



**London
South Bank
University**

EST 1892

School of
Business

Masters Programmes in London September 2018 & January 2019



Become what you want to be



SOHO

COVENT GARDEN

SOUTH BANK

Green Park

St James's Park

Victoria

Imperial War Museum

Elephant and castle

New Kent

Oxford Street

Tottenham Court Road

Long Acre

Strand

Trafalgar Square

Piccadilly Circus

Green Park

St James's Park

Westminster Abbey

Houses of Parliament

Lambeth Palace

Charing Cross

Waterloo Bridge

London Eye

Westminster Bridge

Lambeth Bridge

Somerset House

National Theatre

Royal Festival Hall

Florence Nightingale Museum

Garden Museum

Temple Church

The Hayward Gallery

Waterloo

Coade Stone Lion

Lambeth North

Blackfriars Bridge

Millennium Bridge

Southwark

Southwark

Borough Road

Blackfriars

St Paul's Cathedral

St Paul's Cathedral

St Paul's Cathedral

St Paul's Cathedral

Lower Thames Street

Golden Hind

Borough Market

Marshalsea Road

Borough Road

Southwark Bridge

Southwark

Southwark

Southwark

Southwark

Southwark

Southwark

Southwark

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Southwark

Southwark

Southwark

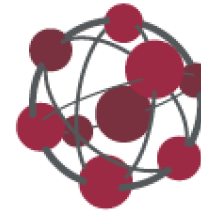
Southwark



London South Bank University

Our partnerships and professional body accreditations

School of Business



Approved Learning Partner



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Sunday Times – Good University Guide – Student Satisfaction (Marketing)

Subject Tables 2018

[How to use](#) | [Methodology](#) | [Feedback](#)

of publicising and communicating the value of a particular product or service. It is therefore intrinsic to the idea of business versus of a country's economy. This table includes Advertising, Sponsorship and [more](#).

ing ▾ Year ▾ London ▾ Group ▾ Order by Student

[Guide to Marketing – studying](#)

University Name	Entry Standards	Student Satisfaction	Research Quality	Graduate Prospects	Overall Score	Next Steps
1 London South Bank	262 	4.56 	1.83 	50 	79.2 	PROFILE
1 East London	256 	4.27 	2.26 	46 	77.8 	PROFILE
Middlesex	281 	4.13 	2.72 	64 	83.4 	PROFILE
Kingston	299 	4.03 	2.78 	60 	83.0 	PROFILE
Brunel University London	n/a	3.84 	2.53 	n/a	87.3 	PROFILE

BANABA Programme: MSc Options at LSBU September 2018 Entry

MSc International Business Management

- You will develop the ability to critically evaluate & appraise existing theories & ideas about changes taking place in the world of international business. You'll also build an awareness and understanding of how different cultural attitudes & beliefs shape the international business environment in different regions of the world.
- You will become a more effective decision-taker, with the knowledge, understanding, confidence & skills to engage in independent, original thought which has practical application in the business environment.
- You will learn to use scientific research techniques to engage in independent investigation, building knowledge & understanding of particular issues that are the forefront of the different areas covered by the degree.

MSc Marketing

- Accredited by the [Chartered Institute of Marketing \(CIM\)](#) this programme is an excellent choice for graduates from a variety of backgrounds wishing to work or develop your career in the field of Marketing.
- Successful graduates have gone on to work in a variety of organisations including multinational & global companies, public sector organisations, charities & start-ups. Many of our alumni work for advertising, brand management and market research agencies. Equally our graduates are successful in client-based companies such as manufacturers and banks.
- The programme will equip you to work in a range of marketing fields including product & brand management, account management, digital and social media marketing, marketing communications, & marketing research.

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MSc International Business Management

Leuven	Requirement: Advanced Bachelor Programme (60 Credits)		
London (Part 1)	International Management (20 Credits)	International Marketing (20 Credits)	International Finance and Decision Making (20 Credits)
London (Part 2)	Dissertation (60 Credits)		

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MSc Marketing (September 2018)

Leuven	Requirement: Advanced Bachelor Programme (Digital Marketing & Communications) (60 Credits)	
London (Part 1)	Research Methods (20)	Plus 40 Credits - Electives from: International Pricing & Performance (20) Integrated Marketing Communications (20) Cross Cultural Buyer Behaviour (20) International Brand Management (20) Public Relations (10) Global Operations & Logistics (10)
London (Part 2)	Dissertation (60 Credits)	

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New Marketing Programme – January or June 2019 onwards

Requirement: Leuven Advanced Bachelor Programme Requirement

Corporate Management, Digital Marketing & Communication or Cultural Management



London: Project Launch Residential & Core Modules

Brand Management

Corporate Strategy for Marketers

Research in Action



Management Consultancy in a Global Environment & Two Options (10 Credits) or 20 Credit internship

Managing Virtual
Work

Sustainability

Global Operations
& Logistics

Digital & Social
Media Marketing

Marketing Science

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New Marketing Programme – January or June 2019 (cont)

Project Escalator Residential

January or June

Core Module - Capstone Business Project

(Research & Business Plan - 40 Credits)

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Distinctive Features of Our Courses

•Residential weekends

•The opportunity to obtain the Chartered Institute of Marketing (CIM) Diploma

•The opportunity for consultancy practice

•Opportunity to carry out a project that suits the students' career needs

•Business start-up advice & support during the programme for budding entrepreneurs

•Opportunities to network with our post graduate research & enterprise community

•Based in the heart of London;

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Application & Fees

- 2/3rds of published postgraduate fee
- Apply online www.lsbu.ac.uk/international - UKPASS or LSBU online application form (international students)
- Questions about admission email internat@lsbu.ac.uk
- Apply for accomodation once you have an offer – applications are on a first come first served basis.

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Where are they now ...?



L'ORÉAL



McCANN
LONDON



SAATCHI & SAATCHI

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London South Bank University

EST 1892



FIFA



XBOX 360



Road Safety

Dove



NET-A-PORTER

The world's premier online luxury fashion destination



Virgin

EMI RECORDS



Expedia



ASOS

The Online Fashion Store



Any Questions?

Ayesha Owusu-Barnaby
Associate Course Director: Marketing
owusuba2@lsbu.ac.uk

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