

**We're here to  
make ambition  
count.**



# MSc Marketing

## Welcome to Kent Business School

### Dr Des Laffey

Senior Lecturer in E-commerce  
Director of Studies - MSc Marketing

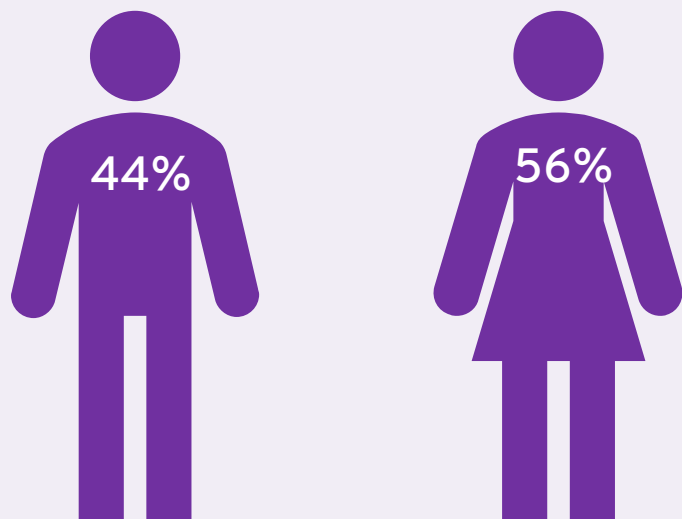


Triple accredited by AACSB, AMBA and EQUIS  
placing us in the **top 1%** of Business Schools



# MSc Marketing

## Class profile 2022 - 23



Male and female students



8 Nationalities



Average age

# MSc Marketing

- Develop expertise in the **different areas of Marketing**
- **Accredited by: Chartered Institute of Marketing (CIM)**
- Uses our **leading-edge research**
- **Industry links** - in recent years we have had speakers from PepsiCo and Amazon Web Services
- We invite **alumni** to share knowledge
- Great **networking opportunities**



Graduate Gateway





# MSc Marketing

## Key highlights

- **Academic excellence** – inspired by world-class experts in their subjects
- **Location** – gateway to experience and understand Europe
- **Opportunities to engage with business** in the region and network with leaders of national reach
- **Lifelong connections** with current and alumni students
- Develop **expertise** with the Marketing Report
- Improve your employability through:
  - **Career focused sessions**
  - **Guest speakers from industry**



# MSc Marketing – Learning Journey

## Compulsory modules Stage 1:

- Digital Marketing: Models and Analytics
- Innovation Management and New Product Development
- Strategic Marketing
- Consumer Behaviour
- Customer Insights
- Integrated and Digital Marketing Communications
- International Marketing across Cultures
- Brand Management
- Research Methods and Consulting Skills (Term 1 and 2)

## Compulsory modules Stage 2:

- Marketing Report



# Career Path

**Graduates go on to careers in B2C and B2B marketing in private and public sectors, including:**

- Digital Marketing
- Public Relations & Comms
- Events Marketing
- Sales and Brand Management
- KBS graduates have gone on to work for companies including Facebook, Mazda UK, Amazon Web Services, Merkle and Zalando.
- **Enhance your career prospects further:**
  - Optional In-company Scheme as part of your final Research project/Dissertation
  - Optional Industrial Placement



# Examples of recent graduate destinations

- The course is designed to help you to build the skills that will make you an employable graduate.
- Our graduates are **highly employable**.
- Recent graduates have gone on to work at a range of leading employers, examples given here.

## Many also work for SMEs

- and some have **started up their own businesses**
- MSc Marketing opens up a wide range of opportunities
- Made in Kent: <https://www.kent.ac.uk/kent-business-school/made-at-kbs>





# Graduate at Canterbury Cathedral



# Key dates

## **CAS deadline:**

- Friday 8 September 2023

## **Welcome week:**

- Induction activities – from 18 September 2023

## **Term 1**

- Starts 25 September 2023

## **Student final registration deadline:**

- Monday 16 October 2023 – 10.00 am

**View University of Kent Academic Year and Term Dates 2023-2024:**

<https://media.www.kent.ac.uk/se/20304/term-dates-2023-2024.pdf>



# Contact us

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For more information on MSc Marketing,  
visit: <https://www.kent.ac.uk/courses/postgraduate/303/marketing>

For more information on MSc Marketing with Industrial Placement, visit:  
<https://www.kent.ac.uk/courses/postgraduate/4382/marketing-with-industrial-placement>

Contact our Graduate Admissions Team at: [KBSadmissions@kent.ac.uk](mailto:KBSadmissions@kent.ac.uk)

Chat to a KBS Admissions Expert: <https://www.kent.ac.uk/kent-business-school/video-chat>

**Thank You.**

The background features several overlapping geometric shapes in shades of purple and light purple. There is a large dark purple square in the top right, a light purple horizontal bar to its right, a smaller dark purple square below it, and a light purple parallelogram at the bottom right.