



The  
University  
Of  
Sheffield.

Management  
School.

A dark, textured background featuring silhouettes of business professionals. In the center, a man stands pointing at a large orange-bordered whiteboard displaying a line graph with an upward trend. To the left, another man sits in a chair, looking towards the whiteboard. In the background to the right, two men are shaking hands.

# MSc in Marketing Management Practice.

## MSc in Marketing Management Practice

The MSc in Marketing Management Practice is designed for graduates from any disciplinary background. Accredited by CIM (Chartered Institute of Marketing) this programme provides you with the knowledge and skills for a career in marketing management. The programme consists of nine marketing modules and a project dissertation.

### Profile of typical candidate

This programme is likely to appeal to graduates from any disciplinary background wishing to gain knowledge and a critical appreciation of marketing management. It is designed to assist graduates who wish to pursue a career in the marketing discipline.

### Entry Specification

A minimum 2:1 honours degree (or equivalent), or an approved professional qualification. Our normal English requirement for overseas students is IELTS 7.0 (with not less than 6 in each part). We will also consider those with TOEFL 600 with TWE 4.5 (paper-based) or TOEFL 260, TWE 5.0 (computer-based) or equivalent.

### Course content

Two taught semesters followed by a project dissertation

### Modules

- Marketing Management
- International marketing
- Marketing in the Creative and Cultural Industries
- Branding
- Sales & Distribution Management
- Marketing Research
- Contemporary Marketing Practices
- Integrated Marketing Communications
- Consumer Behaviour

### Teaching

- Lectures
- Seminars
- Case Studies
- Group work for collaborative learning

### Assessment

- Individual assignments
- Group projects
- Examinations
- Dissertation

### Certificate/Diploma in Marketing Management Practice

Students who successfully complete the first semester but do not proceed, will receive the PG Certificate. Those who pass both semesters' modules, but do not complete the dissertation can receive the PG Diploma.

### Chartered Institute of Marketing (CIM) Accreditation

Students registering on this MSc Programme will automatically become Affiliate Post-Graduate Members of the Chartered Institute of Marketing. On successful completion of the MSc in Marketing Management Practice, students will qualify for Associate CIM membership status (ACIM) and if they have three years relevant marketing work experience, will also qualify for full membership of the institute (MCIM) [or as soon thereafter having had the three years industrial exposure]. In addition, on successful completion of this MSc Programme, plus 35 hours Continued Professional Development over the 12 months following the Programme, Sheffield graduates will also qualify for Chartered Marketer status.

### Length of course:

12 months

### Mode of delivery:

Full-time

### Start date:

September each year

### Scholarships

There are a number of scholarships which Management students may be eligible for. Go to: [www.sheffield.ac.uk/international/enquiry/money/scholarships.html](http://www.sheffield.ac.uk/international/enquiry/money/scholarships.html)

"We are delighted to be working with the University of Sheffield on this exciting partnership, providing added value and benefits to their marketing students and the professional marketers of tomorrow."

Diana Earles, DipM MCIM FMAAT  
Chartered Marketer  
Regional Director - Chartered Institute of Marketing.

### Contact for enquiries:

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Find out more about this course and the School of Management

[www.sheffield.ac.uk/management/postgraduates](http://www.sheffield.ac.uk/management/postgraduates)