

Marketing MSc, PG Dip, PG Cert (Distance Learning)

Year of entry: 2019

Duration: MSc – 2 years, PG Dip – 16 months, PG Cert – 8 months

Study mode: Part-time 100% online, distance learning

kcl.ac.uk/study/postgraduate/taught-courses/marketing-msc.aspx



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Our Marketing programme seeks to provide a high quality, postgraduate level research-based education in marketing in a highly challenging intellectual environment. The programme is research/theory driven and will develop both critical and analytical capabilities. This innovative 100% online distance learning course will equip you with the essential skills you need to start or progress your career in marketing.

Key benefits

- The course aims to develop practical skills and maximise employability. Students will evaluate case studies and be presented with a range of qualitative and quantitative data to assess.
- Fit your studies around your work and life commitments. You can achieve your aspirations without taking a career break.
- Six intakes per year for maximum flexibility.
- Access world-class teaching and excellent student support, from anywhere in the world without leaving home.
- King's College London's online courses offer the same rigour as on-campus courses.

Course details

You will acquire subject-specific and professional marketing skills that you could easily integrate into any organisation's marketing activities. Through the online classes, exercises and activities, you will be able to audit markets, undertake market strategic assessments, select the most appropriate options, then apply the chosen strategy tactically and be able to assess success or otherwise and take appropriate actions. As the programme progresses you will be able to make informed advice as to which areas of marketing suit you best (e.g. marketing analytics or communications or more of a generalist area). You will also be given guidance as to how to access career and professional development.



Teaching

This course has been designed specifically for a 100% online audience. It uses a range of interactive activities to support learning, including discussion forums, online readings, interactive lectures, videos and online tutorials.

Students are expected to undertake approximately 22 hours of study per week. In addition to the online learning resources designed specifically for this course, students will have access to King's College London's Library Services, electronic resources, supportive online tutors and student support services.

Typically, one credit equates to 10 hours of work.

Assessment

Students on this course are assessed through a combination of written coursework and online examinations. The assessment methods may vary between modules, but each module will include one or more of these methods.

The study time and assessment methods detailed above are typical and give you a good indication of what to expect. However, they may change if the course modules change.

Regulating body

King's College is regulated by the Office for Students.



Course structure

Courses are divided into modules. You will normally take:

MSc – modules totalling 180 credits
 PG Dip – modules totalling 120 credits
 PG Cert – modules totalling 60 credits

MSc

Required modules

You are required to take:

- Consumer Behaviour (15 credits)
- Research in Marketing (15 credits)
- Marketing Theory & Practice (15 credits)
- Marketing Strategy & Planning (15 credits)
- Digital Marketing (15 credits)
- Marketing Analytics (15 credits)
- Services in Marketing (15 credits)
- Marketing Communications (15 credits)
- B2B Marketing (15 credits)
- Brand Management (15 credits)
- Sustainability & Ethics (15 credits)
- International Marketing (15 credits)

PG Dip

Required modules

You are required to take:

- Consumer Behaviour (15 credits)
- Research in Marketing (15 credits)
- Marketing Theory & Practice (15 credits)
- Marketing Strategy & Planning (15 credits)

You are also required to take 4 of the following modules:

- Digital Marketing (15 credits)
- Marketing Analytics (15 credits)
- Services in Marketing (15 credits)
- Marketing Communications (15 credits)
- B2B Marketing (15 credits)
- Brand Management (15 credits)
- Sustainability & Ethics (15 credits)
- International Marketing (15 credits)

PG Cert

Required modules

You are required to take:

- Consumer Behaviour (15 credits)
- Research in Marketing (15 credits)
- Marketing Theory & Practice (15 credits)
- Marketing Strategy & Planning (15 credits)

King's College London reviews the modules offered on a regular basis to provide up-to-date, innovative and relevant programmes of study. Therefore, modules offered may change. We suggest you keep an eye on the course finder on our website for updates.



Location

This course is delivered 100 per cent online through the King's College London Distance Learning Portal.

Fees and funding

Please see your Marketing MSc, PG Dip and PG Cert offer letter and the King's College London Terms and Conditions, for details of your tuition fees and terms of payment.

The tuition fees for this Masters, PG Dip and PG Cert consist of 12/ 8/ 4 modular fee payments respectively, details of which are available on the course page.

Fees are due just prior to the commencement of each module. To accept your place on the course you will need to pay a deposit covering your first module.

Module fees may also be subject to an annual increase each September. Please visit the fees and funding section of our website for information.

Please note: Current regulations allow some students to pay UK tuition fees on the basis of their EU citizenship or residency. Until these eligibility criteria are changed, the EU tuition fee will remain the same as the UK tuition fee.

For further information, please visit the fees and funding section of our website: kcl.ac.uk/study/postgraduate/fees-and-funding/index.aspx

Deposit

Fees are due just prior to the commencement of each module. To accept your place on the course you will need to pay a deposit covering your first module. In addition, there is a non-refundable application fee of £50.

Additional costs/expenses

You need to ensure that you have reliable access to a PC, laptop or tablet connected to the internet. Office 365 software and an email address will be provided free of charge to all students by the King's College London IT services.

In addition to your tuition fees you can also expect to pay for:

- books, e-books or articles
- library fees and fines
- printing documents and making photocopies
- membership fees for joining societies
- graduation ceremonies or related services.

Disclaimer

Although this PDF was up-to-date at the time it was produced, please make sure you check our website or contact us directly for the very latest information before you commit yourself to any of our courses:

kcl.ac.uk/study

Contact us

+44 (0)20 7836 5454

