

# Online MSc Global Marketing

Drive your career forward with a  
CMI-accredited degree.



# **Table of contents**

<b>Programme need-to-knows</b>	<b>3</b>
<b>Programme excellence</b>	<b>4</b>
<b>Programme advantages</b>	<b>5</b>
<b>Programme outcomes</b>	<b>6</b>
<b>Programme curriculum</b>	<b>7</b>
<b>Programme modules</b>	<b>8</b>
<b>Programme entry requirements</b>	<b>10</b>
<b>Programme leaders</b>	<b>11</b>
<b>Programme support</b>	<b>12</b>

# **Your programme need-to-knows**



## **Start date**

January, March, June, and September

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## **Study mode**

Online

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## **Duration**

1 year full-time, 2 years part-time

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## **Credits**

180

# **Shape your future at a world-class institution**



**London's #1 modern university**

(Times Good University Guide, 2022)



**Top 10 for postgraduate satisfaction**

(Postgraduate Taught Experience Survey, 2023)



**Silver in 2023 Teaching Excellence Framework**

(Teaching Excellence Framework, 2023)



**Joint number 1 modern university in the UK for research**

(Research Excellence Framework, 2021)



**Ranked in the top 15% of young universities worldwide**

(Times Higher Education Young University Rankings, 2024)



# **The advantage of Roehampton Online**

## **Learn how you like it.**

Grow your career, wherever you are, with our cutting-edge virtual learning platform. Gain on-demand access to course materials and resources from multiple devices.

## **Support when you need it.**

Access our dedicated support teams to answer queries quickly and feel confident throughout your learning journey.

## **Prepare for your next steps.**

Shape your educational journey to match your career objectives with our adaptable learning paths and specialised resources relevant to your future success.

# **Unlock your potential with a marketing master's**

## **Advance with an accreditation.**

Our Online MSc Global Marketing is accredited by the Chartered Management Institute (CMI), enhancing your career prospects and expanding your professional network across diverse industries and sectors.

## **Specialise your professional skill set.**

Gain fundamental digital knowledge and strategic skills, and develop core competencies to stand out in today's dynamic business landscape.

## **Turn theory into action.**

Go beyond textbook must-haves and immerse yourself in real-world scenarios and marketing challenges.

## **Expand your global perspective.**

Grow your professional network by connecting with a diverse community of like-minded peers and gaining invaluable insights into global practices from the experts themselves.

## **Future-proof your career.**

Stay ahead of emerging trends and seize new opportunities with expert guidance and the latest sector insights.



# **Our comprehensive curriculum**

Break through the noise and become a global marketing powerhouse with our CMI-accredited Online MSc in Global Marketing. On this programme, you won't just learn international strategy, you'll gain the techniques to drive them.

Dive deep into the dynamics of international markets, harness cutting-edge digital tools, and learn to build brands that cross borders and cultures. You'll be challenged to think creatively, act boldly, and drive campaigns that make an impact and stay ahead of the curve.

## **Modules:**

With Roehampton Online, learning is possible anywhere, anytime, and in any way. In this programme, you'll work through each forward-looking, research-driven module at your own pace, allowing you to balance your studies and personal commitments with ease.

You'll engage in a blend of hands-on learning and innovative assessments, applied projects, and a practical dissertation to challenge your analytical thinking and problem-solving skills to prepare you for the real world.

- Global Brand Management
- Strategic Marketing
- Digital Marketing Practice
- Financial Performance Management
- Global Strategic Management
- Leadership and Change Management
- Business Research Methods
- Dissertation or Consultancy Project

# Engaging modules at your convenience

## **Global Brand Management**

Examine the intricacies of global brand management by studying successful brand strategies and practices. Gain a comprehensive understanding of brand dynamics and the various approaches to effectively managing brands on a global scale.

## **Strategic Marketing**

Learn how global companies craft marketing strategies to deliver customer value and maintain competitive advantages in a complex, digitalised world. Apply key concepts like market orientation, segmentation, targeting, and the marketing mix to real-world scenarios in international markets.

## **Digital Marketing Practice**

Critically evaluate the purpose and design of digital marketing strategies while developing the skills needed to effectively contribute to the creation of digital marketing projects in your future career. Begin to explore how digital tools, techniques, and concepts are transforming traditional marketing practices.

## **Financial Performance Management**

Gain a thorough understanding of financial management within both domestic and international contexts. Learn to use accounting, budgeting, and other financial systems to enhance organisational performance and make informed decisions.



## **Global Strategic Management**

Navigate the complexities of international business with a focus on corporate strategy and social responsibility. Understand how sustainability practices shape international business policies, stakeholder relationships, and strategic decisions.

## **Leadership and Change Management**

Enhance your leadership capabilities and strategies for managing organizational change. This module provides insights into leading transformation initiatives and fostering adaptability, crucial for achieving positive outcomes in dynamic business environments.

## **Business Research Methods**

Learn essential research techniques for business and management. Explore different research approaches, critically evaluate factors affecting research quality, and effectively use academic literature.

## **Dissertation or Consultancy Project**

Apply your knowledge to a deep study of a specific issue in the field, consolidating your learning from the programme.





# Entry requirements

## Higher education requirements

To be eligible for our online degrees, you should hold a second-class honours degree from a recognised university. However, we also encourage non-graduates with appropriate professional qualifications and those with third-class honours degrees to apply.

## English language requirements

Our programmes are delivered in English. Non-native English speakers must demonstrate a minimum standard of English language proficiency through a valid English language qualification that is no older than two years from the date of issue.

# Your programme leaders

**Dr Alison Watson**



Professor Alison Watson is a senior academic leader specialising in leadership, sustainable development and accreditation. Formerly a Head of School at Arden University she oversaw student success and outcomes for 12,000+ students and delivered a globally recognised MBA redesign. A Principal Fellow of AdvanceHE, Chartered Manager (CMI) and Chartered Marketer (CIM), her research covers marketisation of HE, segmentation, student recruitment and e-learning, with current work on responsible leadership. She holds an MBA (Leicester) and a PhD (Teesside).

Dr. Maria Argyropoulou brings extensive academic and managerial experience to the Roehampton campus. Over the past decade, she has focused her research on entrepreneurial economics and organisational studies. Her expertise spans business development, management, innovation, leadership, information technology, strategic management, and marketing management.

**Dr Maria Argyropoulou**





## **Support from day one**

Online learning doesn't mean you have to navigate your educational and professional journey alone. We're here to help with a range of our student support services:

### **Financial support**

We're committed to helping you invest in your academic journey without overwhelming your finances, offering financial support options to accommodate your needs.

### **Technical support**

To ensure you receive a seamless online learning experience, our on-demand technical support team will be there to answer any technology-related issues or questions you have.

### **Admissions support**

Our admissions team is here to assist you at every step of the enrolment process. They're happy to answer any queries you have throughout your online journey.

### **Study support**

We offer extensive academic resources and study support services to enhance your learning and success, all available from day one.

# **Take your future further**

At Roehampton, we recognise that acquiring the right skills is essential to securing your dream career. That's why employability is central to all our online degree programmes.

Beyond the valuable knowledge gained through our modules, we offer a range of career services to further boost your chances of achieving your professional goals.

Here are just a few of the resources available to you as an online postgraduate student at Roehampton:

**CareerLink:** Our online career services tool offers CV builder support, interactive mock job interviews, volunteering and jobs directories, skills courses, and more.

**Handshake:** Roehampton's career services app of choice connects you with top employers and allows you to discover employment opportunities.

**Career advisors:** Set up an appointment with one of our career advisors to get advice on career planning, job applications, and interviews.

**On-demand webinars:** Hear from experts and gain essential insights to help you make informed decisions about your career and academic future.





University of  
Roehampton  
London

Start your  
online  
postgraduate  
journey with  
**Roehampton**

**START MY APPLICATION**

You can reach us by:  
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