

EXECUTIVE MSc STRATEGIC MARKETING

Part-time

Executive Education



Welcome...

The Executive MSc Strategic Marketing is your pathway to senior leadership and C-suite roles in marketing

Designed to equip marketing professionals and those working in related roles to think strategically and broadly about critical issues and challenges. The programme enables you to work effectively in complex professional environments, and develop the knowledge and skills to become an expert marketer.

As organisations compete in increasingly more complex and fast-paced market environments, developing an effective marketing strategy becomes paramount. Marketing strategy can support organisations in navigating diverse macro-economic contexts, addressing evolving consumer preferences, and responding to a wide range of societal needs.

This two-year part-time programme will equip you with the specialist knowledge and skills you need to excel as a strategic marketer. Through applied projects, business games, and simulations you will develop the knowledge and skills needed to develop and implement marketing strategies that lead to competitive advantage.



Dr Matteo Montecchi
Programme Director, Executive MSc Strategic Marketing

Key facts

Designed for busy professionals – this flexible part-time course allows you to study for a master's in marketing while you work.

Duration:	2 years, part-time
Format:	Weekend teaching blocks Friday 17.30 – 20.30 Saturday and Sunday 10.00 – 17.00

Structure:	Year 1: 10 weekends 5 core modules
	Year 2: 8 weekends 6 specialist modules plus final project

Top 10

King's Business School ranked
in **top 10** UK universities for
business and management

2021 Research
Excellence Framework

Why study at King's?

A world-leading institution

Fully integrated into the wider King's College London community and with a heritage of pioneering thinking, students have unlimited opportunities for collaboration, research, and career prospects. Study in the heart of London and learn from world-leading marketing experts and like-minded peers.

Why study the Executive MSc Strategic Marketing?

Future-proofing your marketing strategy

Technological evolutions such as blockchain and the metaverse are introducing new challenges and creating exciting opportunities for marketers. Learn how to develop and execute effective marketing strategies that reflect the latest developments in digital marketing and marketing automation.



Discover the power of strategic marketing insights

Explore how to create exciting and innovative value propositions and customer journeys to develop powerful strategic insights on customers and markets that guide managerial decisions.



Make sustainable and ethical marketing decisions

Recognise and address ethical dilemmas faced by marketers and develop marketing strategies and policies that are at the forefront of the wider environment, society, and governance (ESG) and sustainability agenda.



Programme impact

Data-driven decision making:

Learn how to make data-driven decisions through applied projects and simulations to examine complex marketing problems and formulate strategic solutions.

Cutting-edge marketing knowledge:

Informed by world-leading research insights grounded in contemporary strategic marketing practices.

Leadership skills:

Develop transferable skills such as managing and motivating teams, coaching and mentoring and explore your leadership and communication style.

Strategic thinking:

Design innovative marketing strategies, set objectives, monitor performance and return on investment to take advantage of market opportunities.

Self-development:

Enhance your effectiveness as a marketing professional by critically reflecting on your practice and experience.

Year 1

This programme is designed for busy professionals who need to fit their learning and professional development needs around their schedules. We teach this part-time programme intensively over weekend blocks and support these face-to-face sessions with distance learning activities.

During the face-to-face sessions, tutors use various approaches to help you develop strategic decision-making skills that enhance your marketing practice. Sessions are augmented through case study analysis, live simulations, practical exercises, and experiments.

You will be able to extend your learning further by engaging with the specialist material and key readings provided in each module.

As traditional exams rarely reflect the working world, your acquired knowledge and skills will be assessed using innovative coursework assignments working either individually or in small teams.

CORE 1

Strategic Marketing

Explore the key elements of the strategic marketing process to inform effective marketing decisions.

- Scanning and analysing the competitive marketing environment
- Understanding the marketing process
- Setting marketing objectives to create and deliver value
- Developing marketing strategies to compete in an uncertain environment
- Translating strategies into effective marketing plans

CORE 2

Decision Science

Understand customer mindset and how decisions are made from a psychological, economic and social perspective.

- Understanding the psychology of decision-making
- Examining how judgements are formed
- Detecting and contrasting decision biases
- Unpacking the mechanics of persuasion
- Designing marketing strategies to customer decisions

CORE 3

Leadership in Marketing

Explore types of leadership, learn to be agile and manage change.

- Leadership styles and marketing management
- Leading the marketing function in organisations
- Structuring marketing teams and managing marketing projects
- Budgeting and understanding financial constraints
- Assessing marketing performance



Career acceleration and coaching programme

You will have support to accelerate your career and have access to an executive level career offering, including:

- Workshops tailored to working professional needs including CV writing, getting the best out of LinkedIn and social media, interview technique, networking and job search strategies.
- 1:1 coaching with a qualified coach to discuss personal development and career action plans.
- Regular speaker events and networking with industry leaders and professionals.
- Regular events and socials across the cohort and with other executive level students at King's.

CORE 4**Insight-driven Marketing**

Analyse and derive insights from quantitative and qualitative data. Explore the latest artificial intelligence and machine learning applications for data analysis.

- Developing effective market analytics capabilities
- The market and marketing research process: methods and tools
- Embedding insights into managerial decision-making
- Tools and methods for segmenting and targeting customers in the age of big data

CORE 5**Brand Management & Communication**

Master brand management and effective communication internal and externally.

- Shaping purpose-driven brand identities
- Creating and positioning brand value propositions
- Crafting brand narratives through persuasive communications
- Brand marketing communications strategies and tools
- Digital and social media marketing communications



The executive marketing programme at Kings Business School gave me the drive, inspiration, and resources to dive deeper into how marketing works in an ever-changing global context. The varied experience of the staff – from academics leading research in their field to industry leaders with years of consulting and brand experience – kept learning dynamic and all-encompassing. Most importantly, I now walk into meetings more confidently knowing I know the theory behind the practice.

Andrew Tindall, Creative & Media Partnership Director, [System1Group.com](https://www.system1group.com)

SPECIALIST 1

Digital Marketing Technologies & Automation

Explore how the latest technological innovation in artificial intelligence and marketing automation enhances organisations' ability to create powerful digital marketing strategies.

- The strategic value of digital channels and tools
- The marketing capabilities of AI
- Information security and GDPR compliance
- Robotic process automation: feasibility, implementation and marketing

SPECIALIST 2

Innovation & Product Development

Discover how you can innovate your product portfolio. Master the product development process from product initial conceptualisation to prototyping and commercialisation.

- Nurturing an innovation culture within organisations
- Systematic approaches to creativity
- Service and product design, prototyping, testing and commercialisation
- Managing products and services lifecycles

SPECIALIST 3

Strategic Pricing Policies & Revenue Management

Explore how to set and manage pricing strategies that meet the diverse needs of customers while maximising your company's goals.

- Leveraging pricing strategies to maximise profits and shareholder value
- The psychology of pricing
- Setting and managing value-capturing pricing policies



Hands on Strategic Marketing Consultancy Project

Apply your learning on a consultancy project with an external organisation where you will develop a real marketing strategy. You will negotiate and agree the consultancy brief with an industry partner client. You will have an opportunity to demonstrate your mastery of marketing skills and develop creative, innovative and commercially sound solutions to the brief.

SPECIALIST 4**Managing Customer Value**

Learn how to develop effective and long-lasting relationships with customers that maximise sales efforts, satisfaction and loyalty.

- Customer acquisition and retention strategies
- Customer lifetime value management
- Satisfaction and loyalty strategies
- Customer relationship management

SPECIALIST 5**Strategic Omnichannel Management**

Create effective customer journeys by combining physical and digital touchpoints.

- Digital customer journeys
- Distribution channel design and coordination
- Managing channel conflicts
- Integrating digital and physical channels
- Retailing strategies
- E-commerce

SPECIALIST 6**Marketing for ESG**

Examine the relationship between marketing and important ESG (Environment, Society, and Governance) issues.

- Developing industry-leading responsible marketing strategies
- Respecting customer diversity and developing inclusive market offerings
- Transparency and accountability of ESG policies

Next steps**Entry requirements**

The programme is designed for people with at least four-years of relevant full-time work experience currently employed or self-employed in a relevant role, organisation and industry with an undergraduate degree of 2:1 minimum in any discipline.

Exceptions may be granted on a case-by-case basis based on relevant professional experience or professional qualifications.

Do not hesitate to contact us to discuss your background and goals.

**Book a consultation**

If you would like any further information on the programme or to book a consultation, please complete the form at:

[kcl.ac.uk/business/executive-education/masters/](https://kcl.ac.uk/business/executive-education/masters/executive-msc-strategic-marketing#Form)

[executive-msc-strategic-marketing#Form](https://kcl.ac.uk/business/executive-education/masters/executive-msc-strategic-marketing#Form) and a member of the team will contact you to discuss your requirements.

**Application**

Apply on our King's Apply website: apply.kcl.ac.uk



For more information about the programme, please visit:

kcl.ac.uk/business/executive-education/masters/executive-msc-strategic-marketing

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Design: Day 1 | **Approved by:** brand@kcl.ac.uk, March 2023

This brochure was produced in March 2023. Although it was up-to-date at the time it was produced, please make sure you check our website (kcl.ac.uk) or contact us directly for the very latest information before you commit yourself to any of our courses.