MSc MARKETING
Canterbury
Organisations today face many challenges and opportunities. As technology has evolved and consumer needs and wants have changed, organisations once dominant in their industries have faltered (think Yellow Pages, Kodak or Sony), and organisations which were lesser known have prospered and come to dominate the markets they serve (think Google, Tata or Huawei).

More recently, even the ‘mighty’ Apple has come under increased threat from competitors who have arguably understood customer needs better, and who have been able to provide customers with superior value.

The MSc in Marketing helps you to understand these issues and provides you with the skills to apply your knowledge to real-world marketing challenges.

About the programme

This programme is aimed at business and management graduates as well as non-business graduates who wish to enhance their marketing knowledge and expertise. It covers all aspects of marketing, equipping the modern marketing manager with the necessary tools for a successful career.

The programme places great emphasis on socially responsible marketing and the role of marketing within society. You learn from an internationally recognised team of marketing and business experts, and you are encouraged to pursue your own development as an individual with marketing expertise and real-world skills that are in demand.

Kent Business School have partnered with the Chartered Institute of Marketing (CIM), the leading professional body for marketers worldwide, to give you the unique opportunity to gain highly sought after CIM qualifications alongside the MSc in Marketing through their Graduate Gateway.

Graduates may go on to choose careers specialising in brand management, marketing research, marketing analytics and marketing communications (for example, advertising, public relations, promotions, sales management) in a range of consumer goods, business-to-business and not-for-profit organisations.

Course content

- Applied Marketing Research
- Buyer Decision Making
- Financial and Management Accounting
- Integrated Marketing Communications
- International Marketing Strategy
- Marketing
- Organisational Behaviour and Human Resource Management

- Two optional modules chosen from a range, including: Applied Business Modelling; Corporate Responsibility and Globalisation; Digital Marketing; New Product Development and Innovation Management
- Marketing Report

We advise you to check the module content for suitability if you have significant prior knowledge or experience of marketing.

Entry requirements

A good first degree (minimum 2.1 or equivalent) or an equivalent professional qualification. Applicants with relevant professional experience may also be considered.

If English is not your first language, you will need to provide proof of proficiency.

About the Programme Director

Dr Ben Lowe is Reader in Marketing. His broad area of interest is in marketing strategy with a specific expertise in marketing research, consumer behaviour, pricing and social marketing.

He has published widely in internationally recognised journals such as Psychology & Marketing, the International Journal of Nonprofit and Voluntary Sector Marketing, the Journal of Marketing Management and the Journal of Product & Brand Management.

He has co-authored a book on marketing research, currently in its
third edition, which has been widely adopted in the Asia-Pacific market.

Kent Business School
We are a world-class business school, combining high-quality research and rigorous teaching with real-world relevance and strong links to the business community.

We continually rank among the top 30 business schools in the UK as confirmed by The Guardian University Guide 2015 and the National Student Survey.

Research excellence
Based on our results in the Research Excellence Framework 2014, business and management at Kent was ranked 25th (out of 101 institutions) in the UK for research intensity by the Times Higher Education. We produce research of international standing and our research activities and collaborations with outside organisations create knowledge that is highly influential in many areas.

Expert teaching
Teaching in the School is informed by the latest research and the changing needs of the global business environment. Our international teaching staff are all experts in their field of study and are regularly published in leading journals worldwide. They guide and support your learning, not only in current best practice in your chosen area of study, but also in emerging new concepts and theories, and the latest business thinking.

Corporate connections
Our well-established links with international, national and regional businesses ensure we have the capability to impart real-world skills and the latest business knowledge.

We are proud of our corporate connections with high-profile organisations, such as the BBC, Barclays, Cummins, IBM, KPMG, the Bank of England and Kent County Council, and our relationship with dunnhumby means our students have access to the largest consumer database in the UK.

Professional recognition
Kent Business School is a member of the European Foundation for Management Development (EFMD) and the Association of Business Schools (ABS). We have an international reputation for the high standard and quality of our programmes, many of which have received accreditation from leading professional bodies, including the Chartered Institute of Marketing (CIM).

Impressive career prospects
Kent has an excellent postgraduate employment record: over 94% of our postgraduate students who graduated in 2013 found a job or further study opportunity within six months.

Whatever your chosen career path, we will equip you with an impressive portfolio of skills, specialist knowledge and practical experience to help you succeed in a competitive environment. For more information on the careers help we provide at Kent, see www.kent.ac.uk/employability

Funding opportunities
Kent provides a variety of financial support opportunities for postgraduate students. For the most up-to-date information on postgraduate funding, see www.kent.ac.uk/pgfunding

How to apply
www.kent.ac.uk/courses/postgrad/apply

Further information
T: +44 (0)1227 827726
E: kbsadmissions@kent.ac.uk

Terms and conditions: the University reserves the right to make variations to the content and delivery of courses and other services, or to discontinue courses and other services, if such action is reasonably considered to be necessary. If the University discontinues any course, it will endeavour to provide a suitable alternative. To register for a programme of study, all students must agree to abide by the University Regulations (available online at: www.kent.ac.uk/regulations).

Data protection: for administrative, academic and health and safety reasons, the University needs to process information about its students. Full registration as a student of the University is subject to your consent to process such information.
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www.kent.ac.uk/visit