Study with us

About your course

Courses covered

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSMSCMK</td>
<td>MSc Marketing</td>
</tr>
</tbody>
</table>

You can find full details of your course in the *Programme Specification*.

Important points

At Hertfordshire Business School we have over 150 full time academic staff and 120 visiting lecturers who bring their industry expertise into the classroom. There are an additional 40 staff in the professional team, supporting students and the work of the School.

Hertfordshire Business School offers 9 different subject areas which cover all areas of teaching, research and consultancy within the school.

With a student body of more than 4000 the school delivers close to 20,000 scheduled learning activities per annum, supporting more than one million hours of student learning per annum.

The vision of Hertfordshire Business School is empowering students through transformational education and research. Our mission is to transform students as learners and professionals, enabling them to play their part in the global economy by challenging and innovating business thinking.

Academic Year

**Academic Year 2019 - 2020**
The University’s academic year is made up of 3 Semesters. For most undergraduate/postgraduate students the academic year is split into two Semesters (A & B). Each of these is made up of teaching weeks followed by exams (the re-sit period falls within Semester C)

- Semester A runs from Monday 23 September 2019 to Friday 17 January 2020
- Semester B runs from Monday 20 January 2020 to Friday 22 May 2020
- Semester C runs from Monday 25 May 2020 to Friday 18 September 2020

Additional expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Year</th>
<th>Mandatory/Optional</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>1</td>
<td>Optional</td>
<td>£100</td>
</tr>
</tbody>
</table>

Postgraduate study requires extensive reading and access to reference works. Recommended texts are available in the Learning Resources Centre, however availability may be limited so students
may wish to purchase their own copies. The average price of a recommended text is approximately £50, although you may be able to buy second-hand copies.

No additional expenses have been specified for this course.