



# Introduction:

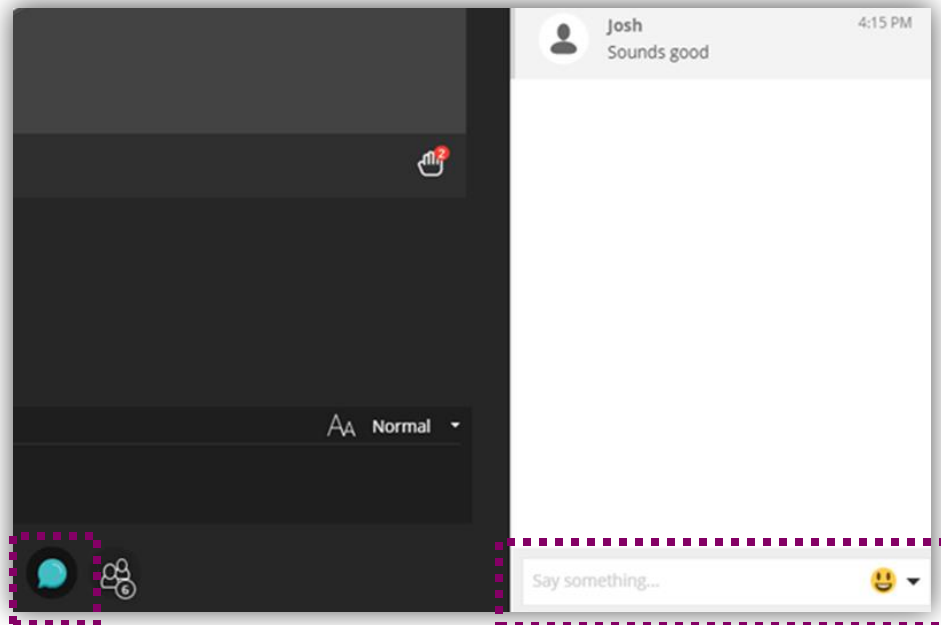
# Masters in Marketing

---

- Michael Chambers, Student Recruitment Manager
- Dr Victoria Rodner, Programme Director, MSc Marketing
- Anugrah, Student, MSc Marketing
- Vivien, Student, MSc Marketing

# Audio check

- In this session your microphone will be muted, but you should be able to hear the speaker
- Can you hear the presenter speaking?
- Please type yes or no in the “Text chat area”



## If you cannot hear:

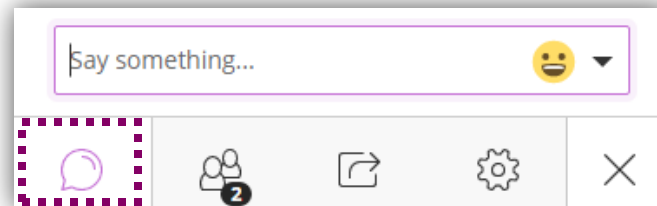
- Check the Audio/visual settings in the Collaborate Panel
- Try signing out and signing back into the session
- Type into the chat box and a moderator will try to assist you

# Recording

- Today's session is being **recorded**
- Any information that you provide during a session is **optional** and in doing so you give us consent to process this information
- If you don't want your question or name read out in public, you can email your question to [futurestudents@ed.ac.uk](mailto:futurestudents@ed.ac.uk)
- The session will be stored by the University of Edinburgh and published on our website after the event on a non-indexed web page
- ***You will be emailed with a link to watch the session recording by the end of next week***

# Asking questions on Collaborate

- Please hold all questions until the end of the formal presentation
- Always use the 'hand raise icon' to queue up your question
- When called upon to ask your question, type it into the "Text chat area"
- Once your question is answered, please lower your hand





# Coming up

- What is the study timeline like?
- Learn more about:
  - MSc Marketing
- Find out about the dissertation
- Discover how our students engage with industry
- Hear about career outcomes



This session also features  
Q&A with current students



# Study timeline

## Semester 1

*Sept - Dec*

Taught classes



## Semester 2

*Jan – May*

Taught classes



## Semester 3

*May – Aug*

Dissertation







UNIVERSITY OF EDINBURGH  
Business School



## Dr Victoria Rodner

---

Programme Director for MSc Marketing

Senior Lecturer in Marketing

[Victoria.Rodner@ed.ac.uk](mailto:Victoria.Rodner@ed.ac.uk)



# MSc Marketing

Our MSc will give you an in-depth knowledge of marketing from both an academic and practitioner's perspective, enabling you to address marketing challenges in critical and creative ways. The programme is designed to help those from general business or management-related disciplines develop into innovative marketing professionals who can drive strategic decisions in the creation of successful products and services.

Our MSc ranks 16<sup>th</sup> in the 2025 QS Marketing Rankings





# Courses

## Semester 1 (Sept – Dec)

- Consumer Behaviour
- Digital Marketing
- Marketing Research & Data Insights
- Principles of Marketing Management

## Semester 2 (Jan – May)

- Marketing for Net Zero
- Marketing: Theory and Application
- International Marketing Strategy
- Marketing Communications
- Marketing of Services
- Understanding Brands

Key:

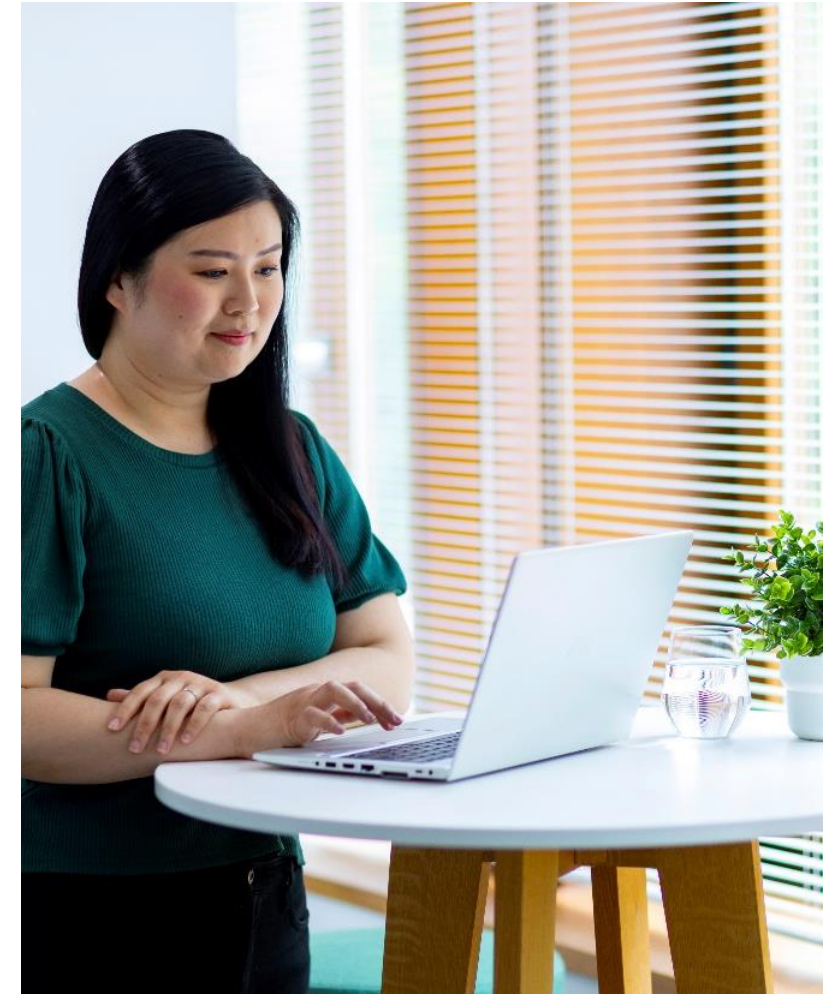
Compulsory course  
Option courses

# Dissertation

- Through the completion of **a piece of individual research**, the student develops a deep understanding and level of analysis of theories and process as related to organisations and the broader business environment.
- **Client Sourced Dissertation (CSD)** - student carries out an authoritative piece of work on a business or management issue identified by a project client.

## Benefits:

- Exposure to a real-world project as defined by a company's business needs
- Enhances technical skills while further developing transferable skills
- Gain an insight into the sponsoring company
- Opportunity to network and raise your profile
- Enhances employability and adds to your CV



# Engage with local and global industry



- Guest speakers, workshops, and seminars
- Alumni panels
- Group consultancy projects
- Client Sourced Dissertation
- Employability & Careers Expo
- Treks (visits to companies whether locally or further afield)





UNIVERSITY OF EDINBURGH  
Business School

# Discover career outcomes from the:

## *Masters of Change*

We are proud to share the inspiring stories of our alumni and to continuously expand this international network of graduates making change in their fields.





UNIVERSITY OF EDINBURGH  
Business School

# MSc Marketing



## Erica Hungerford MSc

---

Director of Dynamic Creative, Dentsu International

MSc Marketing, 2018

*"I developed a solid base of knowledge on broad marketing theory and practice during my MSc. From this base, I have grown by honing more. [Now] I am able to confidently advise clients on their DCO strategy and how this can be utilised across other areas of their business."*



UNIVERSITY OF EDINBURGH  
Business School

# Hear about my experience



Anugrah

---

India

MSc in Marketing



Vivien

---

China

MSc in Marketing

**Get involved:** Ask your questions in the chat box!



UNIVERSITY OF EDINBURGH  
Business School

# Stay connected with us



[www.business-school.ed.ac.uk](http://www.business-school.ed.ac.uk)



[futurestudents@ed.ac.uk](mailto:futurestudents@ed.ac.uk)



@uoebusiness

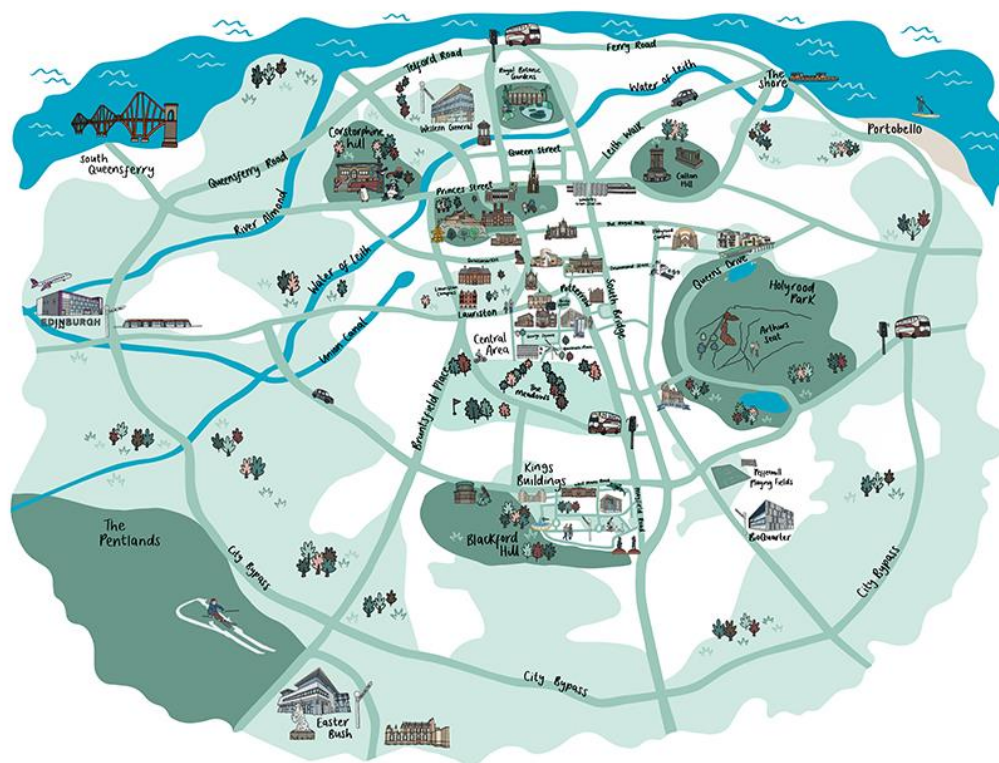
Find and follow us:





# Next steps

<https://virtualvisits.ed.ac.uk/pg>



<https://edin.ac/student-chat-pg>





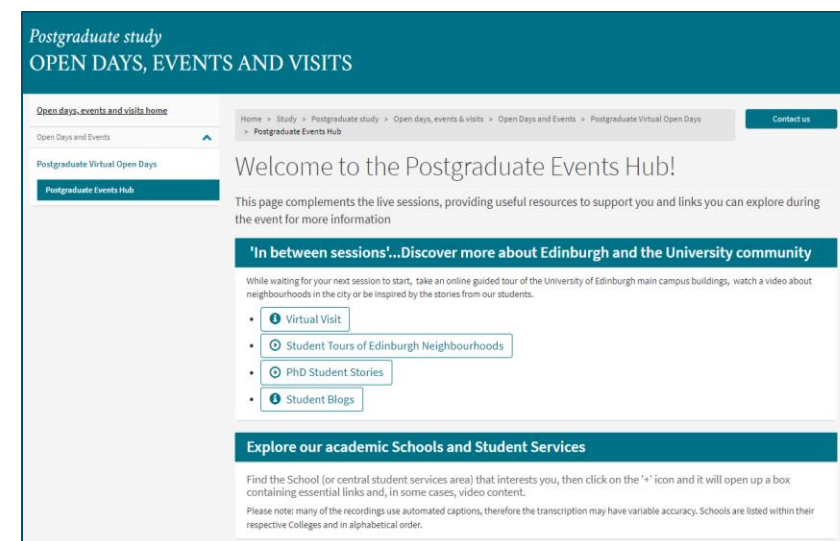
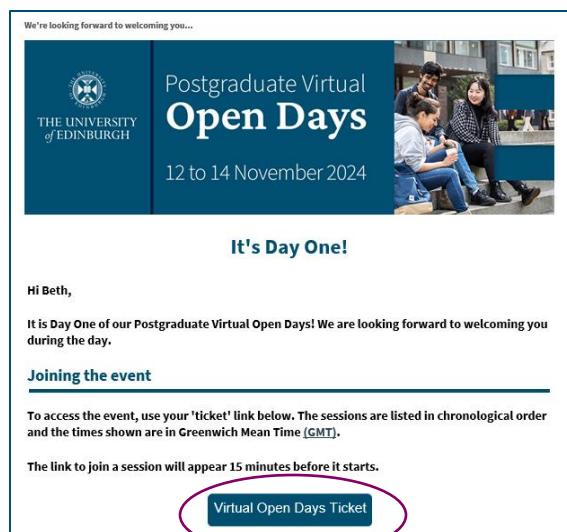
UNIVERSITY OF EDINBURGH  
Business School

# Thank you!

- Click 'Leave' when the session ends
- Return to your 'e-ticket' to find and attend other sessions you booked – by clicking on the button in the email sent to you...

... and visit the event hub:

<https://edin.ac/4gZuP3G>





UNIVERSITY OF EDINBURGH  
Business School