

**DEGREE OF MASTER OF SCIENCE IN MARKETING (ONLINE)  
(SEPTEMBER START)**

**(MSc/PgDip/PgCert)**

**63UN59B1**

**PART TIME ROUTE**

*Duration:* 24 months part-time (MSc); 18 months part-time (PgDip); 8 months part-time (PgCert)

*Content:* Candidates take the following programme of designated courses:

This programme consists of 11 core courses, to be taken over a minimum of 2 years of study, with Marketing Management compulsory in year 1.

Please note not all courses are offered yearly – delivery patterns are indicated in brackets: if an academic year is given, the course will run next in that year, then every 2 years.

The Consulting Project will be available once students have completed a minimum of 30 credits (2 courses).

**September**

Compulsory year 1:

|        |                                                               |           |
|--------|---------------------------------------------------------------|-----------|
| BU503H | Marketing Management (15 credit points)                       | (yearly)  |
| BU50GE | Accounting and Finance for Decision Making (15 credit points) | (yearly)  |
| BU503P | New Product and Service Development (15 credit points)        | (2027-28) |
| BU503I | Consumer Behaviour (15 credit points)                         | (2026-27) |

**January**

|        |                                                   |           |
|--------|---------------------------------------------------|-----------|
| BU55G1 | The Leadership Challenge (15 credit points)       | (yearly)  |
| BU553R | Social and Sustainable Markets (15 credit points) | (2027-28) |
| BU553J | Marketing Communications (15 credit points)       | (2026-27) |
| BU553K | Digital Marketing (15 credit points)              | (2026-27) |

**June**

|        |                                                         |           |
|--------|---------------------------------------------------------|-----------|
| BU594U | Marketing Consulting Project (30 credit points)         | (yearly)  |
| BU593L | Business Marketing Strategy Planning (15 credit points) | (2026-27) |
| BU593M | Strategic Brand Management (15 credit points)           | (2026-27) |

*Assessment:* By a portfolio of coursework, as prescribed for each course.