



Finance Business Training



Your MSc Marketing

A marketing degree for the global market



Shaping success in business & finance

What can you expect after FBT?

84% Average salary increase

91% Employed within 3 months

63% Work in international corporations

26% In top management positions

Inspired to shape markets?

Finance Business Training (FBT) delivers globally recognised, innovative and industry-relevant programmes to students from over 150 countries around the world. We are passionate about nurturing future leadership talent, as is our royal patron, HRH Prince Michael of Kent GVC.

If you're a marketing professional, you'll be all too familiar with time management and deadlines. Fitting a study programme into your busy schedule isn't always easy. That's why the MSc Marketing programme is designed with flexibility in mind.

At FBT, you can study part-time or online, progressing at your own pace. Enjoy first-rate facilities at campuses in London, Birmingham or Manchester, or study 100% online through our InterActive platform. You can even mix and match as you go, tailoring a programme to your needs.

We ensure that our programmes reflect current market conditions. So whether your strengths lie in strategy, advertising or business intelligence, you'll be leaving FBT with a truly international perspective and 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. Our Dual Programmes allow you to combine your degree with a CIM qualification, so you can hit the ground running and gain a competitive edge in the jobs market.

Career development

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

Practical and relevant

Theoretical knowledge is essential, but there's also no substitute for applied skills. We draw upon the experience of industry professionals and use real-life case studies, providing 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 FBT, the world is your campus. Whether you study online or on campus, you'll have access to the experience of more than 20,000 business students.

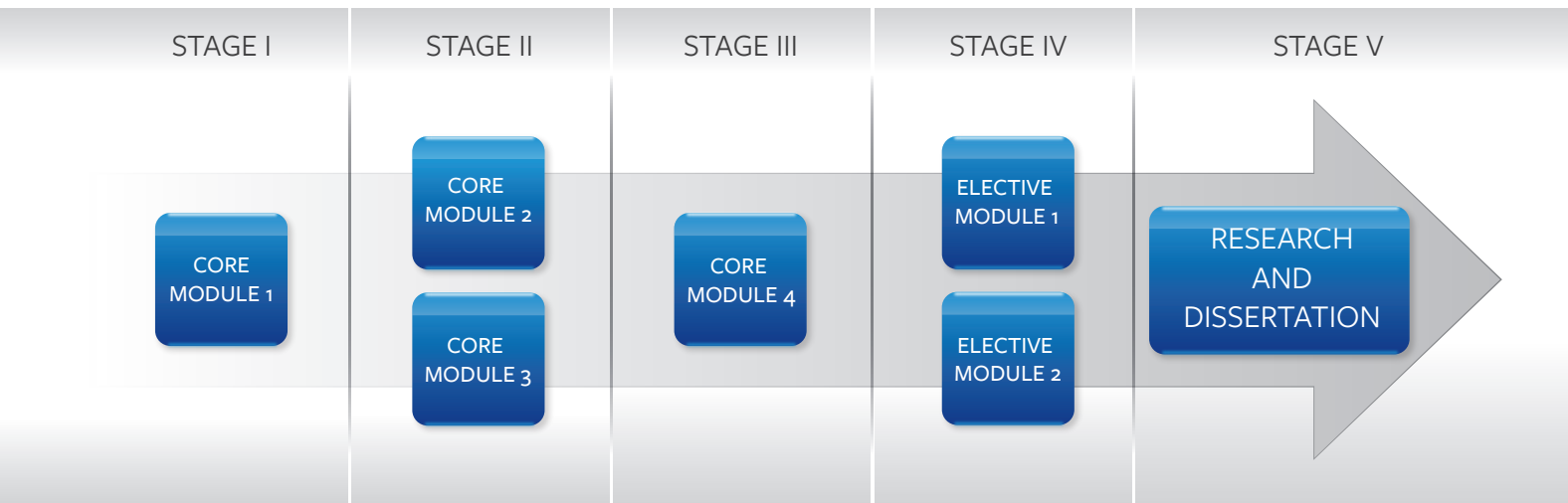
For more details on how you can maximise your global networking opportunities, visit www.fbt-global.com.

Dual Programmes

At FBT we're committed to helping you develop competitive skill sets, raising your profile with future employers. Our ground-breaking 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 knowledge and highly sought after professional marketing skills.



PROGRAMME STRUCTURE



STAGE I

Vision

Induction Week
Strategic Marketing Management

STAGE IV

Specialisation

Elective Module 1
Elective Module 2

STAGE II

Managerial Toolkit

Consumer Behaviour and Research
Integrated Marketing Communications

STAGE V

Research and Dissertation

Management Research Methodology
Dissertation

STAGE III

Marketing Assets

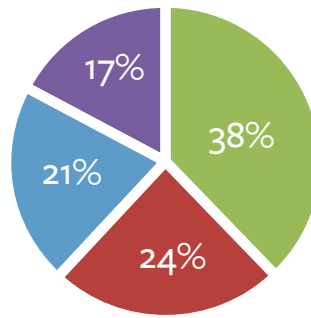
Global Brand Management

Specialisations

Choose one specialisation	Modules
MSc in Marketing	<ul style="list-style-type: none"> Any combination of 2 MSc Marketing specialisation modules
MSc in Marketing & Public Relations	<ul style="list-style-type: none"> PR Management and Corporate Communications Internet and Digital Marketing Communications
MSc in Global Marketing	<ul style="list-style-type: none"> Global Marketing Internet and Digital Marketing Communications
MSc in Marketing & Advertising	<ul style="list-style-type: none"> Advertising Management Internet and Digital Marketing Communications
MSc in Marketing & Sales Management	<ul style="list-style-type: none"> Strategic Sales Management Key Account Management
MSc in Digital Marketing	<ul style="list-style-type: none"> Internet and Digital Marketing Communications Web-Marketing: Metrics and Analysis

MSc Marketing

Our MSc Marketing students come from across the world, giving you a greater level of global insight and a richer student experience.



- Europe
- Middle East & Africa
- Americas
- Asia

Class diversity breakdown. As of August 2011.

29 students from 20 countries

Key Facts

Duration

Part-Time: 18-60 months
Online: 12-60 months

Campuses

London • Birmingham • Manchester • Online

Intakes

October • January • April • July

Applications

To apply or for further information:
Visit www.fbt-global.com
Email info@fbt-global.com
or Call +44 (0) 121 616 3370

What do I need to enrol?

Documents

- Complete application form
- CV or résumé in English
- Copy of passport
- 2 letters of recommendation

Qualifications

- UK undergraduate degree or equivalent
- A selection of professional qualifications will be considered for admissions
- GMAT is not an obligatory requirement but is considered an advantage GMAT may be required for some full-time applications. Target Score: 550

English proficiency options

- IELTS score 6.5, (Minimum of 5.5 in each component)
- TOEFL score: 91 (minimum: L-21, R-22, S-23, W-21)
- PTE score 59 (minimum: 51 in each component)
- Cambridge Proficiency Exam (A, B) or
- Proof of equivalent level of language proficiency

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.

STUDY MODES

Part-time



Blended



Online



UK | Singapore | Canada | Online

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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 or email validation@wales.ac.uk.