



Strategic Marketing

MSc

Our Strategic Marketing MSc is ranked 4th in the UK and 12th in the world by QS World University Rankings: Masters In Marketing 2019. Designed with senior marketing practitioners this course will give you the specialised skills and knowledge to become a successful marketing leader of the future. You will gain an in-depth understanding of areas including marketing strategy, digital marketing, branding, communications, marketing consulting, CRM, key account management, market research, multi-channel marketing, omnichannel marketing and big data marketing analytics. It is designed for recent graduates who want to boost their academic credentials and prepare for a first professional role in marketing. It is also suitable for marketing professionals looking to enhance their knowledge and skills and progress their career.

As one of the top ranked schools for marketing, we develop proactive marketing professionals who can put their practical skills straight to work in the marketplace. You will develop these skills through participation in a marketing consultancy project with an external business client and through access to master classes with industry partners, which provide insight into cutting-edge and innovative marketing techniques and practices. The course is accredited by the Chartered Institute of Marketing (CIM) Graduate Gateway and the Market Research Society (MRS), enabling you to achieve additional professional marketing qualifications and awards alongside your degree.

Course structure

The course comprises 12 compulsory modules, a consultancy project and an individual thesis project. It has been developed to produce practical, proactive strategic marketers, by encouraging participation, self-development and team working.

Consultancy project

The Marketing Consultancy Project simulates a real-life consultancy assignment. You will work in teams, competing against your class colleagues to make the strongest marketing strategy presentation to senior executives from partner firms. You will then formulate your recommendations and present them to company leaders at the final client presentation.

Individual thesis project

The culmination of the learning process is your opportunity to undertake a major research project, which can be either company sponsored, or an empirical project in an area of marketing you are passionate about (usually involving direct research with either marketing professionals/managers or with customers).

Future career

95% of School of Management students were employed within three months of graduation*

The Cranfield Career Development 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 marketing role, or wanting take your career to the next level. Previous Strategic Marketing MSc graduates secured jobs with a diverse range of companies including Beiersdorf, Christian Dior, Coca Cola, Ernst & Young, Estée Lauder, GE, Henkel, Kerry, KMPG Nunwood, Mars, Schlumberger, TJX and Vodafone.

*based on data we hold from our latest School of Management Employability Survey

Example modules

Compulsory

- Accounting and Finance for Strategic Marketing,
- B2B Customer and Key Account Management,
- Big Data-Marketing Analytics,
- CRM and Customer Experience,
- Digital Marketing and Social Media Marketing,
- Integrated Marketing Communications,
- Managing Brands,
- Marketing Consultancy Project,
- Research, Insight and Statistics,
- Retailing and Omnichannel Management,
- Sales Management,
- Strategic Marketing and Planning.

Duration:

MSc: Full-time - one year.

Start date:

September 2020.

Location:

Cranfield Campus.

Delivery:

Taught modules 60%; individual thesis project 40%.

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 second class UK honours degree in a relevant discipline, or an equivalent international degree. Candidates who do not meet these criteria may be considered if they have a professional qualification together with five years' post-qualification relevant work experience. Other relevant qualifications, together with significant experience, may be considered.

If you are currently studying at a Chinese university, please view our specific entry requirements for further study at Cranfield School of Management at: www.cranfield.ac.uk/about/international-students/a-to-z-of-countries/china.

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For further information please visit

www.cranfield.ac.uk/som/mscsm