



MA in Strategic Marketing

A marketing master's for the global market

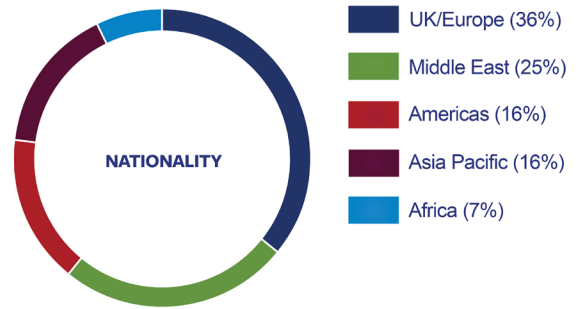
Shaping success in business & finance



Class Profile

Our MSc Marketing students come from across the world, giving you a greater level of global insight and a richer student experience. The average age of previous postgraduate marketing students is 26.6.

From 204 MSc Marketing students (campus and online)
Campus intakes: Sep 2010, Jan 2011, Apr 2011 | Online intakes: Apr 2011, Jul 2011, Sep 2011, Jan 2012



MA in Strategic Marketing

Today's shifting markets need solid marketing strategies

Knowing how to successfully connect products to people across regions, countries and industries is to be at the forefront of marketing – and business. Our MA in Strategic Marketing gives you the skills and knowledge to achieve this.

You will gain a full understanding of the important processes and considerations involved in implementing, managing and evaluating marketing activities in a national and international context. This is achieved by covering in-depth market research, data analysis, strategic planning and communications at a leadership level.

Our lecturers have years of industry experience across different sectors, and bring it to life through seminars and case studies. We also develop real-life practical business skills through workshops and innovative group projects.

This Marketing MA programme allows you to structure your learning around your career, learning online through the ground-breaking InterActive online study platform.

This globally recognised programme provides the knowledge and skills you need to move directly into outstanding roles, organisations and entrepreneurial ventures. You can also tailor the course to your precise career goals through our unique specialist modules.

This programme has been designed by London School of Business & Finance (LSBF) and is validated and awarded by the International Telematic University UNINETTUNO.

The International Telematic University (UNINETTUNO) is a single institution conceived on a grand scale. UNINETTUNO, which was founded by Ministerial Decree of the Italian Republic in 2005, is a distance teaching university based on close cooperation with traditional universities from Europe, the Arab World, the United States and Asia – at UNINETTUNO, our student-base is truly global.

These alliances with higher-education institutions from across the world allow UNINETTUNO to supply a wider and more diverse educational offering, based on a scientific psychopedagogical model built on 20 years of research. Thanks to the use of new technologies and a faculty of prestigious professors from some of the world's biggest universities, UNINETTUNO offers a unique university experience based on quality, flexibility and innovation.

To find out more, please visit www.uninettunouniversity.net.

Career Development

We give your career top priority. That's why we work so closely with multinational organisations. We ask them what they look for in employees, and ensure that the courses we offer give you these highly sought-after skills. Our Careers Service department will also provide you with tailored career training and advice, helping you to fulfil your ambitions.

Corporate Connections

We have many blue-chip organisations in our corporate partner network. This means our regular networking events put you in front of leaders, HR representatives and like-minded professionals from some of the biggest names in global business. We can also open the door to invaluable first-hand work experience and career opportunities with our partners around the world.

Dual Programmes

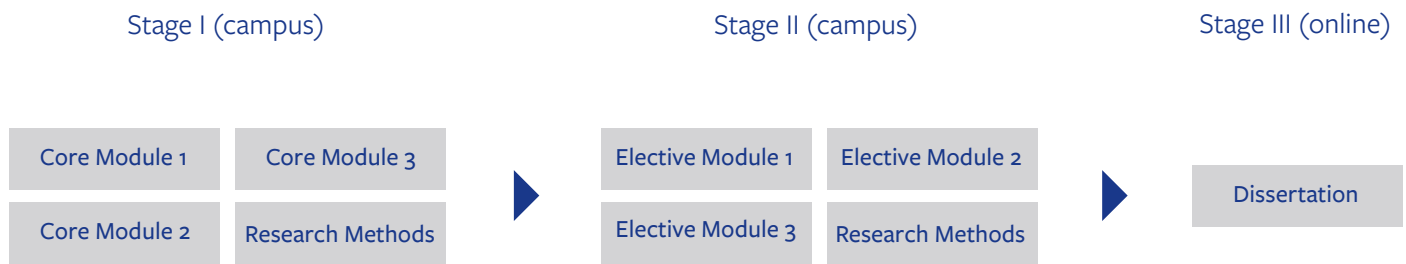
Combining your MA in Strategic Marketing with a professional qualification, such as CIM, is the ultimate way to achieve career success. Dual Programmes students also receive a dedicated Executive Development Programme to sharpen extra areas, such as interpersonal and communication skills. You will gain theoretical knowledge, professional skills and careers training.

How you study

We want you to be comprehensively prepared for your next career role, so we mould our courses to mirror actual business situations as closely as possible. Our lecturers combine their own industry experience with the most up-to-date case studies and insight from our renowned corporate partners.

Our lectures and seminars include regular student participation, allowing you to benefit from the diverse knowledge of international classmates, and develop the analytical and management skills that are so crucial to your next step in the marketing industry. You will also be able to extensively research a specialist topic of your choosing, as part of your dissertation.

Programme Structure (Full-time Study)



Core Module 1 - Strategic Marketing Management
Core Module 2 - Consumer Behaviour and Research

Core Module 3 - Marketing Communications

Choose one MA Strategic Marketing specialisation*	Specialist Elective Modules
MA in Strategic Marketing	Any combination of 3 specialist elective modules
MA in Strategic Marketing (Global Marketing)	<ul style="list-style-type: none"> • Global Marketing Management • Cross-Cultural Management • Project Management and Leadership
MA in Strategic Marketing (Digital Marketing and Social Media)	<ul style="list-style-type: none"> • Digital Marketing Communications • Internet Marketing Management • Social Media Communications
MA in Strategic Marketing (Integrated Marketing Communications)	<ul style="list-style-type: none"> • Advertising and Promotion Management • Public Relations Management • Digital Marketing Communications
MA in Strategic Marketing (Sales Management)	<ul style="list-style-type: none"> • Customer Relationship Management • Strategic Sales Management • Advertising and Promotion Management
MA in Strategic Marketing (Luxury Brand Management)	<ul style="list-style-type: none"> • Luxury Brand Management • Global Marketing Management • Public Relations Management

COURSE VALIDATED BY



INTERNATIONAL TELEMATIC
 UNIVERSITY UNINETTUNO
www.uninettunouniversity.net

*All specialisations

Employment Profile

At LSBF, our postgraduate marketing students' backgrounds vary culturally, academically and professionally. This diversity provides extraordinary opportunities for collaboration and experiential learning.



Employment Background: 46 MSc Marketing students responded from the following intakes: Sep 2010, Jan 2011, Apr 2011
 Career Aspirations: 97 MSc Marketing students responded from the following intakes: Sep 2010, Jan 2011, Apr 2011

Key Facts

Qualification

- ▶ MA in Strategic Marketing

Duration

- ▶ Full-time 15 months
(12 months on campus, 3 months online dissertation)
- ▶ Part-time 24 months
(12-24 months on campus, 3-6 months online dissertation, starts September 2014)
- ▶ Online 15-36 months
(100% online with optional blended study on campus)

Campus

London | Manchester | Birmingham

Start Date

March | June | September

Application

To apply or for further information:
 Visit LSBF.org.uk/masters
 Email info@lsbf.org.uk
 Call +44 (0) 20 7823 2303

What do I need to apply?

Documents

- ▶ Complete application form
- ▶ CV / résumé in English
- ▶ Copy of Passport
- ▶ Photo
- ▶ Proof of English
- ▶ Copy of your degree certificate
- ▶ 2 letters of recommendation

Entry Requirements

- ▶ UK undergraduate degree in any subject area or equivalent
- ▶ GMAT is not an obligatory requirement, but is considered an advantage and may be required for some applications (Target score 550)
- ▶ Students who fail to meet academic requirements can be assessed on their relevant work experience (2 years management experience minimum for mature study route)

English Proficiency Options

- ▶ English Levels 5,5 IELTS (5.5 in all bands) or equivalent

Experience

- ▶ Relevant work experience is an asset, but no work experience is required



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