

**Marketing; (MA); 2388  
September 2020 Intake**

The purpose of this information sheet is to provide prospective students and applicants with further information about the nature of the degree, in order to help you decide if it is the right choice for you. Should you have any further questions, contact information is provided at the end of the flyer.

**Section 1 – degree programme structure**

Awarding institution	Royal Holloway, University of London
Accreditation(s) (where applicable)	None
Standard length of degree	1 year full time
Available part-time	No

The following table summarises the compulsory modules, which are referred to by Royal Holloway as mandatory course units, offered on this degree programme as well a selection of the optional course units that are likely to be available. Please note that although the College will keep changes to a minimum, new units may be offered or existing units may be withdrawn, for example, in response to a change in staff. You will be informed if any significant changes need to be made.

Course unit name	Credits	Mandatory	Optional
MN5051 Marketing – A Critical Introduction	20	Yes	No
MN5071 Consumers and Brands	20	Yes	No
MN5073 Research Methods	20	Yes	No
MN5076 MA Marketing Dissertation	40	Yes	No
MN5081 Introduction to Marketing Concepts	20	Yes	No
MN5054 Services Marketing	20	No	Yes
MN5056 Arts Marketing	20	No	Yes
MN5057 Marketing, Environment and Society	20	No	Yes
MN5063 Digital Media Marketing	20	No	Yes
MN5064 Marketing Communications	20	No	Yes
MN5067 Consumption, Markets and Culture	20	No	Yes
MN5555 Foundations of Management	0	No	Yes

**Section 2 – degree programme costs**

Essential costs*	No further costs
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\* These estimated costs relate to studying this particular degree programme at Royal Holloway. Costs, such as accommodation, food, books and other learning materials and printing etc., have not been included, and further information regarding these can be found on our website.



### Section 3 – useful vocabulary

We understand some of the terminology used in this document may be new to you, and may differ from that used by other universities. To help with this, we have provided a brief description for some of the most important terminology:

*Degree programme* – Also referred to as 'degree course' or simply 'course', these terms refer to the qualification you will be awarded upon successful completion of your studies.

*Course unit* – Also referred to as 'module', this refers to the individual units you will study each year to complete your degree programme. Masters programmes consist of a number of taught course units – some mandatory and some optional - plus a dissertation/ project to the value of 180 UK credits in total. On completion of a minimum of 120 UK credits a student may be awarded a Postgraduate Diploma, while on completion of a minimum of 60 credits a student may be awarded a Postgraduate Certificate. Some Masters programmes may have progression requirements (where they are offered over more than one year of study) or pass requirements for degree title if they are accredited by a professional body.

*H/EU* – Different categories of students pay different levels of tuition fees. H/EU stands for students with Home or European Union fee status.

*Overseas* – Non-EU students are liable to pay the overseas rate of tuition fees, and are sometimes also referred to as international students.

### Section 4 – contact information

If you have any further questions, you can contact the Admissions team by email at [study@royalholloway.ac.uk](mailto:study@royalholloway.ac.uk).

This information is final at the time of publication (29/07/19) and supersedes any previous information provided in publications or on Royal Holloway's website.