



UNIVERSITY OF
LIVERPOOL

MSc

Tourism Marketing and Analytics

Study mode

Full-time

Duration

12 months

Apply by: **28 August 2026**

Starts on: **21 September 2026**

About this course

The global tourism industry's recovery post-pandemic, coupled with advancements in digital marketing and analytics, is driving demand for professionals equipped with both marketing acumen and analytical skills in the tourism sector. With our new MSc Tourism Marketing and Analytics, you will develop a master's level understanding of the international tourism industry and the knowledge and skills needed to excel in it.

Introduction

This specialised programme provides a strong foundation in both marketing and analytics, preparing you for strategic roles in the tourism industry. It combines the key concepts of marketing management, including consumer behaviour, digital marketing strategies focussed on tourism and brand management, and advanced data analytics. 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.

You will analyse data through real-life case studies and practical examples from various sources such as website visits and booking patterns. In doing so, you will understand how tourism businesses gain valuable insights into customer preferences and behaviours. You will also learn how to tailor marketing strategies effectively, target specific customer segments and personalise messaging and offerings.

An essential part of your professional development is gaining prowess in using relevant analytical tools and techniques. You will discover how tourism businesses optimise their marketing campaigns by measuring key performance indicators (KPIs)

to understand how they allocate resources efficiently, identify areas for improvement and maximise their marketing efforts.

Who is this course for?

This MSc programme is ideal for those looking to advance their careers in tourism marketing, consultancy, or management roles, leveraging data-driven insights to drive business growth and innovation.

What you'll learn

- Understand how tourism businesses may optimise marketing campaigns by measuring key performance indicators (KPIs).
 - Understand how tourism focused firms may allocate resources efficiently, identify areas for improvement, and maximize the impact of marketing efforts.
 - How to analyse data using cases studies and examples from various sources such as website visits, social media interactions, and booking patterns.
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Accreditation

The University of Liverpool Management School (ULMS) 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

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.

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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

Please note the structure of this exciting new programme remains subject to approval and there may be small changes 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

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

COMPULSORY MODULES

- **ULMS575 Marketing Management**

This module provides a comprehensive exploration of marketing management, encompassing both core concepts and contemporary service marketing principles. Students will engage with marketing as both a business function and a business philosophy, develop critical academic skills, and examine current trends that impact customer experiences and service quality. The syllabus combines theoretical knowledge with practical applications, preparing students for strategic roles in marketing.

- **ULMS576 Research Methods in Practice**

This module immerses students in the practical and theoretical aspects of marketing research, focusing on how data informs strategic decisions in marketing contexts. It is designed to provide students with robust skills in market research methodologies, data analysis, and data storytelling. Throughout the module, students will engage with real-world companies to gain hands-on experience and produce actionable insights, preparing them for professional roles across sectors such as digital marketing, tourism, retail, and data analytics.

- **ULMS585 Managing Tourism Resources**

This module examines the strategic management of tourism resources, with a dual focus on environmental sustainability and people-focused resources. Through case studies and practical applications, students will explore environmental resource management approaches that seek to balance tourism growth with ecological and social sustainability. Innovation, sustainability, and stakeholder engagement will be critiqued as foundational elements for resource management in tourism.

Exploring people-focused resources, this module offers a focus on diversity and inclusion in the industry. Students will explore the diverse nature of the tourism workforce and examine how factors such as gender, race, disability, age, religion and sexual orientation impact organisational dynamics and marketing practices. The benefits that diversity brings to both employees and employers will be considered in terms of how inclusive workplaces improve team performance and enhance customer satisfaction. Topics include an overview of the legal and sociological frameworks underpinning diversity and inclusion, practical policies and practices that foster inclusivity, and critical concepts such as stereotyping, unconscious bias, and discrimination. Concerns for the impacts of tourism cannot be fully understood without reference to economics, geography and planning. Similarly, studies of diversity and inclusion will draw upon human resource management literature. Consequently, an inter-disciplinary approach will be adopted and the inter-relationships explored.

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

Semester two

Please note the structure of this exciting new programme remains subject to approval and there may be small changes 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

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

- **ULMS586 Destination Marketing and Branding**

This module aims to provide students with an advanced understanding of how destinations are marketed and branded in order to attract tourists and build international recognition. Students will critically explore key theories in place and destination marketing and branding, and destination image; and also develop their knowledge of digital technologies and stakeholder engagement. By the end of the module, students will be equipped with both theoretical knowledge and practical tools to develop comprehensive destination marketing and branding strategies, adapting to global trends, cultural sensitivities, and unexpected events such as crisis situations.

- **ULMS578 Marketing Strategy and Analytics**

In the modern business world, companies increasingly rely on marketing data to make decisions. According to a recent survey of CMOs (Chief Marketing

Officers), customer insights rank among the most important knowledge assets of the firm. In this context, modern marketing strategy and analytics have assumed their well-deserved position as a critical business function. The objective of the course will be to show the benefits of using a systematic and analytical approach to marketing. This module is designed to educate students on the use of marketing strategy principles as well as social media analytics to analyse customer responses to firms' current marketing programmes and online activities and derive recommended actions. A particular focus will be on generating customer/consumer insights from social media and product reviews. Students will also use and execute data-analytic techniques and case studies to critically understand how to solve marketing strategy problems in a scientific and process-driven manner. In this module, students will work with real-life data sets and cases, e.g., Company data, online reviews about a brand, and develop an in-depth understanding of statistical software. Students will be introduced to statistical concepts and coding principles.

- **ULMS577 Critical Perspectives on Consumption**

A critical understanding of consumers is central to the business of marketing strategy. This module moves beyond the traditional focus and the act of buying (buyer behaviour), to focus on having and being as fundamental processes in value formation. Consumer behaviour in this regard is more than buying, it also embraces the study of how having (or not having) things affects our lives, and how our possessions influence the way we feel about ourselves and each other. We will provide students with the knowledge and skills to understand the consumer, their aspirations, their behaviours and their needs. Building on students' fundamental knowledge of marketing, this module will provoke critical thinking around consumption. As organisations are becoming increasingly engaged in addressing the global challenges of creating a more sustainable and just society for present and future generations, students will develop their critical understanding of ethical concerns in relation to responsible marketing, and the ethics of consumption. It provides an opportunity for students to consider alternative approaches to the study of marketing and consumption, preparing students to become responsible marketers and global citizens.

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

Final project

Please note the structure of this exciting new programme remains subject to approval and there may be small changes 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

Choose one:

- **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.

Teaching and assessment

How you're assessed

Students are required to complete 180 credits to achieve a full MSc.

Subject to meeting specific criteria outlined by the University, students will graduate with a Pass, Merit or Distinction.

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

presentations, digital business analyses and traditional timed exams. The weighting of individual components will vary from one module to another.

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

This MSc programme will help your career progression in tourism marketing, consultancy or key industry roles including marketing managers, digital marketers, data analysts, and business intelligence analysts.

Firms actively recruiting in this space range from specialised agencies to large corporations, such as Marriott International, Hilton Worldwide, Expedia, Booking Holdings, and destination marketing organisations. Consulting firms like Deloitte and PwC, and digital marketing agencies, are also key recruiters, reflecting the diverse opportunities available in this burgeoning field.

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 – £14,000

International fees

Full-time place, per year – £30,000

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.

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.

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

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.

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 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

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