
Management and Marketing

MA

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MA Management and
Marketing

Study: Full-time

Duration: 12 - 16 months

Fee: See Fees tab below

Programme information

Overview

Please note we've recently changed the modules and structure of this course. View the new version here (<https://www.regents.ac.uk/postgraduate/business-management/ma-management-marketing-new-model>).

Unlock your potential as a marketing leader and changemaker – learning techniques to develop teams and processes, win confidence and become a catalyst for change.

You'll gain an advanced understanding of leadership styles, effective people management and the principles underpinning general marketing management via simulation workshops – mastering the art of resolving conflict and managing change while emphasising the application of skills in real-world situations. You'll also gain strategies to inspire trust and encourage personal growth – developing your own personal management style, based on your individual qualities.

Alongside this, you'll build on your marketing knowledge – learning how to speak to your audience, utilise marketing functions, build integrated strategies and respond to the constant changes in society.

In your final term, you'll complete a major business project or written dissertation – researching, analysing and applying your knowledge to a real business case.

Graduate business-ready

Studying in London, you'll have direct access to business networks, financial systems, workshops and guest speakers – exposing you to new insights and career options.

You'll graduate with the professional knowledge and transferable skills to manage people and marketing projects in a variety of organisational contexts, including private, public and non-profit. Our alumni hold leadership positions in marketing, PR, consulting, social enterprise and business development.

Dual accreditation

This course is accredited by the **Chartered Management Institute (CMI)** – allowing you to register for an additional professional qualification. Registering with the CMI gives you access to a range of opportunities, detailed below, and means (if successful) you'll gain a Level 7 Diploma in Strategic Management and Leadership Practice.

This can fast-track your professional development – helping you to quickly become a Chartered Manager (CMgr).

- Mentorship from a member of the CMI
- Activities accredited for Continuing Professional Development
- A variety of CMI events with networking opportunities
- Consultations with specialist advisers to develop your career
- A vast library of the latest research and thinking

Please note, this is an **opt-in arrangement and isn't automatic**. You'll be invited to a seminar in your first few weeks, that provides more information and enables you to register, if you wish.

Download course specification (<https://www.regents.ac.uk/sites/default/files/2023-10/MA%20Management%20and%20Marketing%20Programme%20Specification%202023-24.pdf>).

How to apply

Applying to Regent's is quick and easy. We accept direct applications year-round and there's no application fee. If you haven't received your exam results, you can still apply and we'll issue you with a conditional offer. You just need be clear in your application which qualifications you're currently studying for.

Step 1: Apply

- On our website, details here (<https://www.regents.ac.uk/admissions/how-to-apply>)

During the application process, you'll have the chance to upload supporting documents, including:

- A copy of your passport (photograph ID page)
- Academic transcripts and certificates from all previous studies
- A 500-700 word personal statement (view guidance (<https://www.regents.ac.uk/admissions/how-to-write-your-personal-statement>))
- If you're not a native English speaker, proof of your English proficiency

Credit transfer

If you've already studied part of your degree elsewhere, you may be able to apply for Recognition of Prior Learning (RPL) and join your new course at an advanced entry point. To apply for RPL, you'll need to state this clearly in your application and provide us with the certificates, transcripts and module descriptions for your previous course.

Step 2: Receive a response

You can expect to receive a decision on your application within 10 working days. We'll assess whether you meet our entry requirements and will notify you of our decision via email. UCAS applicants will also receive official notification via the UCAS system.

For some of our courses, the selection process may include an interview or audition. They can take the form of a one-to-one interview, a group interview or a portfolio review, which may be conducted by telephone or online. Arrangements of these are made between you and the Admissions department.

Step 3: Accept your offer

If you wish to accept your offer, you must pay your (non-refundable) advance tuition fee deposit. This will confirm your place. Here's how (<https://www.regents.ac.uk/admissions/how-to-pay>).

Step 4: Register

Closer to the start of term, our Admissions team will send instructions regarding your registration process. This will include information on completing your online enrolment before you arrive, as well as a checklist of documents you'll need to bring with you to campus.

Information for international students

If you're an overseas student, you'll likely require a visa to study in the UK. Here's how to apply (<https://www.regents.ac.uk/admissions/visas-immigration>).

Scholarships and funding

There are a wide variety of funding and scholarship opportunities to help you finance your studies. For more information, please visit our scholarships and funding page (<https://www.regents.ac.uk/study/scholarships-funding>).

Fees

Tuition fee:

- £26,000 for the intake starting in September 2024 or January 2025
- We've recently changed the modules and structure of this course. Find fees for September 2025 onwards here (<https://www.regents.ac.uk/postgraduate/business-management/ma-management-marketing-new-model#fees>).

Non-refundable advance deposit:

- UK students: £1,000
International students: £4,000

Read more about tuition fees (<https://www.regents.ac.uk/tuition-fees-september-2023-intake>).

If you receive an offer for a course, you'll receive a pro forma invoice. To accept your offer and secure your place, pay your deposit payment as soon as possible.

The remaining portion of your first year's tuition fees will be due when you enrol. At this time, you'll receive your invoice for the full year. You can choose to pay for the year in full before the start of your first academic year or in two instalments, spread out across the academic year. The dates of these instalments will be determined by when your course starts.

What do fees include?

Fees cover the cost of all tuition and access to the University's IT infrastructure and library learning resources. Fees are presented for the first level of study which equates to two terms.

What other costs should I budget for?

You will need to budget additional funds for accommodation and living expenses, travel, and any additional trips, visits, activities or courses that you choose to participate in outside of the tuition offered as part of your course.

The library holds a limited number of copies of core textbooks and where possible in e-format. You will be encouraged to purchase your own textbooks and will need to budget approximately £80-£100 per year, depending on your course.

How you'll learn

At Regent's you'll have the freedom to explore your interests in a supportive and nurturing environment with interactive classes, regular one-to-one contact with tutors, specialist facilities, industry opportunities and tailored careers advice – ensuring you develop the skills, experience and confidence you need to succeed.

We centre our teaching around your individual goals, identifying support you need to thrive. You'll be part of a collaborative environment, that brings all the nuances of content creation to life in the classroom: facilitating creativity, innovation and teamwork as you explore current issues and propose solutions to real problems.

You'll pair deep industry knowledge with hands-on experiences, taking part in a blend of learning formats to give your studies context:

- Seminars and lectures
- Practical workshops
- Industry masterclasses
- Case study analysis
- Bootcamps and live briefs
- Industry placements

Based in London, you'll also have opportunities to meet employers through guest lectures, live briefs, field trips and industry visits – giving you insights into the world of content marketing and enabling you to put theory into practice.

Teaching staff

You'll be taught by a variety of business leaders and research-active academics, who regularly have work published in journals and collaborate with institutions, such as BBC News. Their knowledge and experience ensure your classes are shaped by the most current industry practices.

You'll also be allocated a personal tutor, who'll meet you on a one-to-one basis at various stages throughout the year to provide you with guidance and advice to support your personal and professional development.

We're really proud of the global nature of our business courses, and our tutors also reflect this ethos – coming from a wide variety of countries and cultures across the world. In every way, you'll feel part of a global family.

Independent learning

Throughout the course, you'll be expected to undertake extra reading, research, revision and reflection, as well as preparing work for workshops, and working collaboratively with other students in preparation for assessment.

Method of assessment

Your skills and knowledge will be assessed via a wide range of task-based projects, reports and presentations – as well as business plans, case study analysis and research proposals. It's important to us that your learning and assessment is:

- Inclusive – fostering a student-focused approach
- Engaging – encouraging interaction and participation
- Authentic – based on real business challenges

Disability support

We welcome and support students with a wide range of disabilities and health concerns, including learning difficulties, visual and hearing impairments, mental health difficulties, autism conditions, mobility difficulties and temporary or chronic health conditions.

Our Student Support & Welfare team is here to support you. We ask that you speak with us as early as possible to enable us to support you. Find out more about our disability support (<https://www.regents.ac.uk/information/for-current-students/disability-mental-health>) and contact us (<mailto:disability@regents.ac.uk>).

Academic requirements: Level 7

We're interested in your potential, as well as your prior achievements – and we review each application comprehensively on its own merit. You'll need **one** of the following qualifications:

- Minimum second class UK undergraduate degree
- Equivalent international qualifications, as deemed acceptable by Admissions & UK ENIC

Accreditation of Prior Experiential Learning

We also welcome applications from students who don't meet our usual entry requirements. To be accepted for exceptional entry, you must:

- Have three years of work experience if you don't hold a degree

You'll need to provide us with:

- Your current CV
- A headed employment letter detailing your position and length of service
- A headed reference letter
- A personal statement (<https://www.regents.ac.uk/admissions/how-to-write-your-personal-statement>) outlining your experience and ambitions

This will be assessed on a case-by-case basis, by academic referral only.

English language requirements

Minimum English proficiency requirement through one of the following qualifications (or equivalent):

Qualification	Subject	Grade
GSCE*	English	C (4)
IB SL or HL*	English A	4
IB HL*	English B	5
US HSD (studied in a majority English-speaking country)*	Grade 11 and above in English	C
IELTS*	Academic	Overall score of 6.5, with 5.5 or above in each component
UG degree	From English-speaking countries – defined by the UKVI	Second class

Please note, we do not accept home/online editions of English language tests.

**Qualification satisfies the English language requirements of the UKVI for non-UK/Irish nationals.*

We also offer conditional students a free, online diagnostic test known as the Regent's English Proficiency Test (REPT). This must be booked in advance. Discover more (<https://www.regents.ac.uk/english/regents-english-proficiency-test-rept>).

Careers

You'll graduate with strong marketing skills and the ability to confidently adapt and thrive in the global business arena, setting you up for a successful career in:

- Private and public sector management
- Social enterprise
- Management consulting
- A family business
- A start-up
- Business development

You'll graduate with the transferable skills needed to choose any career that aligns with your interests.

Graduate visa

After you've completed your course, you may be eligible to apply for a Graduate visa (<https://www.regents.ac.uk/admissions/graduate-visa>). This enables you to work, or look for work, in the UK for up to two years after you leave Regent's, without the pressure of having to secure a job immediately – applying your skills and advancing your career with valuable experiences and industry connections.

Careers support

Don't worry if you feel overwhelmed – our Careers, Enterprise and Industry team (<https://www.regents.ac.uk/study/careers>) are here to provide personalised advice and access to resources **for life!**

- 24/7 access to online guidance and resources
- Exclusive internships, networking opportunities and industry events
- Personalised consultations – from interview and CV prep to business advice
- Access to Handshake (<https://www.regents.ac.uk/study/careers/our-services#digital-resources>), connecting you with 650k+ global employers

Structure

You can choose to start in either January or September. A course starting in September will last 12 months, while a course starting in January will last 16 months.

View the 2024-25 academic calendar (<https://www.regents.ac.uk/postgraduate-calendar-2024-25>).

Please note, all Special Elective modules are subject to availability.

MA Management and Marketing

Core modules

Module title	
	The aims of the module are to enable students to understand the uses and limitations of the different elements statutorily required Annual Report, apply this knowledge both to company valuation applicable to equity investment decisions and to lending decisions and, as a director, use this knowledge in conjunction with other techniques to achieve optimal financing.

	<p>The course is designed to equip students with a theoretical and up-to-date profound insight and competence in the field of marketing. This module allows students to take a strategic approach in marketing planning to achieve competitive advantage. By its very nature, marketing represents the interface between the organisation and the marketplace and therefore contains a strong practical dimension that is inseparable from the conceptual frameworks that underpin the components within it. Students are able to relate key concepts to everyday observable phenomena such as branding and advertising.</p>
	<p>Businesses buy and sell. They have inputs and they have outputs. The object of this module is to introduce students to the transformation processes that convert – at a profit – those inputs into outputs. To achieve this goal, the module covers three broad areas: The first is operations management: how to structure and to run the internal workings of an organisation, including planning for production and/or service provision. The second area is supply chain management: extending operations management beyond the boundaries of the organisation to include suppliers and customers. The third area is project management: dealing with discrete, time-limited projects instead of on-going and repeating activities. This course provides students with concepts, techniques and tools to design, analyse and improve the operational capabilities of an organisation. The module makes extensive use of simulation exercises to give students the opportunity to learn by practice.</p>
	<p>Managers in organisations often need to rely on research-based information to make decisions. In order to make proper use of such material and to ensure that any decisions made on the basis of research findings are soundly based it is necessary to understand the strengths and weaknesses of the methods and techniques used to collect and analyse such information. There is a wide range of possible approaches to conducting research or consultancy studies which vary in terms of the kinds of questions they seek to answer and the methods used to provide answers are explored in this module.</p>
	<p>Why is it that some firms are more successful than others or better at doing business than their competitors? Why it is that one firm can be said to have a “competitive advantage” in one industry and provide “superior returns” while other firms in the same industry provide “average” returns? How and where should a firm compete? These and other similar questions are at the heart of strategic management. The module aims to provide students with an insight into how firm can compete and succeed in a complex, fast changing global environments. The module has a solid theoretical foundation, but the focus is on the practical application of various theoretical frameworks and concept. In addition to developing students’ analytical skill emphasis is placed on strategy implementation and how managers can improve their strategic decision-making processes. Strategy concepts are applied to a range of organisations from the entrepreneurial, startup situation to medium-sized businesses as well as multi-national enterprises operating globally.</p>
	<p>Dissertation Project is a major research-based activity. It is the final stage of the Master’s degree and provides the student with the opportunity to demonstrate that they have gained the necessary knowledge, understanding, conceptual awareness and skills in order to organise and conduct a research project. The project can take shape as a more traditional dissertation or a consultancy assignment with a live company of on a project that is of strategic importance to the firm. Consultancy assignments may be taken in groups but each student consultant will submit an independent written piece of work.</p>
	<p>This module aims to provide students with an understanding of the central role of marketing in business and corporate strategy and examines the ways in which marketing roles, strategies and techniques are evolving due to developments in the areas of digital technology and analytics. Students will develop a fundamental understanding of the core concepts of</p>

	marketing, which will then serve as the basis of a more detailed examination of specific digital marketing methods in other modules. The module will examine the influence of digital marketing on business and the similarities and differences between digital and traditional marketing. The module will give students a critical understanding of the key theories related to the process of marketing management alongside an appreciation of the key marketing metrics used in the digital marketing industry today. Students will develop an understanding of the range of data sources available for marketing decision making and of the ways in which these can be used to influence different elements of marketing strategy. This module provides students with an overview of the key concepts and theories of marketing. Those who do have previous marketing experience will learn how the nature of marketing is changing as a result of developments in digital and analytics technology.
	This module provides a general overview of key issues of global marketing management. The module is specifically designed to prepare students for the challenge of working in an environment that sees an increase in globalisation. After completing this module, students will have a better understanding of the global market environment, which will provide them with relevant theories and practical examples needed to face challenges in the global market. This module provides a general overview of key issues of global marketing management. The module is specifically designed to prepare students for the challenge of working in an environment that sees an increased globalisation. After completing this module, students will have a better understanding of the global market environment, which will provide them with relevant theories and practical examples needed to face challenges in the global market. It also provides students with depth of understanding of marketing planning for the global market, strategy development and marketing auditing using tools and techniques for developing strategic direction in the global market place. Implementation of marketing decisions including marketing communications, pricing, distribution, product and distribution decisions, segmentation, targeting and positioning decisions in global markets.
	You'll engage in marketing communications open to you in the corporate and/or the startup sectors today, but at a strategic level, with some considerations to measurable implementation. The objective of this module is to enable you to critically analyse the meanings of brand ideas, campaign ideas and the development of the single-minded proposition, develop your understanding and critical evaluation of Marketing Communications (frequently shortened to MARCOMS) between brand, product and service levels, engage you in the strategic opportunities which 'CONTENT' offers corporates, family business or start-ups and to illicit you to investigate into user experience across any MARCOMS media.

Elective modules

Module title	
	This module combines ideas and concepts from the fields of entrepreneurship and innovation to create a learning environment that allows students to deconstruct taken-for-granted tools, theories and practices by thinking "out of the box", to create proactive solutions to contemporary business problems as well as develop the ability to stretch boundaries in an attempt to identify innovative entrepreneurial solutions. By stretching the students' thinking, intellectual, creative and innovative skills, it is hoped they will make better entrepreneurs, managers and leaders.

	<p>Venture Capital and Private Equity seem opaque with complicated legal structures and a particularly alienating jargon. An understanding of the way things work, why they are structured in a particular way and how to talk about them properly is a goal of the module. Unlike other forms of finance, there is a ‘hands-on’ aspect to Venture Capital and Private Equity which makes it more intense. Thus deals are more complex and require an extra level of analysis and the incorporation of contextual factors. Finally, the real art of PE investing comes in the valuation of potential investments. Every person involved in the investment process will have different views about its value, and different ways of deriving that value. Understanding these different perspectives is the most important skill, or instinct, to acquire in private equity—even more important than the many various valuation techniques. Also, new techniques are evolving to accommodate some of the more inadequate practices of the past; we will examine and assess these in their appropriate contexts.</p>
	<p>Economic growth, increased wealth, higher standards of living, and better quality of life all depend upon productivity increases. And increased productivity is primarily a function of technology and innovation. This course will focus on both the macro aspects – how technology and innovation have contributed to the making of the modern world – and the micro aspects – how technology and innovation influence business. The course will also focus on what factors – social, political, economic, cultural, geographic, and religious – have been conducive to or detrimental to the success of technology and innovation, on both the macro and the micro levels. There will be special emphasis on the management of technology and innovation, with case studies in different industries and countries used to illustrate and analyse the concepts and ideas covered.</p>
	<p>The aims of the module are to provide the students with the relevant coaching tools and techniques so that they can “coach” people with confidence, raise the students’ self-awareness, so that they themselves ask questions about themselves, provide the necessary tools so that the students learn not only about themselves, and how to view things from another perspective, but learn from the insights and resolution of the coaching process.</p>
	<p>This module aims to enable students to build on their understanding of human mobility within and across national borders, diversity and repercussions of growing diversity regarding theories, key concepts, and practices. They will have an increased awareness of the processes, contexts and influences associated with human mobility and diversity in a range of environments. Having developed an awareness of processes, contexts and influences, students, by analysing firms’, governments and individuals practices and approaches, will be able to formulate and argue coherently for appropriate policies and strategies. Students will learn to understand and analyse risks and opportunities facing firms, governments and individuals in an ever connected global context, and consider the ways in which to manage diversity and human mobility in such environment.</p>
	<p>Upon successful completion of the module the student should have developed a critical insight into how family vision, values and, goals, are linked to the mission, vision and goals of the business, a critical understanding of the stages in the development of a family business and the issues that the family must overcome at each stage to ensure the business is sustainable, a critical understanding of the roles and responsibilities of being a shareholder, an employee and a family member within the context of the family business and a clearer understanding of the challenges they face in returning to work for their family’s business and the changes they may need to encourage in order to ensure that the business is sustainable</p>
	<p>Environmental problems such as pollution and resource depletion have become key challenges that no forward-looking business can afford to ignore nowadays. This module offers a macro and micro-level approach to green business, which should be understand the</p>

	kinds of “play to win” or “play not to lose” practices in which companies can engage for the long term without destroying the ecological balance of the planet. Greening processes are both a constraint for business - since they require managers to change their way of organising corporate activities – but also an opportunity to benefit from ongoing global transitions to new forms of economic, political and social organisation. The stakes are enormous and it is no surprise that world business and political leaders view environmental sustainability as a key growth area.
	Marketing communications play the vital role in supporting and maintaining a brand. This once one-way street then moved to dialogue and has now become multilogue with the exponential growth in Word of mouth (WOM) social media marketing. This module will introduce students to the key concepts of social media marketing. Students will learn how to understand, critically evaluate and apply conceptual social media frameworks, theories and approaches relevant to their marketing and promotional mix. They will discover how social media networks are used as part of the marketing strategies of a variety of different organisations. They will appreciate and be able to harness the key metrics tools of social media marketing in order to listen, monitor and manage communications through such tools. The module also aims to develop students’ strategic understanding of how to build and manage social media marketing communications campaign which impacts on the identified target audiences and integrates with all other relevant media.
	This module provides students with an understanding of the increasingly central role of Sustainability in business and corporate strategy and examines the trajectory of current management practice. The module will embody a critical understanding of the increasingly need of the business manager to adapt and leverage Sustainability constructs. This module will initially provide students with a contemporary understanding of the external issues that are driving business to engage with Sustainability. This will cover recent ecological and social drivers that are externally impacting businesses around the world and the contemporary moves by stakeholder groups to engage businesses in embedding the full spectrum of sustainability strategies into their operational models. Theories and case studies around sustainability engagement in support of the earnings imperative will also be critiqued. This will be positioned in the context of the maturity of businesses in their development and application of sustainability management strategies.

“ 'Classes are always engaging, diverse and stimulating – from creating marketing campaigns and taking part in business simulations to learning about strategy, branding and marcomms'. ”

Camille Merré, MA Management (Marketing) student

Read Camille's story (<https://www.regents.ac.uk/news/regents-student-selected-for-clinton-foundations-leadership-programme>).



“ 'Regent's strong international network means your connections are there throughout your career, whether you graduated one year or 30 years ago'. ”

Anna Schebsdat, MA Management (Marketing) alumna

Read Anna's story (<https://www.regents.ac.uk/anna-schebsdat>)



“ 'This course builds on the ethos and philosophy of the 6Ps: purpose, people, practices, perspectives, problem-solving and processes – teaching students how to be enterprising global leaders and empowering them to be catalysts of change'. ”

Eric Chan, Course Leader, MA Management

Other Business & Management courses

Data Science in Business MSc

Learn to use data insights to drive business strategy.

(<https://www.regents.ac.uk/postgraduate/digital-business-data-science/msc-data-science-in-business>)

Entrepreneurship MA

Enhance your enterprise acumen, ready to perfect your big idea and become an effective entrepreneur in your chosen field.

(<https://www.regents.ac.uk/postgraduate/business-management/ma-entrepreneurship-old>)

Contact Us

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All Contact Options (<https://www.regents.ac.uk/about/contact-us>)

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