

Study marketing in the UK

Where can I study marketing?

The UK has three of the best universities for marketing in the world – Imperial College Business School (third), the University of Warwick (sixth) and Alliance Manchester Business School (ninth). In total there are over 140 universities and almost 900 courses to choose from.

What is the application process?

Most marketing degrees in the UK will require at least two A levels or equivalent, and many of the most popular courses will expect ABB or higher.

Typical requirements for International Baccalaureate will be around 30 points, with an IELTS of 6.0 overall, and no lower than 5.5 in any one component.

How long does it take to graduate?

UK undergraduate degrees in marketing and related subjects typically take around three years to complete. Many offer opportunities to extend your studies with a year's work experience placement.

Postgraduate degrees are usually between one and two years, though several universities offer integrated master's degrees, which allow you to complete both the undergraduate and postgraduate elements in four years.

What will I learn?

Studying marketing in the UK is a great way to gain access to the kind of knowledge and transferable skills you need for a career in a range of sectors and environments. From communication and presentation skills, to e-commerce and digital marketing, strategic brand building and audience insights, you'll graduate with a robust knowledge of marketing and business, as well as the ability to apply analytical thinking to overcome all kinds of challenges.

Why is the UK a good choice for marketing?

The UK has long been a go-to destination for marketing and advertising. Our creative heritage and business landscape are both among the most developed in the world, and the natural overlap into marketing means we have one of the most exciting and innovative marketing ecosystems anywhere – and a creative industry worth £18.6bn.

Home to global media and advertising networks as well as tens of thousands of creative marketing SMEs and freelancers, the UK is a real hub of global talent, thanks to its flexible labour market and time zones. Blending compelling creativity, strategic insights and the latest technologies, the UK is the ideal place to learn how to forecast and shape emerging trends and engaging customer experiences that drive sales.

Are there any scholarships for marketing?

Many UK universities offer scholarship opportunities to international students seeking to study marketing in the UK. Predominantly focused on postgraduate qualifications, they include three of the world's best universities for marketing, Manchester (Alliance), the University of Warwick and Imperial College London.

You can also choose to apply for one of the more high profile opportunities such as Chevening Scholarships or Commonwealth Scholarships, which are both open to residents of any country.

What are my work options after I graduate?

UK marketing graduates are well-positioned to explore a wide choice of career paths when they leave. Popular job roles range from account executive and researcher to planner, copywriter, media buyer and social media manager.

Whether you're excited by the ever-growing opportunities created by digital marketing or want to manage and co-ordinate the diverse talented people required to deliver global campaigns, you'll find the best possible insights and experiences for your journey in the UK.

International students who have completed an undergraduate or master's degree can apply to stay and work in the UK for two years upon graduation, through the Graduate Route.

To find out more about studying marketing in the UK and to find a course, visit Study UK study-uk.britishcouncil.org