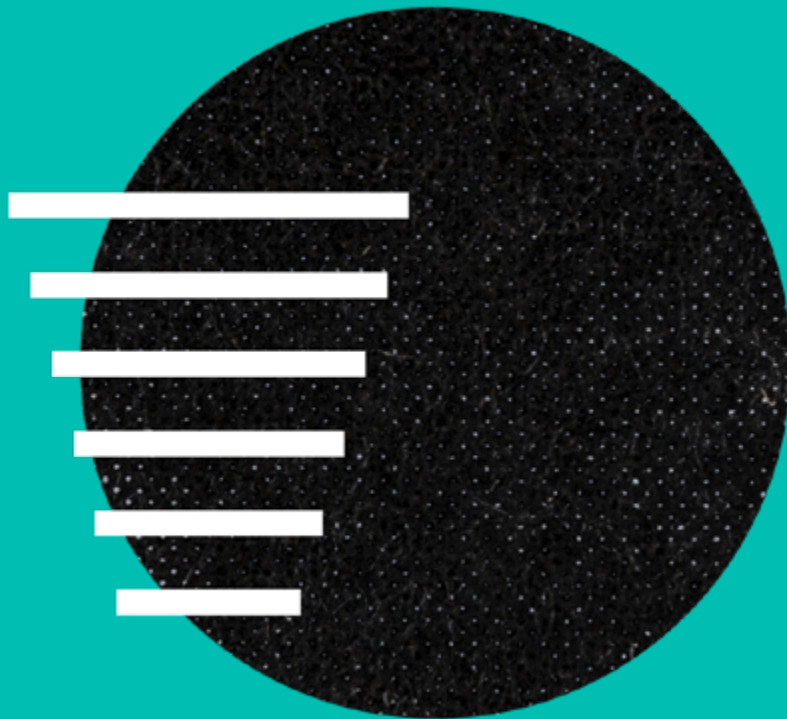


**BECOME A GLOBAL  
MARKETING EXPERT**



**INTERNATIONAL MARKETING MSc  
100% ONLINE**

**US**  
UNIVERSITY  
OF SUSSEX

# ABOUT THE COURSE

Delivered from Sussex's double accredited Business School, our flexible online Masters is designed for aspiring global marketing leaders.

The International Marketing MSc (online) is a response to the globalised business world and the need for marketers with the skills to develop fully integrated strategies for diverse countries and cultures.

With 10 globally focused modules, our Masters programme has been designed to build this sought-after expertise, helping you stand out and advance your career in a highly competitive field.

The course also has a strong focus on data analysis – equipping you with the technical and strategic skills required of decision-makers. Through practical exercises using best-in-class analytics software, you'll learn how to source, track and interpret key metrics, helping you develop robust marketing plans grounded in data.

The course concludes with a practical consultancy project. You can conduct this for your workplace or an organisation of your choice, offering the chance to demonstrate your new skill set and leadership ability to current or future employers.

Throughout your studies, you will engage in peer-to-peer learning with a multinational student cohort, gaining a ready-made network of diverse and ambitious marketing professionals.

Finally, our online International Marketing Masters is accredited by The Chartered Institute of Marketing (CIM) for the purpose of gaining CIM qualifications through the Graduate Gateway.



The course has been created with career development in mind, giving you the skills and insights required of senior marketers, including:

- an ability to develop global marketing strategies
- data analysis and interpretation
- contemporary digital marketing expertise
- an understanding of marketing ethics.

# THE BUSINESS SCHOOL

The University of Sussex Business School is accredited by both EQUIS and AMBA.

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 a positive impact on an international scale.

We study the issues that matter, in order to transform our world and your future.

Additionally, the online International Marketing Masters is accredited by The Chartered Institute of Marketing (CIM) for the purpose of gaining CIM qualifications through the Graduate Gateway.



**“I can’t stress enough how much this degree has changed me both personally and professionally.”**

**Nolan Clack, 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 largest organisation for marketing professionals, providing globally recognised qualifications and membership.

# ONLINE LEARNING

## MAKE CONNECTIONS ACROSS THE WORLD

The online format of the International Marketing course enables students to join from all over the world – in fact two thirds of a typical cohort are based outside of the UK. That means you'll access a wide range of regional perspectives and grow a valuable global network of marketing professionals.



### 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 are designed to enhance your international marketing expertise and develop your strategic, analytical, management and consultancy skills.

The course uses multiple methods to assess students' knowledge, competence, development, and engagement through individual and group exercises, such as written reports, simulations, essays, project reports, multiple choice questions, and portfolios. An indication of the likely assessment methods for each module are given here, although these may be subject to change.

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### 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: Souroush Ahmadi

#### Types of assessments may include:

Report (20%)

Peer review (10%)

Marketing plan (70%)



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### 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 nondomestic markets.

Module lead: Souroush Ahmadi

#### Types of assessments may include:

International business analysis (70%)

Teamwork assessment (30%)

# 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

## 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 & peer review (25%)
- Written assessment (75%)

## 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 Petrucci

### Types of assessments may include:

- Take away paper (40%)
- Problem set (60%)

## 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:

- Essay (30%)
- Presentation (70%)

## 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 (30%)
- Report (70%)

# MODULE GUIDE

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## 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:

Log (30%)

Report (70%)



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## 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 presentation (30%)

Report (70%)

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## 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:

Reflective journal (30%)

Essay (70%)

# 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:**

Essay (30%)

Consultancy proposal (70%)



## **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:**

Written assessments (40%)

Chosen project (60%)



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 as of October 2022, 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.

Find further information on applying for our online Masters in our [how-to guide](#).



## FEES AND FUNDING

**Total course fee:** £12,240

**Cost per module:** £1,020

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.

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

- paying the first half at the start of module 11.
- paying 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.



Visit the course page to learn more.

**STUDY-ONLINE.SUSSEX.AC.UK/  
MSC-INTERNATIONAL-MARKETING**

**Disclaimer:** This brochure was published February 2023. 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 [study-online.sussex.ac.uk](https://study-online.sussex.ac.uk)