

Marketing Psychology

MSc

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Master's in Marketing &
Media >

MSc Marketing
Psychology

Study: Full-time
Duration: 12 months
Fee: See fee tab

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Programme information

Overview

This course will soon be re-validated. Although the focus will remain the same, content and modules might change for the September 2026 intake.

Uncover cutting-edge techniques to reach customers and analyse their behaviour.

Developed by a team of chartered marketers and psychologists, this course blends theory with modern marketing practices – touching on new disciplines such as digital anthropology, behavioural economics and neuromarketing. You'll gain the skills and confidence to stand out from the crowd as a future brand manager, strategist or market researcher.

Why Regent's?

- **An intimate campus** (<https://www.regents.ac.uk/our-campus>): located in the heart of London's royal Regent's Park
- **Unparalleled global connections** (<https://www.regents.ac.uk/life-at-regents/industry-connections>): gain exposure to leading industry professionals (<https://www.regents.ac.uk/industry-speakers>)
- **Future-facing**: an innovative curriculum structure (<https://www.regents.ac.uk/study/learn-differently-postgraduate-students>) that's unique to Regent's
- **Small class sizes**: experience tailored attention, support and guidance
- **Recognised excellence**: Chartered Management Institute (CMI) accredited
- **Global focus**: develop cross-cultural knowledge and an intercultural understanding
- **Professional approval**: endorsed by the Market Research Society (MRS)
- **Prime location**: interact with London's most coveted brands and businesses

Discover more (<https://www.regents.ac.uk/student-life/why-regents>)!

What to expect

The key to being a great marketer is understanding how (and why) people think and act the way they do. Before diving into marketing strategy, you'll examine how external and internal psychological factors can impact consumers' emotion, experience and action – touching on key theories in anthropology and sociology.

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Exploring case studies from all around the world, you'll discover how culture and upbringing be leading influences on behaviour and decision-making. Using a range of psychological techniques, you'll learn how to identify these influences and implement tailored strategies to reflect the unique wants and needs of these consumers.

You'll also look at the concept of 'brand' and what this means to different audiences –investigating approaches like storytelling, customer relationship management (CRM) and affinity marketing to build mutual relationships and instill aspiration, trust and loyalty. To bring this to life, students have been joined by guest speakers, including:

- Jessica Coleman – Omnichannel Product Owner, **Sweaty Betty**
- Simon Norris – Brand AI Expert, **Norris & Partners**
- David Gureen – Author and creator of **The Knowledge Cafe Concept**
- Michelle Koller – Marketing Research Consultant

With a scientific lab on campus, you'll work on real neuromarketing experiments with your classmates, studying how people's brains respond to brand-related messages by monitoring brainwave activity, eye tracking and more. You'll build research reports, test theories, analyse data and create innovative new marketing solutions – developing your creative and critical thinking.

In your final term, you'll undertake a one-month marketing placement, solving challenges in a professional organisation, followed by a traditional dissertation. Recent topics involve:

- Building brand trust
- Emotional marketing and charity appeals
- AI and immersive experiences
- Storytelling and User Generated Content
- Individualism vs. collectivism

London-centric learning

With London on your doorstep, you'll have opportunities to engage with all aspects of the industry – gaining practical experiences and building valuable relationships.

- Experience a month-long **professional marketing placement** in the city
- Participate in challenges such as the **Harvard Leadership and Team Everest Simulation**
- Meet alumni who have launched marketing careers all over the world
- Join guest speakers on campus – e.g., **Meta, Harrods, Google, Ferrari, Tom Ford**

A tailored experience

We put you in the driving seat – shaping your education from day one:

- **Your own support officer:** receive tailored advice and support when needed
- **Academic guidance:** access regular one-to-one sessions and a unique open door policy
- **Flexible modules:** personalise your course with a choice of elective modules

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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/2025-03/MSc%20Marketing%20Psychology%20Course%20Specification%2024-25.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 (take our test (<https://www.regents.ac.uk/english/regents-english-proficiency-test-rept>))

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.

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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. Here's how to pay (<https://www.regents.ac.uk/admissions/how-to-pay>). This will confirm your place.

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:

- September 2026 start: £28,750 per year, fixed for the duration of the course

Non-refundable advance deposit:

September 2026 start:

- UK students: £1,500
- Non-UK students: £5,000

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

When do I need to pay?

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.

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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 dynamic, supportive and collaborative environment with interactive classes, industry opportunities, specialist facilities and tailored careers advice – ensuring you develop the skills, experience and confidence you need to secure your dream job.

You'll pair academic knowledge with hands-on experiences – exploring current issues and proposing solutions to real challenges. Classes incorporate:

- Seminars and guest lectures
- Practical workshops and creative labs
- Group work and live projects
- Marketing bootcamps and simulations
- Live briefs and consultancy work
- Industry placements

And, with access to a laboratory on campus, you'll be able to work on experiments with classmates – testing theories, analysing data and perfecting your research skills:

- A dedicated laboratory with testing cubicles
- Lab computers with industry software: SPSS, NVIVO
- Qualtrics, ePrime and MATLAB software
- Eye tracker, olfactory testing and diffusion equipment
- Systems to record EEG, GSR, ECG, EOG, blood pressure, pulmonary response
- Recording and analysing psychophysiological data (BIOPAC)
- Test library with all major measures, batteries and questionnaires
- Video recording and editing facilities

Based in London, you'll also have opportunities to meet industry leaders and employers through guest lectures, live briefs, events and field trips.



Contact hours

16 hours per week of timetabled teaching classes in the first two terms.

Teaching staff

You'll be taught by a range of marketing leaders and research-active academics, who regularly collaborate with luxury brands and agencies, and have work published in journals. Many of the course texts are written by staff leading the programme, and guest lectures from leading professionals will show how new techniques are being implemented by pioneering brands. Their knowledge and experience ensure classes are always shaped by the latest technologies and trends. You'll also:

- Attend guest lectures with leading businesses and brands (<https://www.regents.ac.uk/life-at-regents/industry-connections>)
- Be allocated an Academic Advisor, who you'll meet with regularly on a one-to-one basis

Course Leader, Dr Zubin Sethna (<https://www.regents.ac.uk/about/our-people/professor-dr-zubin-sethna>), is a qualified marketing practitioner and entrepreneur. He's the author of the UK and Europe's most popular text on Consumer Behaviour (SAGE Publications – 4th Edition in 2019), the Editor-in-Chief of the prestigious Journal of Research in Marketing and Entrepreneurship, and has successfully launched five businesses – one of which won a UK National Award.

He has conducted research in the UK, Europe, India and China, and has raised external funding of nearly £550,000 for various academic projects. He's Co-Chair of the Academy of Marketing's Special Interest Group on 'Entrepreneurial and Small Business Marketing' and has been invited to conduct keynote lectures at HE institutions in the UK, EU, China and India.

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Independent learning

Throughout your time at Regent's, you'll be expected to undertake extra reading, research, revision and reflection – working alone and collaboratively with classmates.

Method of assessment

Your knowledge and skills will be assessed via a range of task-based projects, reports, field research, marketing plans, presentations and live and simulated briefs – as well as essays, case study analysis, data collection and more – ensuring your learning is always:

- 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. Please speak to us (<https://www.regents.ac.uk/about/contact-us>) as soon as possible, so we can provide the help you need.

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

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

For more guidance on international entry requirements, visit our international students page (<https://www.regents.ac.uk/admissions/international/international-students>).

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

Qualification	Subject	Grade
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>).

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Careers

You'll graduate from Regent's with the ability to psychologically analyse situations and respond with creative marketing solutions – communicating effectively in complex and fast-moving international environments. Your skills will suit a wide range of roles:

- Branding/PR
- Market research
- Advertising
- Consumer insights
- Strategic analysis
- Developing business start-ups

We have a strong track record of launching graduates into international careers in both marketing and psychology – they have secured placements at companies as diverse as Bulgari and a firm investigating AI.

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, connecting you with 650k+ global employers

Your course modules

This is a full-time course, comprising three terms of study.

View your academic calendar (<https://www.regents.ac.uk/admissions/academic-calendars>).

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

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MSc Marketing Psychology

Core modules

Module title	
	The “Brand” is an important concept in marketing and in consumer psychology. The notion of the Brand as a ‘friend’ and a symbol of status is an increasing phenomenon. The aims of this module are to introduce you to some essential principles of media psychology, to explore and examine aspects of product category involvement, loyalty and the notions of desire and aspiration, how these impact on consumers and how these aspects are targeted in marketing, notably advertising. The module aims to increase your experience in working with psychological literature and research in relation to exploring the consumer product brand relationships. This includes consumer relationships with film and fashion, as well as counterfeit products.
	The aim of this core module is to develop cross-cultural knowledge and intercultural understanding, in other words the knowledge of how ‘culture’ in all its manifestations is an

	influence on our behaviour and our choices as consumers, and also our understanding of the dynamics of intercultural interaction that means we change our behaviour depending on the relationship we co-create with our counterparts, which could have a significant impact on how marketing strategies are formulated.
	This module is designed to provide a detailed understanding of the major issues in developing a relevant, agile and flexible organisation which understands the needs/wants of its market, and which can respond to a dynamic and changeable market environment. The module outlines the importance of firstly a variety of perspectives of entrepreneurial marketing strategy (EMS), followed by the approaches that may be taken for an EMS.
	This module is designed to provide you with a detailed understanding of the theories in marketing, consumer behaviour, one to one targeting and relationship building in order to instil customer loyalty and achieve business success. It will cover the concept of marketing to an individual (also called one-to-one or individual marketing) and Customer Relationship Management (CRM) strategy.
	The aim of this module is to facilitate an understanding of the intentions and behaviour of groups and individuals as consumers from a psychological perspective. Psychological processes have practical implications from the point of view of both the consumer and the marketer, and students will be encouraged to apply what they learn. The module will draw on core concepts and theories, and research and evidence, from psychology and from the social sciences. It explores and examines consumer action, experiences, emotions as well as the actual judgment processes involved in consumer behaviour: how and why do we consume particular products?
	This module provides you with the necessary skills and knowledge to engage in elementary research methods and statistical analysis. The module will introduce you to the scientific method, ethics in Psychology, statistical terminology and reasoning, laboratory report procedure, formatting and writing, and will teach general studies skills required for successful study at this level (e.g. how to read and write a journal article). The module will include an introduction to SPSS and to statistical tests such as correlation and chi square.
	This module will focus on addressing professional practice skills in marketing psychology, and preparing you for employment. This preparation includes the professional practice hours that you must complete (a minimum of a 1 month professional practice placement to take place at the very beginning of Term 3 (in effect May)), which will contribute to enabling you to enter (or continue in) the job market. At the end of this module you will have obtained a realistic and comprehensive understanding of the strengths and weaknesses of the scientist-practitioner model in practice, and will have an opportunity to discuss and critically reflect upon the knowledge, skills, and abilities associated with the professional evidence-based practice of marketing psychology. You will be required to apply your academic training and practical skills to real-life problems, and to develop a critical appreciation of the roles, responsibilities and functions of marketing psychologists practicing in a diverse range of organisations.
	In this module, you will undertake research to produce a dissertation on a topic related to marketing psychology, and ideally one which follows on from a topic which you may have investigated as a part of your Professional Practice module. At the end of the dissertation module, you will submit a dissertation report. This is the final module in the programme, takes place in the final term, and builds upon what is learnt in the previous modules to allow the opportunity to apply that knowledge through research into a marketing psychology topic of interest. You are expected to take a high degree of responsibility for your own learning.

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Elective modules

Module title	
	In this module we will look closely at what happens in the interactions between leaders and followers, we will examine group dynamics and come to understand the way in which assigned and emergent leaders influence followers in various contexts. To gain a better understanding of this complex interplay, we will examine a range of central theoretical and practical issues, including the nature of group identity, the basis of authority and legitimacy, the dynamics of justice and fairness, the determinants of followership and charisma, and the practice and politics of leaders. Furthermore, we will explore the crucial role of the leader in creating and maintaining organisations where employees will want to contribute and the relatively newer area of positive psychology will be considered, as we explore how areas of positive psychology such as strengths, flow, and psychological capital can be applied to the everyday challenges of leading a dynamic and adaptive work force. At the end of the module you will understand how to measure and evaluate levels of engagement and motivation, appreciate the conceptual differences between different models of leadership and power, and understand how issues relating to these topics affect the successful operation of organisations.
	This module takes a twist on the traditional marketing communication that primarily focuses on consumer psychology, and instead, focuses on inter-organisational and business-to-business (B2B) communication. The focus of B2B is becoming increasingly important, as the structure and collaboration of organisations becomes more complex. In a digital age, there is a particular focus on the strategies for building professional B2B relationships and marketing one's services on social media. Thus, a company selling their products or services to another organisation can be a far more complex process than business-to-consumer (B2C). With the increasing integration of different media platforms that organisations use, this module focuses on: strategies for streamlining marketing communications for B2B collaboration; the complexity of the client-agency relationship and organisational structures; and the psychology of persuasion, loyalty and managing attitude change in B2B.

 Annachiara Balestra “ 'This course offers the perfect blend of Marketing and Psychology – exploring exactly what drives consumers to make decisions, while meeting fascinating industry leaders who bring professional insights to the classroom'. ”

Annachiara Balestra, MSc Marketing Psychology student

Other Marketing courses

Contact Us

General enquiries:

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Future students:

+44 (0)20 7487 7625 (<tel:+442074877625>)

admit@regents.ac.uk (<mailto:admit@regents.ac.uk>)

WhatsApp us (<https://wa.me/442074877625>)

Current students:

ask@regents.ac.uk (<mailto:ask@regents.ac.uk>)

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

Consent choices ([javascript:Didomi.preferences.show\(\)](javascript:Didomi.preferences.show()))

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