



# Strategic Marketing MSc

[www.cranfield.ac.uk/som/mscsm](http://www.cranfield.ac.uk/som/mscsm)



## This course has been developed to produce practical, proactive strategic marketers.

Our Strategic Marketing MSc is a top-ranked marketing MSc. It is ranked 5th in the UK and 15th in the world by QS World University Rankings: Masters In Marketing 2022.

Our Strategic Marketing MSc equips you with the advanced knowledge and skills to become a successful marketing leader of the future. The course covers the full marketing spectrum from marketing strategy, communications and branding to market research, digital marketing, social media, and big data marketing analytics.

## Who is it for?

- Recent graduates who want to boost their academic credentials and prepare for a first professional role in marketing.
- Marketing professionals looking to enhance their knowledge and skills and progress their career.

## Your career

The Careers and Employability Service offers a comprehensive service to help you develop a set of career management skills that will remain with you throughout your career.

During your course you will receive support and guidance to help you plan an effective strategy for your personal and professional development, whether you are looking to secure your first management role, or wanting take your career to the next level.

Cranfield Strategic Marketing MSc graduates have secured jobs with a diverse range of companies including Vodafone, TJX, Kerry, Christian Dior, Henkel, GE, Schlumberger, Ernst & Young, Estée Lauder, Coca-Cola, Mars, Beiersdorf, KMPG Nunwood and Microsoft. Their roles have included Customer Insight Consultant, Junior Manager, Buying and Merchandising Graduate Programme trainee, Marketing Manager and Associate Consultant.

## Overview

**Start date**  
September 2023

**Duration**  
1 year

**Qualification**  
MSc

**Study type**  
Full-time

**Structure**  
Taught modules 60%, MSc thesis project 40%

**Campus**  
Cranfield campus

### Entry requirements

We welcome applications from talented candidates of all backgrounds and each application is considered on its individual merit. Usually candidates must hold either a:

- First or a 2.1 UK honours degree in a relevant discipline, or
- an international qualification of a standard equivalent to a First or 2.1 UK honours degree

Candidates who do not meet these criteria may be considered if they have a professional qualification (e.g. CIM) together with five years' post-qualification relevant work experience. Other relevant qualifications, together with significant experience, may be considered.

We accept a range of qualifications from different countries – learn more about international entry requirements.

If you are currently studying at a Chinese university, please view our specific entry requirements for further study at Cranfield School of Management.

## Fees

20% scholarships for all successful UK applicants

Please see [www.cranfield.ac.uk/fees](http://www.cranfield.ac.uk/fees) for detailed information about fee status, full-time and part-time fees as well as deposit requirements and bursary and scholarship information.

## Course details

The course has been developed to produce practical, proactive strategic marketers, and our teaching methods are specifically geared towards encouraging participation, self-development and team working. As well as studying a number of core modules, you will complete a marketing consultancy project carried out in teams and have the opportunity to undertake a research project, which can be either company-sponsored, or an empirical project in an area of marketing you are passionate about.

### Modules

Keeping our courses up-to-date and current requires constant innovation and change. The modules we offer reflect the needs of business and industry and the research interests of our staff. As a result, they may change or be withdrawn due to research developments, legislation changes or for a variety of other reasons. Changes may also be designed to improve the student learning experience or to respond to feedback from students, external examiners, accreditation bodies and industrial advisory panels.

To give you a taster, we have listed below the compulsory and elective (where applicable) modules which are currently affiliated with this course. All modules are indicative only, and may be subject to change for your year of entry

### Compulsory modules

All the modules in the following list need to be taken as part of this course.

**Strategic Marketing and Planning**  
**Big Data, Insight and Analytics**  
**Retailing and Omnichannel Management**  
**CRM and Customer Experience**  
**Marketing Consultancy Project**  
**Digital Marketing and Social Media Marketing**  
**Accounting and Finance for Strategic Marketing**  
**Strategic Sales**  
**Integrated Marketing Communications**  
**Managing Brands**  
**Consumer Behaviour**

## Accreditation

The Strategic Marketing MSc is a Chartered Institute of Marketing (CIM) accredited degree, enabling you to achieve CIM's professional marketing qualifications and awards alongside your Cranfield degree. CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing professionals.

The Strategic Marketing MSc is also one of only a few master's degrees in the UK that is accredited by the Market Research Society (MRS). This means that while studying for your master's in marketing, you also have the opportunity to work towards achieving the MRS Certificate in Market & Social Research, and with appropriate work experience you will be eligible to join the Market Research Society after graduation.



## Class profile 2021/22

### Gender:

Male 39% Female 61%

### Age Range:

20 - 40 years

### Average Age:

25 years

### Number of Nationalities:

14

### Nationality:

UK: 6% - International: 94%

### Class Size:

38

For more information contact our Admissions Team:  
**T: +44 (0)1234 758081**

Visit campus for yourself and meet current students and our academics at our next Open Day:  
**[www.cranfield.ac.uk/penday](http://www.cranfield.ac.uk/penday)**

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Every effort is made to ensure that the information provided here is correct at the time it is published. Please check our website for the latest information.

