



MSc

# Advanced Marketing

## Study mode

Full-time

Part-time

## Duration

12 months

24 months

Apply by: **11 September 2026**

Starts on: **28 September 2026**

## About this course

Get ready to take the next step in your career by becoming an expert in the latest marketing trends and challenges.

## Introduction

If you already have a background in marketing but would like to improve your career prospects, this course has been designed to deepen your knowledge and meet the growing demand for specialists in advanced areas within the field.

The programme will introduce you to new cutting-edge areas vital to excel in an increasingly digitalised and competitive market, such as design thinking, data driven marketing and advanced research methods.

After successfully completing your course, you will be equipped with the fundamental skills to undertake advanced marketing management within the real-world context of contemporary organisations.

To pass the programme, you need to successfully complete six 20-credit modules and a final 60-credit applied research project or dissertation.

**Please, note the structure of this programme remains subject to approval following exciting developments for our September 2025 students. This means there may be small changes to**

**its structure before launch. If you receive an offer for this programme, you will be advised of any amendments that are made prior to the start date.**

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## **Who is this course for?**

If you already have a background in marketing, but would like to access specialist and leadership roles, this programme will help develop the advanced knowledge and capabilities you need.

This course is open to those who already hold a marketing qualification or have substantial and demonstrable experience in the field.

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## **What you'll learn**

- Design thinking in marketing
  - Experiential marketing
  - Responsible marketing
  - Advanced market research methods and insights
  - Data driven marketing strategy
  - Global leadership and innovation in marketing.
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## **Accreditation**

The University of Liverpool Management School is one of an elite group of institutions worldwide to hold the gold standard 'triple-crown' accreditation from AACSB, AMBA and EQUIS.

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### **Accreditation in detail**

#### **AACSB**

AACSB Accreditation Standards require a high quality teaching environment, a commitment to continuous

improvement, and curricula responsive to the needs of businesses. This achievement means that the Management School meets specific standards of excellence. It also means it's committed to on-going improvement in delivering high quality education.

## **AMBA**

AMBA is the highest standard of achievement in postgraduate business education. MBA students and graduates, business schools and employers all recognise it as a gold standard. AMBA's rigorous criteria and assessment process ensure that only programmes that demonstrate the highest standards in teaching, learning and curriculum design; career development and employability; and student, alumni and employer interaction achieve accreditation.

## **EQUIS**

The School is also accredited by EQUIS, which is the leading international system of quality assessment, improvement and accreditation of higher education institutions in management and business administration. Institutions that are accredited by EQUIS must demonstrate not only high general quality in all dimensions of their activities, but also a high degree of internationalisation and corporate connections.

# Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

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## Semester one

During the first semester, you will undertake three compulsory 20-credit modules (60 credits in total).

## Modules

Compulsory modules	Credits
DESIGN THINKING IN MARKETING (ULMS570)	20
EXPERIENTIAL MARKETING (ULMS571)	20
RESPONSIBLE MARKETING (ULMS888)	20

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Programme details and modules listed are illustrative only and subject to change.

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## Semester two

During the second semester, you will undertake three compulsory modules of 20 credits each (60 credits in total).

## Modules

Compulsory modules	Credits
ADVANCED MARKET RESEARCH METHODS AND INSIGHTS (ULMS572)	20

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<b>Compulsory modules</b>	<b>Credits</b>
DATA-DRIVEN MARKETING STRATEGY (ULMS573)	20
GLOBAL LEADERSHIP AND INNOVATION IN MARKETING (ULMS574)	20

Programme details and modules listed are illustrative only and subject to change.

## **Final project**

You will complete your course with a final 60-credit applied research project or dissertation.

For your final project you will be supported by an academic supervisor.

- **ULMS719 Advanced Management Research**

The module offers students to the ability to demonstrate the knowledge they have learned in the taught component of their MSc programme. The module is a practical platform for students to develop business analysis and strategic decision-making skills; as well as the opportunity to demonstrate the ability to research, analyse and present information coherently in order to support a recommended course of action. The individual assignment provides students with the opportunity to carry out an in-depth investigation of a management issue relevant to their MSc programme. For this assessment students are to critically evaluate and synthesise relevant theories, models and practices of management by undertaking a detailed enquiry into a programme specific area of research by undertaking an analytical literature review by using secondary data or undertaking a consulting project or undertaking an empirical investigation.

or

- **ULMS790 Dissertation**

This module is designed to help students develop an in-depth understanding of a topic within their chosen domain of management and business and for the student to use this knowledge to analyse a management problem or issue. A preparation phase of the module is included to provide the students with the skills necessary in problem analysis and research in order that they can undertake an independent research project.

Thereafter, independent, guided study and research are used to develop both theoretical and practical critical-thinking skills, and to present research, analysis and findings. The reflective element of the dissertation gives students an opportunity to critically analyse and evaluate their experience of the learning process.

## Modules

Optional modules	Credits
ADVANCED MANAGEMENT RESEARCH (ULMS719)	60
DISSERTATION (ULMS790)	60

Programme details and modules listed are illustrative only and subject to change.

## Teaching and assessment

### How you'll learn

On our MSc Advanced Marketing, modules are taught using the latest active learning techniques.

These include using real-world case studies from the marketing industry, authentic assessment tasks that mimic organisational marketing activities, specialised software (eg Adobe Creative Cloud), interactive participation software and lecture capture.

The main forms of teaching are face-to-face lectures and seminars, supported by learning materials, such as hand-outs and presentations.

Seminars allow for a more detailed discussion of a topic under the direction of a tutor. You are usually expected to prepare work in advance for seminars, where you may be required to submit work or give presentations.

Following semester two, you will complete a dissertation with the support of an academic supervisor. This final project will deepen your knowledge, understanding and capabilities by undertaking research in a distinct area of marketing.

Teaching time accounts for an average of 10 hours per week. However, you should anticipate an additional 24 hours of self-directed study and group work per week.

### How you're assessed

To achieve your MSc qualification, you need to complete 180 credits:

- Semester One: three 20-credit modules (60 credits in total)

- Semester Two: three 20-credit modules (60 credits in total)
- Final project: 60 credits.

You must pass all the modules with a minimum grade of 50%. Subject to meeting specific criteria outlined by the University, you will graduate with a Pass, Merit or Distinction.

Assessment tasks are varied, and some may be explicitly designed to meet the learning outcomes of a particular programme of study.

You can expect to be assessed via coursework, essay, group work, (video) presentations, case studies, infographics, reports and examinations.

The weighting of individual assessment components varies across modules. You will find detailed information of this in the module specification.

## Liverpool Learning Framework

At Liverpool, we take a distinctive approach to education through the Liverpool Learning Framework. This means teaching that is engaging, inclusive and designed to help you succeed during your studies and beyond.

You'll develop specialist subject knowledge alongside the skills employers value most, including:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three Liverpool Hallmarks:

- Research-connected teaching - learning informed by the latest ideas and discoveries
- Active learning - taking part, applying knowledge and learning by doing
- Authentic assessment - assessments designed around real-world tasks and challenges

We also embed key priorities across our curriculum, including AI literacy, employability, and sustainability, helping you prepare for the future and make a positive impact in the world.

We're committed to creating a supportive and inclusive learning environment where every student can thrive.



# Careers and employability

The Management School's master's programmes have been designed from the ground up to prepare you for success in your chosen career. We have close ties with local, national and international organisations and constantly review the content of our programmes to meet the demands of top graduate employers.

You will have access to a specialist, in-house [postgraduate careers team](#) and have access to one-to-one careers guidance, workshops, seminars, and employability initiatives.

Upon completing this programme, you could apply for a wide range of marketing, management, and leadership positions in the private, public, and not-for-profit sectors in roles such as:

- Advertising Account Executive
- Digital Marketer
- Marketing Executive
- SEO specialist
- Social Media Manager

This will be enhanced by access to guest speakers from marketing practice embedded within modules, and additional training in high-level software, such as the Adobe Creative Cloud suite.

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## Career support from day one to graduation and beyond

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### Career planning

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### From education to employment

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### Networking events

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# Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

## Tuition fees

### UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year – £15,000

Part-time place, per year – £7,500

### International fees

Full-time place, per year – £32,000

Part-time place, per year – £16,000

Tuition fees are for the academic year 2026/27.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can pay your tuition fees in instalments.
- All or part of your tuition fees can be funded by external sponsorship.
- International applicants who accept an offer of a place will need to pay a tuition fee deposit.

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,858 to help with course fees and living costs.

**[Learn more about paying for your studies.](#)**

## Additional costs

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the [additional study costs](#) that may apply to this course.

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# Entry requirements

The qualifications and exam results you'll need to apply for this course.

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## Postgraduate entry requirements

We accept a 2:2 honours degree from a UK university, or an equivalent academic qualification from a similar non-UK institution. This degree should be in Marketing or a degree with at least three marketing-focused modules.

Non-graduates with very extensive professional experience and/or other prior qualifications may also be considered.

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## International qualifications

[Select your country or region to view specific entry requirements.](#)

If you hold a bachelor's degree or equivalent, but don't meet our entry requirements, a Pre-Master's can help you gain a place. This specialist preparation course for postgraduate study is offered on campus at the **[University of Liverpool International College](#)**, in partnership with Kaplan International Pathways. Although there's no direct Pre-Master's route to this MSc, completing a Pre-Master's pathway can guarantee you a place on many other postgraduate courses at The University of Liverpool.

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## English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a [majority English speaking country](#).

We accept a variety of [international language tests](#) and [country-specific qualifications](#).

International applicants who do not meet the minimum required standard of English language can complete one of our [Pre-Sessional English courses](#) to achieve the required level.

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## **IELTS**

6.5 overall, with no component below 6.0

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## **TOEFL iBT**

If you took a TOEFL test on or before 20 January 2026, you'll need 88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. If you took a TOEFL test from 21 January 2026 onwards, when a new scoring system was introduced, you'll need 4.5 overall, with 4 or above in all components. TOEFL Home Edition not accepted.

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## **Duolingo English Test**

125 overall, with writing not less than 125, speaking and reading not less than 115, and listening not below 110. For academic year 2025/26 only, we will also accept the production, literacy, comprehension and conversation score set: 120 overall, with no component below 105.

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## **Pearson PTE Academic**

61 overall, with no component below 59

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## **LanguageCert Academic**

70 overall, with no skill below 65

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## **PSI Skills for English**

B2 Pass with Merit in all bands

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## **INDIA Standard XII**

National Curriculum (CBSE/ISC) - 75% and above in English. Accepted State Boards - 80% and above in English.

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## **WAEC**

C6 or above

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## Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

### Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or [the equivalent score in selected other English language tests](#), to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

Your most recent IELTS score	Pre-sessional English course length	On campus or online
6.0 overall, with writing at 6.0 and no component below 5.5	6 weeks	On campus or online
5.5 overall, with writing at 5.5 and no component below 5.0	10 weeks	On campus or online
5.5 overall, with no more than one component at 5.0	12 weeks	Online
5.5 overall, with no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component at 4.5	30 weeks	On campus
4.5 overall, with no more than one component at 4.0	40 weeks	On campus

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course length you require.

Please see our guide to [Pre-sessional English entry requirements](#) for IELTS 6.5 overall, with no component below 6.0, for further details.

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