this course are core and are designed to develop your strategic, analytical, management and consultancy skills.

MODULES

Analysis and consultancy project part 1

Analysis and consultancy project part 2.

Business analysis tools & managing consultancy projects

Digital marketing

Global business environment

Global consumer behaviour

Global marketing management

International branding & communication strategy

International business & market strategy

Marketing analytics & metrics

Marketing ethics

Marketing research

FLEXIBLE STUDY TO FIT AROUND YOUR LIFE AND CAREER

Many of our students fit Masters study around their job or family commitments. Our courses have been designed with the flexibility to accommodate this.

The International Marketing MSc (online) is made up of 12 modules taught in three blocks of four. If you complete the 12 modules consecutively you will gain your MSc in two years. If you need to take a break from the course at any time, during a particularly busy time in your career or life, you can step on and off the course as you need to*.

We recommend you allow approximately 20 hours a week for your studies, which you can do at any time that suits you.

*Maximum study time four years.



One of the best things about this course is the diverse backgrounds of our lecturers and the expertise they bring to the classroom, from working in roles around the world. My fellow students come from many different countries and bring their own cultural experiences and viewpoints to the course. This is really beneficial for students like me who plan to work all over the world in the future.



Nolan Clack
International Marketing MSc
(online) student, Vietnam

YOUR FUTURE CAREER

As a graduate of this course you'll have the confidence, knowledge and skills to pursue various areas/paths within the marketing sector, including:

Advertising and brand management

Digital marketing

Marketing research and analysis

Consultancy

Business development

Public relations

Sales.

FIND OUT MORE

For more information on the International Marketing MSc (online) and studying online with the University of Sussex, please visit our website or contact our Admissions Team.

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