

THE PLACE TO

MAKE



**STUDY 100% ONLINE
WITH THE UNIVERSITY OF SUSSEX
BUSINESS SCHOOL**

US
UNIVERSITY
OF SUSSEX

ABOUT THE COURSE

Accredited by the Chartered Institute of Marketing (CIM), this flexible online Masters degree is perfect for you if you're looking to get ahead in global marketing.

This International Marketing MSc is delivered by the University of Sussex Business School ranked within Top 20 in the UK for Marketing (Complete University Guide 2020). This course has a focus on digital marketing within a global context, and on the principles of sustainability and responsibility.

Through use of real-world case studies, you will work to create international marketing plans, analyse data and understand ethical marketing practices. You will build the skills to provide consultancy support from both within an organisation and as an external consultant. These skills, drawn heavily from the consultancy approach of leading firms, will enable you to provide "practical advice that works". You will be able to use these skills to manage a project, which can be directly related to your workplace, delivering value directly to your employers.

Throughout your studies, you will engage in peer-to-peer learning, gaining a ready-made network of diverse, ambitious marketers from around the globe.



The course has been designed to give you the broad range of skills employers' desire from marketing professionals, including:

- A deep understanding of digital marketing
- Marketing within a globalised environment
- Understanding of how to develop marketing strategies
- Data analysis and interpretation

THE BUSINESS SCHOOL

The University of Sussex Business School is accredited by both EQUIS and AMBA and the International Marketing MSc is additionally accredited by the Chartered Institute of Marketing (CIM). Our accreditations represent our commitment to meeting the highest standards of learning to match your career goals.

Our work draws on management, economics, science, technology and innovation studies, to make positive impact on an international scale. We study the issues that matter, in order to transform our world and your future.

We are Top 10 in the UK for Business and Economics (Times Higher Education World University Rankings 2020) and third in the UK for research income 2015-2018 (Chartered Association of Business Schools).

“I’ve enjoyed the ability to connect with fellow students and academic teams from across the globe and appreciate that we all have similar interests and a language in common to ease communication and share experience and knowledge.”

**Trese Foley,
International Marketing MSc
(online) student**



AMBA is the global standard for MBA programmes and denotes the highest achievement in postgraduate business education.



EQUIS is the most comprehensive institutional accreditation system for business and management schools. It ensures a rigorous quality control against international standards.



The Chartered Institute of Marketing is the world’s leading professional marketing body. This recognition differentiates our learning from other universities around the world.

ONLINE LEARNING

MAKE CONNECTIONS ACROSS THE WORLD

The online global context of study is further enhanced by our diverse learning community, with students and academics joining the university from over 100 countries. You'll access a wide professional network and create connections with professionals from around the world.



NO NEED TO TAKE A CAREER BREAK

Learning online with us is the perfect way to develop your skills, knowledge and employability without taking time away from your professional or life commitments.



24HR ACCESSIBILITY TO LEARNING MATERIAL

Our Virtual Learning Environment (VLE) is a bespoke platform, designed specifically to deliver our practically focused Masters to students around the world.



GAIN THE SAME QUALIFICATION AS ON-CAMPUS

You'll be taught by marketing academics, researchers and practitioners with a wide range of expertise, and study alongside students who are passionate about ethical marketing.



FLEXIBLE PAYMENT

You can choose to either pay your fees in one payment at the start of your course or pay for each module as you study to spread the cost out across the course.



STUDY FROM ANYWHERE

Taught 100% online, you can benefit from Sussex's expert teaching, informed by our world-leading research, from wherever you are in the world.



FLEXIBLE LEARNING

We have six entry points each year, allowing you to study at the most convenient time for you. You can step on and off the course if you need to take a break from your studies at any time*.

*Maximum study break applies

MODULE GUIDE

MODULES

All modules on this course are core and are designed to develop your strategic, analytical, management and consultancy skills. You'll work closely with your cohort to enhance your global understanding of each module.

GLOBAL MARKETING MANAGEMENT

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.

Module lead: Rene Moolenaar
Module tutor: Sam Ahmadi

Types of assessments may include:

International marketing plan

Peer reviews

GLOBAL BUSINESS ENVIRONMENT

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 non-domestic markets.

Module lead: Sam Ahmadi

Types of assessments may include:

International business analysis

Teamwork assessment



GLOBAL CONSUMER BEHAVIOUR

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 behaviors.

Module lead: Philip Jarman

Types of assessments may include:

Decision-making analysis

Written assessment

MODULE GUIDE

“I have a lot of commitments at home with family and running a business, the online format suits both my lifestyle and my choice of subject.”

Liana Naylor,
Sussex Online Student

MARKETING RESEARCH

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.

Module lead: Alison McGregor

Types of assessments may include:

Individual assessments

MARKETING ANALYTICS & METRICS

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.

Module lead: Federica Petruccelli

Types of assessments may include:

Dataset review of case study using SPSS
Analyse data set of case study

INTERNATIONAL BUSINESS AND MARKETING STRATEGY

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.

Module lead: Mariachiara Restuccia

Types of assessments may include:

Group presentation

Individual reflections

MARKETING ETHICS

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.

Module lead: Alison McGregor

Types of assessments may include:

Individual learning journal

Individual assessment

MODULE GUIDE

BUSINESS ANALYSIS TOOLS & MANAGING CONSULTANCY PROJECTS

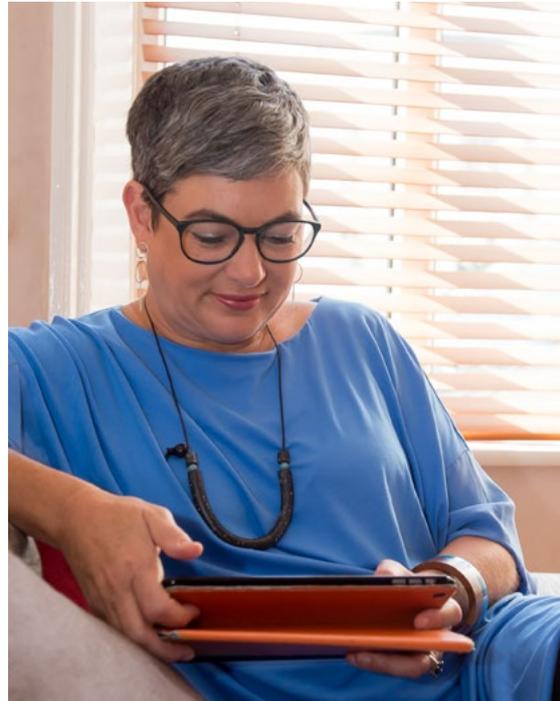
This module aims to improve your consultancy skills, enabling you to provide “practical advice that works” for your current or future workplace or clients.

Module lead: Kevin Masters

Types of assessments may include:

Written essay

Consultancy proposal



INTERNATIONAL BRANDING & COMMUNICATION STRATEGY

The goal of this module is to provide you with the knowledge required to understand and develop your skills in marketing communications in both domestic and international cross-cultural settings.

Upon completion of the module, you will be able to critique, select and apply conceptual tools, models, concepts and theories.

Module lead: Mariachiara Restuccia

Types of assessments may include:

Group assessment

Individual marketing plan

DIGITAL MARKETING

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.

Module lead: Mona Rashidirad

Types of assessments may include:

Written blog

Written report

MODULE GUIDE

ANALYSIS AND CONSULTANCY PROJECT PART 1 & 2

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.

The Analysis and Consultancy Project module is worth 30 credits and involves 14 weeks of study in total. Part 2 must be studied directly after part 1 without taking any breaks.

Module lead: Kevin Masters

Types of assessments may include:

Two written assessments

Chosen project



The University of Sussex regularly reviews modules to provide the most innovative and relevant courses of study. As a result, module offerings may change. The information in this leaflet is correct at the date of publication, but please keep an eye on our website for the most up-to-date course information.

KEY INFORMATION

ENTRY REQUIREMENTS

A lower second-class (2.2) undergraduate honours degree or above from any UK university or international equivalent.

Students with relevant professional experience may also be considered for entry to this course.

Please visit <https://study-online.sussex.ac.uk/how-to-apply-for-online-masters-university-of-sussex/> for further guidance.



FEES AND FUNDING

Course fee: £11,450

Cost per module: £955*

* Modules 1 – 10 cost £955, module 11 is a double module that can be paid in 2 parts, £955 and £945.

Students can take a break in study after each seven week module. This applies to all modules except for the Analysis and Consultancy Project Part 1 and 2. This is a double module of 30 credits involving 14 weeks of study in total. This means you must study part 2 straight after part 1 without taking any breaks in study.

You can pay for the module in 2 parts, splitting the payments by;

- Paying the first half at the start of module 11.
- Pay the balance by the final week of teaching. Any students who fail to pay by this time will have their final assessment and overall module mark withheld until payment has been made.

Disclaimer: This brochure was published August 2020. The University of Sussex has made every effort to ensure that this information is both helpful and accurate but some changes, for example to courses, facilities or fees, may become necessary due to legitimate staffing, financial, regulatory or academic reasons.



Visit the course page to learn more.