

London  
School of Business  
& Finance



# Your MSc Marketing

The world's most career-focused  
Marketing degrees

shaping success in business & finance

## What can you expect after LSBF?

**84%** Average salary increase

**91%** Employed within 3 months

**63%** Work in international corporations

**26%** In top management positions

## Inspired by shaping markets?

Under the royal patronage of HRH Prince Michael of Kent GVCO, LSBF delivers globally recognised, innovative and industry-relevant programmes to students from over 150 countries around the world.

If you're a marketing professional, you already know about time management and deadlines. Fitting a study programme into your busy schedule isn't easy; that's why the MSc Marketing programme is designed with flexibility in mind.

With LSBF, you can take your career to the next level in the way that suits you. Study part-time or full-time and progress at your own pace. You can take advantage of one of our campuses in London, Birmingham or Manchester, or study 100% online through our InterActive platform. Best of all, you can mix and match as you go, tailoring a programme to your needs.

The MSc Marketing programme offers a truly international perspective and focuses on giving you the practical skills you need. We make sure we keep our programmes relevant to market conditions, so whether your strengths lie in strategy, advertising or business intelligence, you'll be leaving LSBF with the skills that employers want.

You can also complement your MSc with one of the world's most renowned marketing qualifications, the Chartered Institute of Marketing. Combining your degree with a CIM qualification as a Dual Programme means you can hit the ground running, giving you a competitive edge in the marketplace.

## Career development

LSBF work very closely with many high-profile corporate organisations; KPMG, Deloitte, Ernst & Young, PwC, Accenture, IBM, Shell, Unilever, Google. They're all names you know, and you'll be pleased to learn that they've all recruited successful LSBF graduates.

## Practical and relevant

The theory is great, but there's no substitute for applied skills. LSBF draws on industry professionals and real case-studies to provide you with practical skills that you can employ in the workplace.

## International

With campuses and offices around the world, students from over 150 countries, and internationally recognised programmes, we pride ourselves on our global presence and perspective.

## Networking

With LSBF, the world is your campus. The flexibility we offer with on-campus and online study means you have access to the experience of more than 12,000 business students.

Visit [www.LSBF.org.uk/globalcerts](http://www.LSBF.org.uk/globalcerts) for more details on how you can maximise your networking opportunities on a global scale.

## Dual Programmes

At LSBF we're committed to helping you develop competitive skill sets that will raise your profile with future employers. Our groundbreaking Dual Programmes allow you to combine your degree with a professional CIM qualification from the world's largest professional marketing association. You'll graduate with a powerful combination of academic excellence and highly marketable professional marketing skills. Dual Programmes also offer the chance to study ACCA, CIMA, or CFA®.



“With students from around the world, LSBF gives me the opportunity to widen my network, which will help my career.”

Anelya Batkalova,  
Russia, LSBF student



## One-year LSBF MSc Marketing programme structure

### Term 1: Certificate in Marketing

- Strategic Planning
- Consumer Behaviour
- Marketing Management

### Term 2: Diploma in Marketing

- Integrated Marketing Communications
- Pathway module 1
- Pathway module 2

### Term 3 & 4: MSc Marketing Degree

- Management Research Methodology
- Final Project (Dissertation)

### Your pathway options:

#### MSc in Marketing (General Pathway)

- Global Marketing
- Internet and Digital Communications

#### MSc Marketing & Public Relations

- PR Management & Corporate Communications
- Internet and Digital Marketing Communications

#### MSc Global Marketing

- Global Marketing
- Internet and Digital Marketing Communications

#### MSc Marketing & Advertising

- Advertising Management
- Internet and Digital Marketing Communications

#### MSc Marketing & Sales Management

- Strategic Sales Management
- Key Account Management

#### MSc Digital Marketing

- Internet and Digital Marketing Communications
- Web-Marketing: Metrics, Analysis and Evaluation



## Key Facts

### Duration

Full-time: 12 months  
Part-time: 18-60 months  
Online: 12-60 months

### Campuses

• London • Birmingham • Manchester • Online

### Intakes

• October • April • January • July

### Tuition fee

Tuition fees will vary depending on your programme, your choice of intake and whether you're a UK/EU (or EEA) or international student. LSBF offers a range of scholarships based on merit and financial need. For more information and to discuss your circumstances please contact a student advisor.

### Applications

To apply or for further information:  
Visit [LSBF.org.uk](http://LSBF.org.uk)  
Email [MScMarketing@LSBF.org.uk](mailto:MScMarketing@LSBF.org.uk)  
or Call + 44 (0) 20 7100 1808

### International graduates

International graduates of the LSBF MSc Marketing are eligible to apply for the 2-year Post-Study Work Scheme (Tier 1) in the United Kingdom.

## What do I need to enrol?

### Documents

- Complete application form
- CV/resume in English
- Copy of passport
- 2 letters of recommendation

### Qualifications

- UK undergraduate degree or equivalent
- Selection of professional qualification will be considered for admissions

### English proficiency options

- IELTS score 6.5,
- TOEFL score: IBT 94; CBT 240 or PBT 550,
- PTE score 58,
- Cambridge Proficiency Exam (A, B) or
- Proof of equivalent level of language proficiency.

### GMAT

GMAT is not an obligatory requirement but is considered an advantage. GMAT may be required for some full-time applications. Target Score: 550.

### Experience

Work experience is not an obligatory requirement but is considered as an advantage. We recommend 3 years of full-time work experience prior to joining the programme



## Find out more...

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E-mail: [MScMarketing@LSBF.org.uk](mailto:MScMarketing@LSBF.org.uk)

[LSBF.org.uk](http://LSBF.org.uk)



University of Wales  
Prifysgol Cymru

This degree is validated and awarded by the University of Wales, UK. For further details regarding the University and its validation services, please log on to [www.wales.ac.uk/validation](http://www.wales.ac.uk/validation) or email [validation@wales.ac.uk](mailto:validation@wales.ac.uk).

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