UNIVERSITY OF LIVERPOOL

MSc

Marketing

Study mode	Duration	
Full-time	12 months	Apply by: **17 September 2027**
Part-time	24 months	Starts on: **27 September 2027**

About this course

Become a fully-fledged marketer with our top ranked Marketing MSc, and progress towards achieving a highly valued Chartered Institute of Marketing's (CIM) professional qualification.

Introduction

Please note, if you're applying for January 2027 entry, your course welcome starts on 25 January 2027. Teaching starts on the 1 February 2027.

The MSc in Marketing at the University of Liverpool offers a competitive edge with exemptions from CIM professional qualification modules and is ranked among the top 60 master's in marketing worldwide.

Designed for aspiring marketing professionals, the programme equips our students with strategic insight, practical skills, and real-world experience through case studies and collaborations with public and private sector organisations. Covering contemporary marketing issues such as data-driven strategies, consumer engagement, and campaign planning, the course also features guest lectures from industry experts.

Our graduates emerge as well-rounded, effective marketers capable of strategic decision-making and solving real-world marketing challenges, completing six modules and a final

applied research project or dissertation.

Who is this course for?

If you have not previously studied marketing in great depth but want to pursue a marketing career, this is the ideal programme for you. This course is open to those who already hold a degree in any discipline and assumes no prior knowledge of marketing.

If you already hold a first degree in marketing we recommend you to consider the MSc Advanced Marketing instead.

We also offer specialist marketing programmes in the following areas:

- Digital Marketing and Analytics MSc
- Tourism Marketing and Analytics MSc.

What you'll learn

- Marketing management
- Research methods in practice
- Relationship marketing
- Critical perspectives on consumption
- Marketing strategy and analytics
- Integrated marketing communications.

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.

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.

Semester one

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

Modules

Compulsory modules	Credits
MARKETING MANAGEMENT (ULMS575)	20
MARKETING RESEARCH IN PRACTICE (ULMS576)	20
RELATIONSHIP MARKETING (ULMS581)	20

Programme details and modules listed are illustrative only and subject to change. As part of our commitment to continuous improvement, we are currently reviewing all of our programmes. This may include refining study pathways, strengthening links with employers, integrating generative AI, developing students' research skills, and enhancing alignment with our research strengths. The course content currently shown on this page reflects the programme as it ran for students beginning in September 2026. This page will be updated for students beginning in September 2027 by Friday 30th April 2027 at the latest.

Semester two

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

Modules

Compulsory modules	Credits
CONSUMER BEHAVIOUR (ULMS577)	20
MARKETING STRATEGY AND ANALYTICS (ULMS578)	20
INTEGRATED MARKETING COMMUNICATION (ULMS582)	20

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Final project

During the final project, you are required to select one module from the following list.

- ULMS790 Dissertation

or

- ULMS719 Advanced Management Research

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

Modules

Optional modules	Credits
ADVANCED MANAGEMENT RESEARCH (ULMS719)	60

Optional modules	Credits
DISSERTATION (ULMS790)	60

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Teaching and assessment

How you'll learn

Our Marketing MSc is delivered via online material, lectures, tutorials, practical tasks, interactive activities, case studies and project work.

Lectures will provide you the main of concepts, principles and theories around data-driven marketing.

You will then apply what you have learned during the lectures in practical sessions focused on real-life case studies, involving group or individual work.

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 data-driven 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.

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Careers and employability

Programme graduates should have enhanced access to a wide range of marketing positions within both private and public sector organisations. The content and delivery of the programme will also equip them to be intelligent consumers of marketing information should they take up more general management positions.

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 from our MSc Marketing course have secured jobs with companies such as:

- Deloitte
- Lush Ltd
- Shanghai Pudong Development Bank
- Marketing Edinburgh

In roles such as:

- Marketing Executive
- Business Development and Marketing Representative
- Social media and events coordinator
- Marketing Assistant
- Sales and Marketing Executive

Career support from day one to graduation and beyond

Career planning

From education to employment

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 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 £13,206 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. You can find information on the general and subject-specific costs you could expect to incur on our study costs webpage.

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Entry requirements

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

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 can be in any subject discipline (excluding Marketing).

International qualifications

Select your country or region to view specific entry requirements.

Many countries have a different education system to that of the UK, meaning your qualifications may not meet our entry requirements. Completing your Foundation Certificate, such as that offered by the University of Liverpool International College, means you're guaranteed a place on your chosen course.

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.

IELTS

6.5 overall, with no component below 6.0

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.

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.

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 65

PSI Skills for English

B2 Pass with Merit in all bands

INDIA Standard XII

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

WAEC

C6 or above

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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