



MSc in Strategic Marketing (top up)

Incorporated with OTHM Level 7 Diploma in
Strategic Marketing



About OTHM Qualifications

OTHM is a UK based Awarding Organisation regulated by Ofqual (Office of the Qualifications and Examinations Regulation) and recognised by Qualifications Wales. They have a wide global network of delivery centres to deliver wide range of management and leadership qualifications and programmes in a wide variety of industries and sectors.

About London Graduate School

London Graduate School is a provider of degree and master top-up programmes all of which are awarded by BRITISH UNIVERSITIES. The top-up programmes are designed to make British education available and affordable to learners globally.

About the Programme

This programme is geared towards students that are interested in gaining marketing skills with a strategic perspective. The programme help you learn how to provide companies with a competitive advantage and better understand today's customers. You will be equipped with the skills and confidence to make the decisions that will transform your company's marketing activity, add real value to your organisation, and in turn advance your career.

Study Mode: eLearning

Duration: 12 months

Intakes: September, January

➤ Learning Pathway

Stage 1:

OTHM Level 7 Diploma in Strategic Marketing

Delivered by
Douglas Business School
Awarded by
OTHM Qualifications



Stage 2:

MSc in Strategic Marketing

Delivered by
London Graduate School
Awarded by
University of Chichester

➤ Programme Structure

Stage 1:

- Contemporary Issues & Principles of Marketing
- Consumer Behaviour & Market Communications
- Digital & Social Media Marketing
- Contemporary Challenges & Strategic Marketing
- Strategic Brand Management Law
- Marketing Research Project



Stage 2:

Dissertation

➤ Entry Requirements

Applicants should either possess:

- A Bachelors Degree qualification in any subject from a recognized institution and 1 or more years of working experience.
- A professional qualification equivalent to a degree and a minimum of two years of working experience.
- A Diploma of Higher Education or equivalent qualification awarded by universities and five years of working experience of which at least 2 years at managerial level.
- Candidates without Diploma qualifications but with more than eight years of work experience of which at least three years at managerial level.



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