North Wales Management School

WREXHAM UNIVERSITY

MBA Marketing online

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Make your choice to study with a well-connected and career-focused university...

NORTH WALES MANAGEMENT SCHOOL IS PART OF WREXHAM UNIVERSITY, A VIBRANT, FRIENDLY INSTITUTION WHERE EACH STUDENT'S LEARNING, POTENTIAL AND FUTURE IS GIVEN PERSONAL ATTENTION.

Industry-led courses are at the heart of our offering. We pride ourselves on our leading scores for employability and links with leading local and regional employers such as Toyota, Kellogg's, Brother Industries and the BBC. Their knowledge and expertise feeds into our courses, ensuring that our students are provided with only the most relevant skills for their future career.

Find out more about Wrexham University

Why Wrexham?

100% online MBA within 24 months

Study anytime, anywhere, on any device

Earn while you learn

£6,000 total fees, option to pay per module

Top 10 in the UK for 'Teaching Quality'*

*The Times and The Sunday Times Good University Guide, 2024

Full academic support

From our home in Wales to your home anywhere in the world...

WREXHAM UNIVERSITY HAS BEEN TEACHING STUDENTS ON CAMPUS IN WALES SINCE 1827 AND GAINED OFFICIAL UNIVERSITY STATUS IN 2008 WITH THE VALUES OF OWAIN GLYNDWR: TO BE BRAVE, ENTREPRISING AND OPEN TO ALL.

This commitment to inclusivity is reflected through our suite of completely online programmes, all designed to offer the flexiblity working professionals looking to develop new key in-demand skills need to progress further in their career or take a new direction altogether.

Our programmes make it possible to fit study around your life – be it important family and work commitments, or more personal interests such as sports, recreation and social activities. For even more flexibility, there are six start dates a year, an option to pay per module and government loans available for those that are eligible.

North Wales Management School and Wrexham University as a whole prides itself for its employment outcomes as well as its expertise in part-time and flexible learning so you can progress your career, whenever you can and wherever you may be.

What our students say...

Click on the image to hear what our students think about online study at NWMS.

MBA Marketing

TRANSFORM YOUR CAREER PROSPECTS BY DEVELOPING A ROBUST AND WELL-ROUNDED SET OF BUSINESS SKILLS AND A DEEPER UNDERSTANDING OF NATIONAL AND INTERNATIONAL MARKETING.

Overview

This programme develops key skills required of senior marketers, including strategic marketing, integrated communications planning, creativity, innovation and an understanding of consumer behaviour. It also covers key business disciplines including finance and human resource management and develops practical and theoretical business leadership skills.

You will gain knowledge applicable to the real world and will hone your communication skills, learn how to create and execute best-in-class integrated traditional and digital marketing strategies, develop problem-solving skills and deepen your understanding of consumer motivation.

Study mode:
Part-time online only

Duration:
24 months

More details:

Click here to find out more and apply

What will I learn?

Students of this programme learn how to:

- Make judgements using critical thinking.
- Work autonomously and apply principles and procedures to resolve problems.
- Synthesise facts and ideas to develop well-analysed solutions.
- Influence behaviour from a management perspective.
- Identify and interpret relevant theory in organisational contexts.

And graduate able to:

- Communicate effectively both orally and in writing by drawing on relevant information, summarising and interpreting.
- Master numeracy skills, data analysis and statistical interpretations.
- Work independently to manage personal development and exercise time-management and prioritisation.
- Contribute in an effective manner to evidence-based decision making in order to influence people and outcomes.
- Work effectively and contribute skills relevant to organisational marketing.

What careers can this degree prepare me for?

An MBA Marketing can open doors to a variety of leadership and management careers, across a broad range of sectors including, but not limited to:

- Banking and Finance
- Consumer Goods and Retail
- Education
- Healthcare
- Hospitality and Service
- Non-government and charities
- Public Sector
- Science and Technology

Examples of roles graduates may find employment in include:

- Brand Manager
- Business Development Manager
- Chief Marketing Officer
- Email Marketing Manager
- Head of Marketing
- Marketing Director
- Marketing Manager
- Marketing Research Analyst
- Sales Manager
- SEO Manager

What topics will I cover?

Strategic Marketing

Integrated Communications

Customer Continuity & Growth

Creative Change & Innovation

Emphasising the Environment

Implementing Strategies

Finance Insights & Business Intelligence

HRM in Context

Research Methods

Research Proposal

Dissertation

About online study with NWMS...

ONLINE STUDY CAN HELP BREAK DOWN MANY OF THE BARRIERS PEOPLE EXPERIENCE WHEN SEEKING THE NEW SKILLS, KNOWLEDGE AND QUALIFICATIONS THEY NEED TO PROGRESS THEIR CAREERS, OPENING DOORS TO A GREATER RANGE OF STUDY OPTIONS.

How does online study work?

- Online students complete their studies in a digital classroom, or virtual learning environment. These spaces maximise flexibility, making it possible to access your course content and materials whenever and wherever it suits you around important life commitments such as work, family and friends.

Do I need to attend campus at all?

- No. All of your programme requirements are completed online.

What learning platform will I use?

- NWMS uses Canvas. It's a digital learning environment that promotes student-centred learning through a modern user-friendly platform.

What are the technology requirements?

- You will need regular, ongoing access to a working laptop or desktop PC, as well as a stable internet or WiFi connection. You will also need to know how to use Microsoft Office applications including Word and Powerpoint, and be able to save files to Wrexham's cloud server.

How do the online and on-campus programmes vary?

- These programmes are designed for online study. Video lectures outline concepts, theories and principles, while seminars and activity-based sessions use real-life examples to bridge theories with practice. Quizzes and discussion board participation also help to encourage your collaboration and learning.

What support will I receive?

- You will study independently with periodic academic support including guidance, feedback and suggestions, throughout your studies.

How will I interact with other students?

- Canvas provides all the tools you need to chat, exchange ideas and interact with your fellow learners.

  It's a great place to build a friendly community of learners with whom to share your learning journey.

How many hours per week will I study?

- Our online courses are designed for weekly module participation and you will need to stay engaged to keep up with tutor and student discussions. Each module is designed to need roughly 19 hours' study per week in each week for eight weeks. The dissertation and research projects however take place over 16 weeks.

Are there any breaks? If so, when are they?

- There are two teaching breaks built into each year of the programme – two weeks in the summer and two in the winter.

As an online student with Wrexham you can...

- Learn in a purpose-built digital learning environment
- Build a study timetable to suit your life around your work, family, friends and interests
- Engage in a variety of learning methods (videos, lectures, discussion boards etc.)
- Avoid lengthy travel to and from campus to complete your studies
- Grow your professional network with online students from across the UK

Frequently Asked Questions

ALL YOUR KEY QUESTIONS ON FEES AND FUNDING, STUDENT SUPPORT AND CAREERS ANSWERED.

Fees and funding

When are my fees due?

- You will need to pay for your first module before your programme's start date. The payment deadline will be provided on your enrolment invitation.

How are my fees paid?

- You can pay by credit or debit card via **eVision** as part of the enrolment process once you receive you enrolment invitation.

Can I pay in instalments?

- You can pay for your studies in full at the beginning of your programme, or by module as you go, breaking up the full programme fee over the course of your studies. You cannot however, pay your individual module fees in instalments.

Is Student Finance available?

- Students based in the UK may be eligible for a postgraduate loan. You can visit **gov.uk/masters-loan** for more information and to apply.

Am I eligible for an Alumni discount?

- Yes. If you have previously completed an undergraduate degree at 2:2 or above with Wrexham University you will be eligible for a 10% discount.

Student Support

What contact will I have with my tutors?

- You will be able to interact with your online tutors, and other students on Canvas – our online learning platform.

Is attendance monitored?

- No. These programmes are delivered as asynchronous learning. This means there are no live parts of the programme, so you can choose to study in your free time and at a time which suits you. The programme's student success coordinators and the programme team will, however, be able to monitor your engagement with the programme.

No engagement for a lengthy period will be considered a potential challenge to your success and relevant support may be required.

Is technology support available?

- Technology support is available to our students through the enrolment teams (new students) and Student Support Coordinators (existing students) who can help with most issues. Students can also be referred to IT for further assistance if required.

What support can students with additional support needs receive?

- You will receive extra support and can set up video sessions with the tutors to support your learning. You can view further information at **wrexham.ac.uk/student-support/inclusion/**

Careers and progression

Are these programmes accredited?

- No. Our degree programmes are not third-party accredited.

What are the career pathways for this programme?

- This programme presents a variety of career opportunities for business professionals. For more information on the possible options see page 5.

Will this degree allow me to go onto PhD Study?

- While a Master's degree will help to open doors with employment as well as study, you'll need to check the specific entry requirements of the programme and institution you are interested in to find out if our programmes are acceptable for entry.

Click here for more programme FAQs

North Wales
Management School

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