

MSc in Marketing & Management University of Bradford



Text-based distance learning

Qualification

On successful completion of the programme you will be awarded a MSc in Marketing and Management.

Awarding Body

University of Bradford

As one of the world's leading business schools, Bradford University School of Management is recognized for the quality, flexibility of its programme and future earning power of its graduates. That's why the Financial Times ranks the Bradford MSc 9th in Britain and 45th in Europe. Bradford is one of fewer than 100 business schools around the world to have gained EQUIS accreditation – the leading international system of quality assessment among business schools.

Course Description

The MSc in Marketing and Management will enable you to understand the role of marketing in today's rapidly changing business world and to identify opportunities in the marketplace. It explores ways in which new customers can be won and existing ones kept.

The programme takes on an international approach and its content and teaching methods reflect the latest thinking and research in marketing education and practice.

You will emerge from the programme with:

- A clear understanding of the concept and role of marketing
- Knowledge of the key marketing functions and of how and when they can most effectively be used
- A wide range of management skills and techniques for creative thinking, problem solving and decision making

- Good communication, negotiation, leadership and teamwork skills
- An international perspective on business and marketing activities.

Mode

Text-based distance learning

Course Content (Modules)

Comprises an induction and three stages

Induction (Compulsory)

A module, Introduction to management, is available to you, online or as a CD-ROM. It is intended to help you if your first degree was not in business and management to gain an understanding of the subject.

Stage 1: Core Modules

- Business Economics
- Finance and Accounting
- Human Resource Management
- International Business Environment
- Marketing
- Research Methods
- Total Quality Management
- E-Business
- World Class Operations
- Strategic Management

Stage 2: Specialist Modules

- Strategic Marketing
- Consumer Behaviour

Stage 3: The MA Dissertation

You will undertake an original and detailed investigation of a specific issue related to marketing. You will find the dissertation to be the most rewarding and challenging part of the programme. It provides you with the chance to work on a practical management issue in some

depth. The dissertation may involve company visits, interviews, mail questionnaires and other means of empirical analysis. The dissertation must be no less than 22,000 words.

Assessment

A mixture of assignments and examinations and a 22,000-word dissertation.

In the UK examinations are held at the University of Bradford. Should you sit your examination locally overseas, you will be liable to pay a nominal charge of approximately £150 per examination. Please note that this price is indicative and will vary according to venue.

Duration of Programme

The University of Bradford MSc in Marketing and Management is normally studied over a 24-month period, but this may be extended to suit your individual needs for up to a maximum of six years.

Entry Requirements

First degree from an approved university, or an acceptable professional qualification. Usual entry requirement is: UK degree minimum 2:2 (honours); European degree gross percentile average (GPA) of 2.5 out of 4.0 or 6.5 out of 10, or overall average of 70 from 100%. Proficiency in English - a 6.5 score on IELTS test of English, 580 in written TOEFL or 240 in computer-based TOEFL needed from non-native speakers. Applicants using the Internet-based TOEFL test are required to obtain a score of 94 or better.

What's Included

All study materials, core textbooks and student handbooks are supplied. You will be allocated a tutor for academic support who you can contact as often as you like by telephone and email. You will also have access to a programme co-ordinator for administrative support.

3

Reasons to choose the
Bradford MSc

UNIVERSITY OF
BRADFORD
MAKING KNOWLEDGE WORK

Workload

We recommend an average of 12-15 hours study time per week for this programme.

Exemptions

For this qualification, we may allow you to count credit for study you have already done elsewhere. Exemptions are considered on an individual basis when you submit an application form. Please note that we cannot consider work experience alone for exemptions.

How to Apply

In addition to a completed application form, provide two references, preferably from an academic or current employer, and proof of qualifications.

W **Apply online**
Visit our website www.rdi.co.uk

@ **Email us**
Email applications@rdi.co.uk

☎ **Call us**
Contact us today on **FREEphone**
0800 COURSES / 0800 268 7737

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