



UNIVERSITY OF EDINBURGH  
Business School

# Masters in Marketing at the Business School

Thursday 20 November 2025  
10:45 – 11:30



# Coming up

- **Study timeline**

Explore how a one-year Masters programme is structured.

- **Masters in Marketing**

Hear from our Programme Director: Dr Victoria Rodner.

- **Dissertation**

Learn more about creating a piece of work unique to you.

- **Industry engagement**

Discover how you will engage with industry and business professionals.



Michael Chambers

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**Student Recruitment Manager**



This session also features a Q&A with a current student.

## Study timeline

Semester 1  
September – December  
Taught classes



Semester 2  
January - May  
Taught classes



Semester 3  
May – August  
Dissertation





# MSc Marketing

Meet the Programme Director...

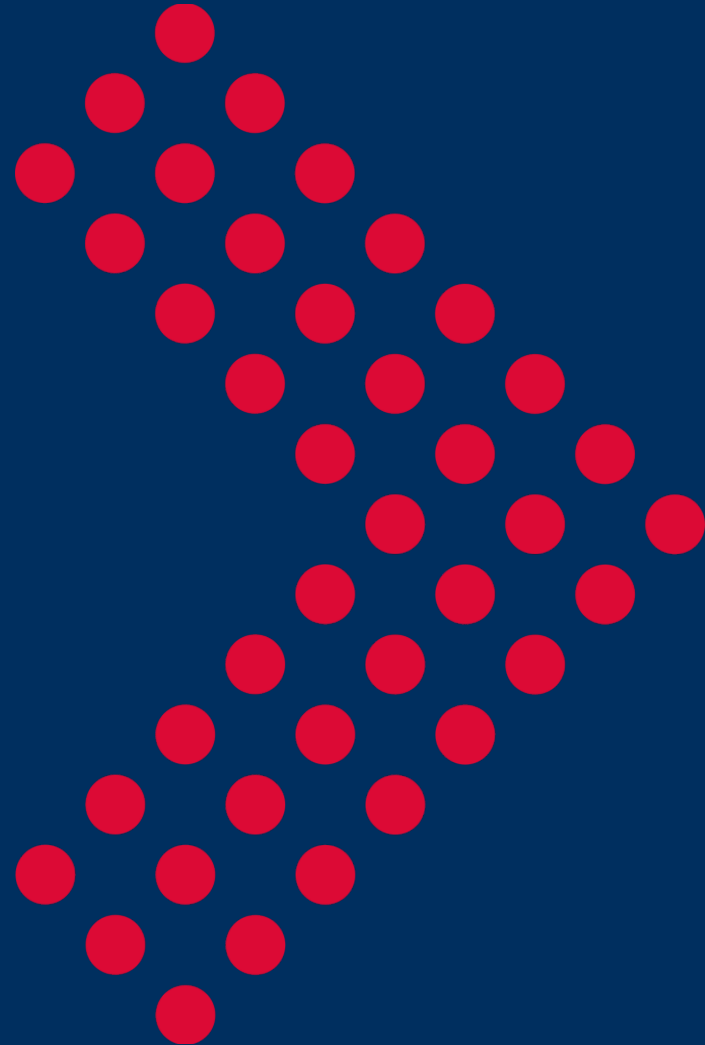


**Dr Victoria Rodner**

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**Programme Director for MSc Marketing**  
**Senior Lecturer in Marketing**

[Victoria.Rodner@ed.ac.uk](mailto:Victoria.Rodner@ed.ac.uk)





# MSc Marketing



Our MSc will give you an in-depth knowledge of marketing from both an academic and practitioner's perspective, enabling you to address marketing challenges in critical and creative ways. The programme is designed to help those from general business or management-related disciplines develop into innovative marketing professionals who can drive strategic decisions in the creation of successful products and services.

Our MSc ranks 17<sup>th</sup> in the 2026 QS Marketing Rankings

# Courses

## Semester 1: September – December

*All courses in this semester are compulsory.*

- Consumer Behaviour
- Digital Marketing
- Marketing Research & Data Insights
- Principles of Marketing Management

## Semester 2: January - May

*Compulsory courses.*

- Marketing for Net Zero
- Marketing: Theory and Application

Option courses: Choose 3

- International Marketing Strategy
- Marketing Communications
- Marketing of Services
- Understanding Brands
- Innovative Technology in Marketing

# Dissertation

**Your Masters dissertation is a significant piece of individual research that gives you the opportunity to study a topic in depth.**

## Client Sourced Dissertation (CSD)

A student will carry out an authoritative piece of work on a business or management issue identified by a project client.

The benefits of a CSD include:

- Exposure to a real-world project as defined by a company's business needs
- Enhances technical skills while further developing transferable skills
- Gain an insight into the sponsoring company
- Opportunity to network and raise your profile
- Enhances employability and adds to your CV







# Industry Engagement

- Guest speakers, workshops, and seminars
- Alumni panels
- Group consultancy projects
- Client Sourced Dissertation
- Employability & Careers Expo



# Masters of Change

We are proud to share inspiring alumni stories and continuously expand our international network of change makers.



# MSc Marketing



## Erica Hungerford MSc

Director of Dynamic Creative, Dentsu International  
MSc Marketing, 2018

*"I developed a solid base of knowledge on broad marketing theory and practice during my MSc. From this base, I have grown by honing more. [Now] I am able to confidently advise clients on their DCO strategy and how this can be utilised across other areas of their business."*





# Hear about my experience



**Morgane Rochat**

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**Switzerland**

**MSc in Marketing**

**Get involved:** Ask your questions in the chat box!

# Stay connected

futurestudents@ed.ac.uk  
@uoebusiness

[www.business-school.ed.ac.uk](http://www.business-school.ed.ac.uk)



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