

Study marketing in the UK

Where can I study marketing?

The UK has three of the ten best universities for marketing in the world – University of Oxford (second), University of Cambridge (third) and London Business School (sixth).¹ In total there are over 140 universities and almost 900 marketing courses to choose from.²

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?

Most marketing degrees in the UK follow a standard undergraduate timeline, with the added option to include a professional placement year to gain industry experience. Postgraduate programmes are typically designed to be completed within one academic year, though integrated study options are available for those who wish to combine undergraduate and master's qualifications into a single, extended course.

What is the course structure?

Marketing degrees are built to offer both structure and adaptability. You'll start with a foundation in core business and marketing concepts, then branch into areas that suit your career aspirations. Many universities offer the chance to work on live briefs, collaborate with brands, or complete an internship as part of the course. A modular format allows for specialisation in topics like digital marketing or branding as you progress.

What will I study?

¹ [QS Top Universities, 2025](#)

² [UCAS, 2025](#)

You'll engage with topics such as strategic marketing, consumer insights, brand development, digital campaigns, and integrated communications. Courses also often include training in data analysis, SEO/SEM strategies, and content creation. Depending on your pathway, you may study areas like sustainable marketing, influencer marketing, or global advertising. There's a strong focus on combining creative thinking with analytical precision.

Why is the UK a good choice to study 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 a highly developed marketing sector known for its innovation and global reach – and a creative industry worth £124.6bn.³

Home to global media and advertising networks as well as tens of thousands of creative marketing SMEs and freelancers, the UK is a centre of international marketing activity, with global connectivity and strong links to industry. Blending compelling creativity, strategic insights and the latest technologies, the UK is the ideal place to understand emerging market trends, and create impactful customer experiences that drive sales.

Are there any scholarships for studying law?

There are often funding options available for international students who want to study marketing in the UK. These range from part-funding, for example paying part of your fees, to full-funding which covers programme fees, living expenses, and return flights to the UK.

You can search our database of scholarships at study-uk.britishcouncil.org/scholarships-funding and check with individual university websites for institution-specific opportunities.

What are my work options after I graduate?

UK marketing graduates enter a wide range of careers — from digital strategy and brand management to market research, social media, and advertising. Roles include account executive, strategist, planner, and content creator. Starting salaries average around £19,000 and can rise above £40,000 with experience.⁴

The UK's Graduate route allows international students to apply to stay in the UK and work, or look for work, upon graduation. International students who have successfully completed an undergraduate, master's degree or PhD have the option to apply to stay in the UK for an agreed period, following their studies. The Graduate route does not require you to secure sponsorship.

³ [UK Government, 2025](#)

⁴ [Prospects, 2025](#)

Study UK

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

