

Marketing

Programmes

Undergraduate:

- Advertising and Marketing Communications, BA Hons
- Marketing, BA Hons

Postgraduate:

- Strategic Marketing Communications, MA
- Strategic Marketing, MA

Transcript

Voice over introduction

Our marketing expertise stretches back 20 years. But we're not stuck in the past. Our cutting-edge programmes are shaping tomorrow's marketeers.

You'll know how to attract the right customers and understand consumer behaviour. Enabling you to make a bigger impression, with innovative campaign management techniques across all media.

Marketing is a diverse area. Giving you a wide choice of exciting career options, working with global brands, across the whole business spectrum.

Albert Evans

Head of the Department of Marketing, Events and Tourism

"We have four programmes: two undergraduate and two postgraduate. Two in marketing and two in advertising and marketing communications. In fact, the advertising and marketing communications programme was the first of its kind in the UK. It's been running for over 15 years and we've had some outstanding successes.

I'll give you examples of two major players who graduated from that programme. One is now the Chief Executive of Interbrand, which is the largest brand organisation in the world. The second one is the Managing Director of Fallon Advertising, which is a big, big player in the UK. And we bring them back, as we do so many of our alumni, to help us keep our curriculum up-to-date and our students inspired and motivated, so that works perfectly well."

Humberto Villamizar

Marketing student

"I really love marketing because I think it can change consumers' behaviour and also because I think marketing is a very useful tool for every industry. The lecturers on my course are really, really great. They have a lot of experience in the professional field and they have a lot of knowledge in marketing. Their background is really interesting for me because I can see how I would like to be in the future. I have gained a lot of good and positive things from them."

Albert Evans

Head of the Department of Marketing, Events and Tourism

"We have some excellent links with these programmes – we always have. Some of our alumni come back and help us, for example, we have two Chief Executives from major agencies who come back. Our students benefit from the links we have with businesses. People come in and give guest lectures, guest workshops and bring the cutting-edge of business back to our students. And that helps us to combine the academic with the practical."

Humberto Villamizar

Marketing student

"It's a really great experience. I really love this university, the campus, the people. And the staff – they're always trying to help."

Albert Evans

Head of the Department of Marketing, Events and Tourism

"Essentially, we're looking to build students' careers. This is a practical and academic training for the careers they're going to take up. And I would say, if they want to be in this fantastic environment, but want to embrace current practice, the latest trends and the most up-to-date academic research, this is a place to come. Obviously, they've got massive choice. But, this is a place to come for heritage and cutting edge marketing."

Voice over

Will you develop the next big marketing technique?

University of Greenwich. Make your time count.

