



MADE  
FROM  
MORE

# Marketing Management MSc



[www.dmu.ac.ae](http://www.dmu.ac.ae)



## Why choose De Montfort University

Founded in 1870, De Montfort University (DMU) Leicester has grown into a global institution with 26,000 students and 2,600 staff. Our passionate and enthusiastic lecturers have excelled in the National Teaching Fellowship awards – the most prestigious awards for excellence in higher education. Our academics have industry experience, and our researchers have made a real difference in people's lives.

Our courses embed employability in their curriculum, and our research feeds into students' learning. DMU Leicester has been ranked in the top 20 universities for graduate prospects in The Sunday Times Good University Guide 2020. Previous DMU graduates have gone on to win Oscars and work with organisations such as the BBC, HSBC, Nike, BMW and the NHS. At DMU Dubai, we welcome students from all backgrounds and are proud to offer the perfect combination of award-winning teaching, excellent facilities and a fantastic student experience.

## Schools and Departments

All De Montfort University (DMU) students belong to one of our four faculties. Each faculty delivers a wide range of courses to students, oversees world-changing research, and fosters enviable commercial links that inform our teaching and ensure DMU courses are relevant to modern employers.

**The Faculty of Business and Law** delivers a wide range of undergraduate and postgraduate courses, including accounting, law, politics, marketing and business studies, designed with employability in mind.

### Education 2030

We want to ensure you have the best learning experience possible and a supportive and nurturing learning community. That's why we're introducing a new block model for delivering the majority of our courses, known as Education 2030. This means a more simplified timetable where you will study one subject at a time instead of several at once. You will have more time to engage with your learning and get to know the teaching team and course mates. You will receive faster feedback through more regular assessment, and have a better study-life balance to enjoy other important aspects of university life.



## Course overview

The MSc Marketing Management degree programme enables students to learn, develop, and apply a marketing professional's best-practice skills and knowledge to a range of relevant commercial work environments, utilising marketing objectives, strategy, and tactics. The research and contextual-based learning enable students, either new to marketing or experienced at an undergraduate level, to understand and apply management-level marketing practices globally.

Each subject area has been formed from input and involvement with live businesses and agencies so that students can learn the latest commercial practices and academic thinking in the modern digital landscape. Assessments are live industry situations with companies, so students can graduate with real-life experience of putting theory into practice, which helps with employability.

Students will be able to deepen their understanding of marketing management through exposure to real-world marketing challenges, the latest digital media and platforms, and developing campaign strategies and tactics. They will also have an opportunity to broaden their expertise in strategic marketing decision-making to gain a leadership position in marketing. Students will face a final challenge to their marketing expertise in the form of a dissertation or marketing consultancy project.

## Key features

- Develop professionally and personally during the course, which will help you gain an advanced understanding of the critical issues and themes in Marketing Management and place you in a solid position to embark on a career in this profession.
- Marketing Management authentic assessments are used to introduce a live, contemporary application for marketing theory in practice (and used in a LinkedIn profile). The Marketing Consultancy Project module is an alternative to the dissertation and allows you to work on a real-life project.
- The optional Digital Marketing Strategy module will equip you for the digital world by introducing you to various digital marketing technology and platforms used in different marketing and industry situations.
- The programme leaders are experienced professionals who ensure students receive a high-quality education. They are readily available to answer any questions or concerns students may have regarding the accreditation process or the course content.
- DMU Dubai students can now benefit from the Industry Advisory Board, which comprises leading experts and professionals at the enterprise level. The board provides valuable insights and guidance to ensure the curriculum remains relevant and current with industry trends and demands.

# Teaching and assessments

Modules include formal lectures, tutorials, workshops and interactive sessions.

## Full-time option

For the full-time option you should be prepared to devote approximately 38 hours a week to your studies. You will typically have up to 14 hours contact hours of teaching most weeks for semester 1 and 2. Teaching is through a mix of lecturers, tutorials, seminars and lab sessions and the breakdown of these activities is shown in each module description.

You may also have some scheduled meetings with your programme leader, personal tutor, and/or careers throughout the year to discuss your academic progress and personal development.

**Self-directed study:** In order to prepare for, and assimilate, the work in lectures and seminars you will be expected to make regular use of our on-line resources, participate in classroom discussions including on our virtual learning environment (VLE) and engage in personal study, revision and reflection for approximately 24 hours per work during semester 1 and 2.

In semester 3, you will undertake independent research for your dissertation (or In-company project), and again should typically allow around 38 hours per week for this. You will be allocated a dedicated academic supervisor to support you, who you will be able to contact on a regular basis.

## Part-time option

For the part-time option you should be prepared to devote approximately 19 hours a week to your studies. You will typically have up to 7 hours contact hours of teaching most weeks. Teaching is through a mix of lecturers, tutorials, seminars and lab sessions and the breakdown of these activities is shown in each module description.

In addition each module provides a surgery hour each week available for individual consultation with the lecturer. You may also have some scheduled meetings with your programme leader, personal tutor, and/or careers throughout the year to discuss your academic progress and personal development.

**Self-directed study:** In order to prepare for, and assimilate, the work in lectures and seminars you will be expected to make regular use of our on-line resources, participate in classroom discussions including on our virtual learning environment (VLE) and engage in personal study, revision and reflection for approximately 12 hours per work during teaching weeks.

Once you have completed all the taught modules, you will then undertake independent research for your dissertation (or In-company project), and should typically allow around 19 hours per week for this. You will be allocated a dedicated academic supervisor to support you, who you will be able to contact on a regular basis.

## Entry criteria

- Applicants will typically hold an undergraduate degree with a minimum pass of 2:2 or equivalent overseas qualification
- Professional qualifications deemed to be of equivalent standing will be considered on an individual basis.
- Work experience is not a requirement. However, applications from those without formal qualifications but with significant professional experience in the relevant field will be considered individually.

<b>Course</b>	<b>Marketing Management</b>
<b>Award</b>	<b>MSc</b>
<b>Duration and Mode</b>	<b>1 year full-time/2 years part-time</b>
<b>Delivery</b>	<b>Evening</b>
<b>Intake</b>	<b>January/September</b>
<b>Annual Fees</b>	<b>AED 89,250 (including 5% VAT)</b>
<b>Scholarships and flexible payment plans available</b>	

## Course modules



More info

### Block 1

Contemporary Marketing Practice

### Block 2

Strategic Brand Management

### Block 3

Integrated Marketing Communications

### Block 4 One of the following:

Digital Marketing Strategy

Consumer Experience and Behaviour

### Block 5 & 6 One of the following:

Marketing Dissertation

Marketing Consultancy Project

\*All modules are indicative and based on the current academic session.

## English requirements

If English language was not the medium of instruction in your previous academic qualification an IELTS score of 6.0 or equivalent when you start the course is essential.

Students with other qualifications may also be considered. Please scan the QR code or contact Admissions Office for details.



Enquire Now



**Prof. Katie Normington**  
Vice-Chancellor  
De Montfort University



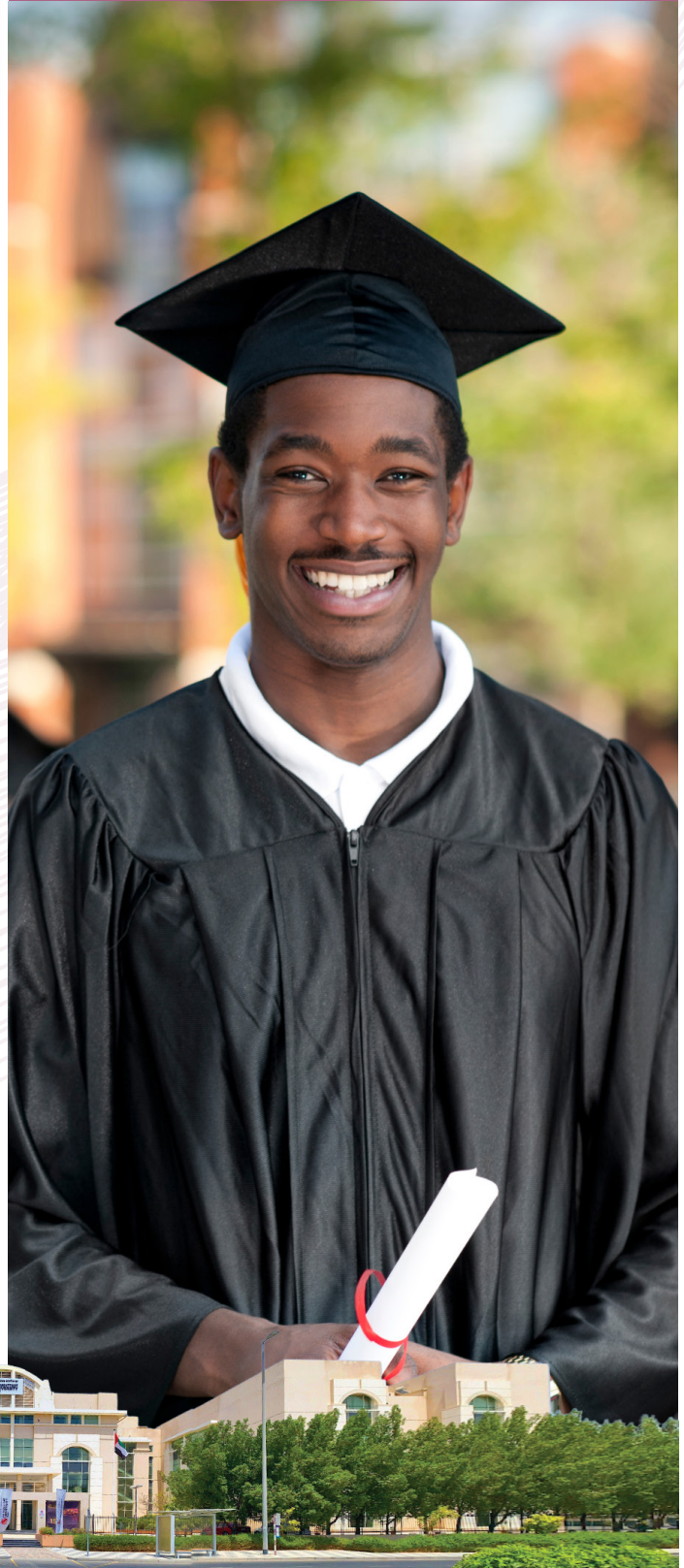
**Simon Bradbury**  
Pro Vice-Chancellor International  
De Montfort University



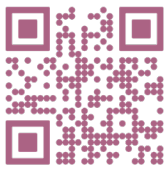
**Prof. Michael Gallimore**  
Head of Campus  
De Montfort University Dubai

## Marketing Management Graduate careers

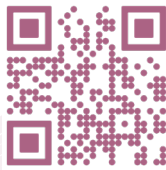
Graduates from the course can pursue successful careers in large multinational organisations and medium-sized entrepreneurial businesses, typically in roles such as product development, brand management, digital marketing, marketing communications, market research, customer service management, e-marketing and sales.



Career support



Scholarships



Enquire Now

**De Montfort University Dubai**  
Dubai International Academic City  
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**DMU Dubai Admissions Office is open from  
Monday to Saturday 9am to 5pm**

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Virtual Tour

