



# MSc Strategic Marketing

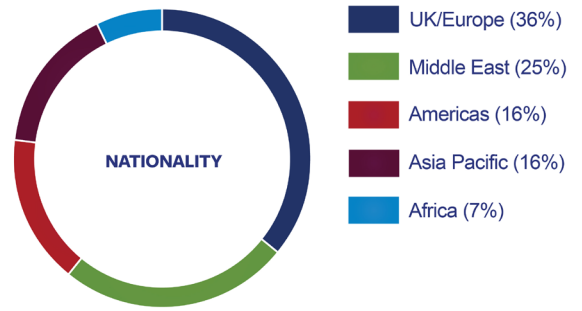
A marketing master's for the global market



## Class Profile

Our MSc Strategic 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



## MSc 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 MSc 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.

Our full-time and part-time options, available at our centrally located London, Birmingham and Manchester campuses, allow you to study in a way that suits you. Online study (anywhere, anytime) is also possible through our innovative online platform – powered by InterActive.

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.

The MSc Strategic Marketing has been designed by LSBF, and is validated by London Metropolitan University.

## Career Development

Everything we do at LSBF is designed to propel our students to career success. Our courses offer industry-focused expertise, but we also provide dedicated career services to ensure your individual goals are met. These include personal development courses, one-to-one advice sessions and practical skills workshops.

## 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 MSc 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.

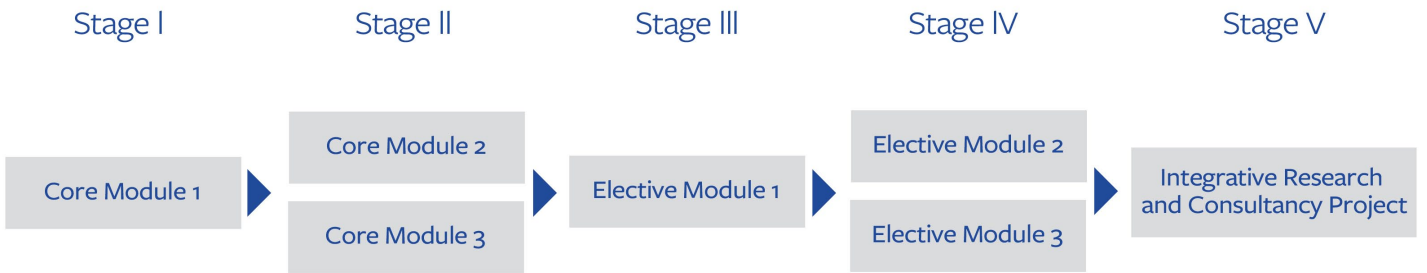
## How you study

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** - Integrated Marketing Communications

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

# 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

### Duration

- ▶ Full-time (12-15 Months)
- ▶ Part-time (24-30 Months)
- ▶ Online (12-60 Months)

### Campus

London | Birmingham | Manchester

### Start Date

October | January | April | July

### Application

To apply or for further information:  
Visit [LSBF.org.uk/mscmarketing](http://LSBF.org.uk/mscmarketing)  
Email [info@LSBF.org.uk](mailto:info@LSBF.org.uk)  
Call +44 (0) 20 7823 2303

## What do I need to enrol?

### Documents

- ▶ Complete application form
- ▶ CV/resume in English
- ▶ Copy of passport
- ▶ 2 letters of recommendation

### Qualifications

- ▶ UK undergraduate degree (2:2 minimum) or equivalent in a business-related subject
- ▶ GMAT is not an obligatory requirement, but is considered an advantage and may be required for some applications (Target score 550)

### English proficiency options

- ▶ English Levels 6.0 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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