



MSc in Marketing



About LSBF

London School of Business & Finance (LSBF) offers a diverse, comprehensive and multifaceted portfolio of internationally outstanding graduate, postgraduate and professional programmes in parity with global market trends.

At LSBF, some of the world's most creative, talented and ambitious individuals benefit from our approach to bridging international boundaries and providing the opportunity to achieve success in academic, personal and professional arenas.

We take a personal approach to tailoring a unique, relevant and flexible programme to suit your specific needs, whilst nurturing excellence and leadership qualities, and it is thus that we are fast becoming the first choice for business education in Europe.

Our programmes equip students with theoretical skills whilst providing invaluable practical experience. Students benefit from our results-oriented and flexible programmes, together with our avant-garde and rich resources. Our commitment to technological advancement and our international focus serve in the delivery of a truly global, relevant and convenient mode of study.

We develop our graduate programmes with a focus on industry relevance, working with our corporate and industry relations to create programme content that will meet the needs of today's international business environment and employers. Our aim is to assist you in securing and developing your future objectives and chosen career path.

Awarding Body



LSBF Graduate Programmes are designed and tailored by our leading team of academic and industry experts. We have strategically selected the University of Wales to validate and award our specialist degrees.

Founded by Royal Charter in 1893, the University of Wales (Prifysgol Cymru in Welsh) is the degree-awarding body for the majority of higher education students in Wales, as well as for more than 120 other higher education institutions both within the United Kingdom and overseas, with which it also enjoys close links. Annually, it awards around 15,000 initial degrees and more than 4,000 higher degrees, making it the second largest degree-awarding body in the United Kingdom. The number of students, from all over the world, pursuing University of Wales degrees is around 70,000, and their studies cover a wide range of subjects.

As well as its validation role and the international projects undertaken by its Global Academy, the University sponsors a number of cultural initiatives, such as the prestigious Dylan Thomas Prize, for young writers, which attracts entries from all over the world. The Chancellor of the University of Wales is His Royal Highness Prince Charles of Wales.

LSBF MSc in Marketing

Our MSc in Marketing provides an excellent understanding of the strategic impact of marketing decisions on corporate performance, preparing students for careers in a wide range of marketing roles at an executive level in international corporations.

In today's rapidly changing business world, no single company can develop a sustainable long-term strategy without integrating marketing and customer management practices. The MSc in Marketing takes an international approach and its content and teaching methods reflect the latest thinking and research in marketing education and practice.

We empower our marketing students with substantial autonomy over the content of their programme. Students are encouraged to pursue personal career and business development objectives by choosing from our ever growing portfolio of pathways, through a mode of study that accommodates your lifestyle.

We give our students the opportunity to build their managerial toolkit and the ability to identify opportunities in the marketplace as successful marketeers.

Highly Industry Relevant Marketing Programme

Whether your strengths are as a strategist, operations or other specialised marketing professional, we work with you to create the most suitable, well rounded programme to meet your future career goals and objectives, in a time frame and mode of study that accommodates your lifestyle.

We have designed a programme that you can study and manage in a number of ways. LSBF offers unprecedented flexibility of study, in particular our innovative, award-winning online learning platform, InterActive, helping to substantially reduce the opportunity cost related with study commitment. The LSBF MSc in Marketing programme is also available in Full-Time and Part-Time study modes.

- Study Full-Time or Part-Time
- You can decide to combine in-class study with comprehensive online support
- You may also study the entire programme or a selection of modules completely Online
- Change and manage your mode of study at any stage of the programme

MSc in Marketing Course Structure

The LSBF MSc in Marketing is available Full-Time, Part-Time and On-Line via a general or specialism pathway.

Duration:

- **Full-Time:** Min 1 Year & Max 2 Years
- **Part-Time:** Min 1.5 Years & Max 5 Years
- **On-Line:** Min 1 Year & Max 5 Years

Structure:

The degree is split into **Two Parts**, 180 Credits in Total

- **Part 1.1** 4 Core Modules (20 Credits each)
- **Part 1.2** 2 Elective, for generalist MSc in Marketing degree, or Specialisation Modules for specialised degree in Marketing (20 Credits each)
- **Part 2** Management Research Project (60 Credits total)

Students will initially complete the four core modules contained within Part 1.1 of the Master and then select either a generalist or specialist degree pathway to complete Part 1 (Total Modules in Part 1 – 6 x 20 credits = 120 credits). Dependent upon their performance in Part 1 of the MSc in Marketing students will then be offered entry into Part 2.

The Research Project comprises a 20 credits taught component – Research Methods module and then a 40 credits Dissertation. This completes the MSc in Marketing programme.

Entry Criteria

The LSBF MSc in Marketing is designed for marketing professionals who want to take the next big step in career progression. The application process has been designed to ensure that the academic board can appreciate your full potential and ensure that you are prepared for future leadership, whilst evaluating your aptitude for professional excellence and academic ability.

The entry criteria for the LSBF MSc in Marketing are as follows:

- An undergraduate degree (or equivalent)
- A completed application form
- Certified copies of your first degree, diplomas and transcript
- CV or Resume in English
- Two letters of recommendation
- 1 scanned copy of your photo (jpeg, color, 150 x 150 pixels)
- 3 years full-time relevant work experience recommended
- Fluency in English. You may be required to provide proof of English language proficiency as follows:
 - TOEFL (IBT 94 / computer based 240 / paper based : 587)
 - Cambridge Proficiency Exam (A,B,C)
 - IELTS report (6,5 with a minimum of 6.0 in all areas :Listening, Reading, Writing and Speaking)
 - all test results must be within the last 2 years
 - candidates who studied in English at undergraduate level will not need to provide any further proof of English proficiency
- GMAT is not an obligatory requirement but is considered as an advantage. GMAT may be required for some Full-Time applications. Target Score: 550. If you are required to take the GMAT you will be notified after the Admissions Board meeting.

Please contact our programme consultants for an individual evaluation of your eligibility for the programme.

Please note that admission is subject to the number of available places.

Modules

Part 1 (Core + Elective/Specialisation Modules)

Core Modules:	Pathways:
<ol style="list-style-type: none"> 1. Strategic Planning 2. Consumer Behaviour 3. Marketing Management 4. Integrated Marketing Communications 	<ol style="list-style-type: none"> 1. MSc in Marketing General Pathway <ul style="list-style-type: none"> - Global Marketing - Internet and Digital Marketing Communications 2. MSc in Marketing & International Business <ul style="list-style-type: none"> - Global Marketing - International Advertising and Brand Management 3. MSc in Marketing & Management <ul style="list-style-type: none"> - Organisational Behaviour - Project Management 4. MSc in Marketing & Business Intelligence <ul style="list-style-type: none"> - Market Research - Managing Information 5. MSc in Digital Marketing <ul style="list-style-type: none"> - Internet and Digital Marketing Communications - Web-Marketing: Metrics, Analysis & Evaluation 6. MSc in Marketing & Sales Management <ul style="list-style-type: none"> - Strategic Sales Management - Key Account Management 7. MSc in Marketing & Public Relations <ul style="list-style-type: none"> - PR Management and Corporate Communications - Internet and Digital Marketing Communications 8. MSc in Marketing & Advertising <ul style="list-style-type: none"> - Advertising Management - International Advertising and Brand Management
Elective Modules	
<ul style="list-style-type: none"> • Global Marketing • Internet and Digital Marketing Communications • International Advertising and Brand Management • Organisational Behaviour • Project Management • Market Research • Managing Information • Web-Marketing: Metrics, Analysis and Evaluation • Strategic Sales Management • Key Account Management • PR Management and Corporate Communications • Advertising Management 	

Part 2 (Capstone Module)

Management Research Project
<ol style="list-style-type: none"> 1. Research Methods 2. Management Dissertation

Interim Awards

Award	Credits required
Postgraduate Certificate in Marketing (3 core modules)	60 Credits
Postgraduate Diploma in Marketing (1 core modules + 2 elective/specialism modules)	120 Credits
Master's Degree (all taught modules + dissertation)	180 Credits

Royal Patron



As Patron of LSBF, **His Royal Highness Prince Michael of Kent GCVO** plays an important role in maintaining the School's reputation as one of the most dynamic in London. The Prince has wide experience in business and is committed to encouraging the next generation of entrepreneurs.

In promoting London and LSBF as a centre of excellence in business education, Prince Michael has generously agreed to introduce a unique scholarship scheme to encourage the most promising students from emerging markets to study for a Master degree in London.

Tuition Fees

Standard Programme Fee:

On-Campus (Full-Time and Part-Time) and On-Line (via InterActive Platform)

International / Sponsored Fees: **£12,750**

EEA (UK/EU) / Self-funded Fees: **£10,500**

Scholarship Programmes

As part of our commitment to inspiring leadership in business enterprise, LSBF may award a merit based scholarship to students who demonstrate exceptional potential and determination to succeed. Our scholarship programmes are intended to continue the LSBF culture of academic and professional distinction. Students can apply for the scholarship that matches their circumstances and academic interests from the following:

- HRH Prince Michael of Kent, GCVO The Emerging Markets Scholarship
- The Diversity Scholarship
- The Women in Business Scholarship
- The Corporate Scholarship

Global Certificates

As a student of an LSBF Masters programme awarded by University of Wales, you are eligible to combine your postgraduate studies with our innovative Global Certificates programme.

In a ground-breaking initiative, LSBF has joined forces with key institutions in the world's leading financial centres to deliver the Global Certificates—a response to the modern trend of globalisation. Global Certificates offers an unprecedented opportunity to expand your international knowledge and experience beyond the classroom and travel to worldwide destinations.

Participants of LSBF Global Certificates programme will explore **London, New York, Dubai and Guangzhou** in an intense world tour, immersing themselves in some of the world's most fast-paced, influential and multi-cultural economies.

Understanding and experiencing both the economic reality and cultural significance of each market is just as vital to the global business leader as a thought-provoking, innovative and insightful education. LSBF will provide you with the tools and knowledge to become a true global leader, placing you in the fast-paced, multi-cultural economic landscapes of some of the world's most progressive and influential cities.

Each leg of the tour will immerse you in the business culture of the location. You will have VIP access to leading corporations, gaining an unparalleled insight into how they contribute to the regional business environment and the global economy as a whole.

Dual Programmes

Discover the opportunity to double the impact of your study by choosing to complement your MBA or Master's degree with one of the world's most renowned professional qualification programmes:

ACCA (Association of Chartered Certified Accountants)

CIMA (Chartered Institute of Management Accountants)

CFA® (Chartered Financial Analyst®)

CIM (Chartered Institute of Marketing)

Unlike most other institutions, LSBF does not make students wait to complete one programme before starting the other - Dual Programmes at LSBF are taught at the same time. Therefore, your study time is significantly shortened.

These unique combined programmes are also designed to help our students stand out from the crowd, and create powerful career opportunities. They offer a comprehensive and practical curriculum, designed to give you the knowledge and skills needed to succeed in a competitive business environment – today and tomorrow.

Dual Programmes - are a unique possibility to develop unrivalled competitive advantage and build-up your professional competence.

Intakes

On-campus and on-line (via InterActive Platform)

The MSc in Marketing programme commences four times a year. Intakes take place in:

- September / October
- January
- April
- July

Application Process

Step 1

Send a completed application form to your programme consultant or our admissions department, making sure you have included all documentation as set out in the Entry Requirements.

Step 2

A decision will be made and communicated to you from the Academic Board. At this point, if you have not placed your deposit of £3,000 you will need to in order to receive your final enrolment letters.

Step 3

Once you have received your enrolment letters, you will need to work towards finalising the balance of your remaining tuition fees. Fees should be paid no later than 30 days prior to the induction date to secure your place.



Campuses

London Campus

Lex House,
17 Connaught Place,
London W2 2ES
T: +44 (0)207 100 1808
F: +44 (0)207 823 2302

E: info@lsbf.org.uk
www.lsbf.org.uk/mba

Birmingham Campus

2nd Floor Podium,
Centre City, 5-7 Hill Street,
Birmingham, B5 4UA, UK

T: +44 (0)121 616 3370
F: +44 (0)845 337 3406

E: info@fbt-global.com
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Manchester Campus

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www.lsbf.org.uk/colombia

Dubai, UAE

www.lsbf.org.uk/uae

Johannesburg, South Africa

www.lsbf.org.uk/sa

Hong Kong, China

www.lsbf.org.uk/cn

Lagos/Abuja, Nigeria

www.lsbf.org.uk/nigeria

Port Louis, Mauritius

www.lsbf.org.uk/mauritius

Moscow, Russian Federation

www.lsbf.org.uk/ru

Prague, Czech Republic

www.lsbf.org.uk/cz

Toronto, Canada

www.lsbf.org.uk/canada