The Chester MSc in Marketing Management

Manage your future with the Chester MSc

1 year full-time
2 years part-time
Take your career to the next level with the Chester MSc in Marketing Management

Do you want to take the next step to a brighter future as an experienced marketing professional? Whether you are a new graduate looking to move up to the next level of study, or are coming from industry, our MSc in Marketing Management will give you the skills to realise your potential in the dynamic global field of marketing.

Your marketing focus will sit alongside the development of all-round management skills to give you an ability to influence all aspects of a business and its people.

Our MSc aims to build your abilities to be innovative, dynamic and manage change through creative thinking and to become a key contributor to improving business performance.

Taking only a year to complete full-time, and taught by our highly qualified subject specialists, the MSc in Marketing Management offers the ideal stepping stone from undergraduate study, or from the workplace, to becoming a marketing professional with an understanding of global business principles. This is especially so if you are coming from a non-business related degree, or job and we welcome graduates and professionals from all disciplines.
Develop your potential

Our MSc will give you the professional edge to become a successful manager able to take on the challenges of today’s competitive business arena. Taught by experienced academics and industry experts; you will sit alongside peers from a range of industries across the globe. You’ll enjoy a stimulating learning environment which will help you nurture your skills and understand marketing from a wide range of viewpoints and experiences.

Why Choose the University of Chester Business School?

The MSc in Marketing Management is studied at our world-class business school on the banks of the River Dee in the heart of Chester. Its historic connections to Sir Winston Churchill, General Eisenhower and General De Gaulle, make it the ideal place for you to become one of the strategic decision makers and managers of the future. With a bespoke Postgraduate Study Centre and state of the art learning-zones, it offers excellent facilities for you – a multi-million pound investment has guaranteed it!
Manage your future with our MSc

Our careers and employability team aim to give you the competitive edge to make you the main candidate in the jobs market. They will assist you with mock interviews, enhance your CV, and help you with covering letters.

The MSc in Marketing Management aims to help you in a wide range of careers. On completion, many of our past students have progressed into middle management roles in a variety of industries, including telecoms, retailing, engineering and manufacturing, banking, as well as public and not-for-profit sectors. The course provides fantastic opportunities for those considering careers in digital marketing, brand management, and marketing communications both in the UK and internationally.

The Chester Experience

Not only will you enjoy the on-campus facilities, but you’ll be just five minutes from the breath-taking City of Chester where you can soak up its rich cultural heritage and sense of history. You will also be close to the larger cities of Liverpool and Manchester as well as the stunning scenery of the North Wales coast and mountains just a short journey away.

Chester is home to global businesses such as KPMG, Bank of America, Airbus and Royal Bank of Scotland, and our close industry links will provide you with a privileged insight into some of the world’s most successful businesses.

Entry Requirements

A minimum of a 2:2 honours degree in any discipline or the equivalent. Applicants with non-standard qualifications will be considered for entry and each application will be considered on its own merit.

Two intakes are offered per year in October and January.

“I have good memories of my time as an undergraduate and think highly of the lecturers and teaching. My tuition fees are also lower because I have already been a student here. I love marketing, and now, for my career I need the management knowledge, to support this.

I am the Secretary General of the Chinese student and scholars association (CSSA, Chester). I feel the international students bring their diverse cultures into the University and with all the social events, the international community has become a big family!”

Buyu Shen, from China and studying MSc Management with Marketing
Global Companies are based on the doorstep.

14,000 students from 110 countries have passed through our doors in the last five years.

91% of our students agreed that staff are enthusiastic about what they are teaching.*

Why did you choose the MSc?
I previously studied Computer Science at Chester and wanted a course to prepare me further for a management role.

What do you enjoy about the programme?
Learning about the different cultures and how they can determine what markets are in the area due to how they differ country to country. Also the marketing communications are interesting to learn about relating to how products are advertised to different people depending on what they are.

The amount of research skill that can be learnt can be transferable and used in day to day life. Also making friends from overseas that you never thought you would meet is great and is a real inspiration to turning up every day.

The facilities are great with a range of different rooms and campuses where you can access all the materials. The library function is great online and you can reach a wide variety of journals.

Do you find studying with different nationalities enhances your learning?
Yes, it brings a different range of thoughts to the class room, not just from the same country, especially when comparing different cultures as they can bring a first class experience which is much different to the opinions that come across online.

Has the programme given you more confidence to go for your dream job?
Being provided with a different skill set from undergraduate has allowed me to develop my self-confidence whilst developing my academic side further.

I hope to gain a gain a role in management either in retail, or a role within marketing communications.

What do you think of the city of Chester?
It is a small, friendly city with plenty of opportunities to get part time jobs to help fund yourself though studies. Nowhere is too far to walk during the day or the night.

Are you involved in any clubs or societies?
As part of the hockey team I’ve met loads of different people from different backgrounds. Being in a society can really help you settle down into University life and make your best friends whilst playing the sports you love.
In keeping with the mission statement of University of Chester and the Faculty’s commitment to widening access and participation, the Faculty of Business and Management offers a flexible entry system for mature students, and for students who possess non-standard entry qualifications.

The University of Chester is committed to the active promotion of equality of opportunity. Applications are particularly welcome from those groups currently under-represented in higher education. For a copy of our diversity and equality policy in admissions, please contact us at enquiries@chester.ac.uk

This document is available in larger formats upon request. Please email enquiries@chester.ac.uk for further details.