



UNIVERSITY OF  
LIVERPOOL

MSc

## Advanced Marketing

### Study mode

Full-time

Part-time

### Duration

12 months

24 months

Apply by: **28 August 2026**

Starts on: **21 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.

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## 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. This course offers a range of exemptions for the CIM professional qualification modules, which are highly sought by employers and will give you a significant advantage in the job market.

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.

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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.

## CIM

### Chartered Institute of Marketing (CIM)

University of Liverpool has partnered with The Chartered Institute of Marketing (CIM) to map the content of our BA Marketing, against their unique Professional Employability Criteria – a framework of behaviours, knowledges, and skills required of today's graduates.

CIM is the world's leading professional marketing body and by recognising that our BA Marketing maps to the body's recommended criteria, it ensures our students are best equipped to progress their knowledge and career.

Our BA Marketing programmes have exemptions from modules on the Level 4 Certificate in Professional Marketing and the modules on the Level 6 Diploma in Professional Marketing.

Our MSc Marketing course has a Graduate Gateway exemption from the Strategic Marketing module on the Level 6 professional qualification.

## 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.

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# 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).

**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.**

### COMPULSORY MODULES

- **ULMS570 Design Thinking in Marketing**

The aim of this module is to provide students with a critical understanding of creative problem solving contextualised within marketing and society. Based on academic principles and practical applications, this module introduces students to the fundamental building blocks of design thinking that together form feedback 'loops' between a company or service provider and their customers. Students will be introduced to an inclusive mix of different research case studies, each with their own unique 'wicked problems'. In reframing how students understand problems and solutions, the module will encourage students to create possible new directions and innovative ideas.

- **ULMS571 Experiential Marketing**

The overall aim of this module is to provide students with a critical understanding of experiential marketing in terms of academic principles and practical applications. Experiential marketing emphasises the impact of external stimuli on consumers' cognitive processes, which lead to strategies for creating long-term benefits for both suppliers and customers. Experiential marketing is relevant in business-to-consumer (B2C) and business-to-business (B2B) contexts, and both are included in this module. Academically, students will learn about the theoretical foundations of experiential marketing and current debates within the field.

- **ULMS888 Responsible Marketing**

We are living in a time where practicing marketing in a sustainable and ethical manner is vital. It is also incumbent on a management school to equip its graduates with the knowledge to engage in responsible marketing. This

module considers the nature of the relationship between marketing and society. Responsible Marketing combines theoretical reflection and practical discussion on key sustainability and ethical issues relating to marketing's role and relationship with society. Students will acquire a critical understanding of marketers' responsibilities and impact on society by exploring a range of prevailing issues and criticisms facing marketing. The module will equip students with both theoretical and practical skills that will encourage them not just to identify these criticisms, but also the drive and ability to seek solutions to the ethical and sustainable issues they will face as marketers.

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).

**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.**

- **ULMS572 Advanced Market Research Methods and Insights**

The module will cover different methods of market research including qualitative, quantitative, experimental, and alternative/artistic methods that are applied in academic and industry contexts, considering cultural, social, ethical, and technological developments. The aim is to help students draw inferences, always with a view to making better marketing decisions. Students will be able to critically evaluate how different methods of market research might be applied to address specific challenges and what their strengths and weaknesses are. The module will enable students to critically appraise the process of generating intelligence through data collection, analysis, interpretation, and presentation of findings. Finally, the module will provide students with the knowledge and skills to evaluate how different research methods are located within wider philosophies and theories of marketing.

- **ULMS573 Data Driven Marketing Strategy**

In today's business landscape, leveraging data has become essential for effective decision-making in marketing. Recent surveys of Chief Marketing Officers (CMOs) reveal that customer insights are now considered among the firm's most valuable assets. As a result, data-driven marketing strategy and

analytics have emerged as indispensable functions, guiding companies toward more informed and impactful actions.

This advanced module, designed for students with a marketing background, emphasises the importance of a systematic and analytical approach to marketing strategy. Through a blend of marketing principles and data-driven techniques, students will learn to analyse customer responses to marketing strategy—among other methods, by evaluating user-generated content—and derive actionable insights. With hands-on case studies and practical applications, students will apply data-analytic techniques to solve real-world marketing challenges in a structured, evidence-based manner. While prior marketing knowledge is assumed, no advanced quantitative skills are required; students will work with statistical concepts and pre-supplied coding to perform analyses on large datasets, developing the skills to support strategic decision-making in today's data-driven marketing environment.

- **ULMS574 Global Leadership and Innovation in Marketing**

In an increasingly interconnected and digitalised global marketplace, innovation and leadership have become essential drivers of successful marketing practices. This module examines the role of marketing leaders in C-suite positions at organisational levels such as Chief Marketing Officer (CMO); Chief Innovation Officer (CIO); and Chief Experience Officer (CXO) as agents of change, navigating the complexities of diverse cultural contexts, disruptive technologies, and rapidly shifting consumer behaviours in global environments. Students will explore the strategic implications of global marketing innovation, focusing on the tools, technologies, and frameworks that offer strategic solutions to complex marketing problems and shape high-impact, agile, and entrepreneurial marketing organisations.

The module emphasises the importance of a global perspective, ethical considerations, and adaptive strategies in marketing practices, preparing students to lead innovative and entrepreneurial marketing efforts that not only respond to, but also anticipate, major social, economic, and technological changes. Through case studies, industry insights, and practical applications, students will develop leadership, critical thinking, and problem-solving skills necessary to drive transformation and growth in today's dynamic, globalised economy.

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

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## **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.

- **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.

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

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## 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 Hallmarks**

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic

knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning
- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

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# 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.

Graduates, within twelve months of completing the programme, commonly move into positions such as:

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

Your learning experience will also be enriched by guest speakers from industry integrated into the modules, alongside advanced training in professional software such as the Adobe Creative Cloud suite.

Graduate outcomes are strong, with 93% of graduates employed within six months of completing the programme. Recent alumni have secured roles with employers including Amazon, Riverside, Grace Media, and Tata Motors. Employment locations span Liverpool, London, other parts of the UK, and internationally in countries such as France and India.

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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 – £14,000

Part-time place, per year – £7,000

### International fees

Full-time place, per year – £30,000

Part-time place, per year – £15,000

Fees stated are for the 2025/26 academic year. Tuition fees for the academic year 2026/27 will be announced soon.

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 £12,167 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**

88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. 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.

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## 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 no component below 6.0	6 weeks	On campus
6.0 overall, with no component below 5.5	10 weeks	On campus and online options available
6.0 overall, with no more than one component below 5.5, and no component below 5.0	12 weeks	On campus and online options available
5.5 overall, with no more than one component below 5.5, and no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component below 5.0, and no component below 4.5	30 weeks	On campus

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Your most recent IELTS score	Pre-sessional English course length	On campus or online
4.5 overall, with no more than one component below 4.5, and no component below 4.0	40 weeks	On campus

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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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