MSc Marketing

Graduate Locations

UK, Bulgaria, Romania, Cyprus, Azerbaijan, Pakistan, Macedonia, Japan, South Korea, Sri Lanka, Netherlands, Taiwan, UAE, Greece, Italy

Graduate Job Sectors

- 0 - 5%
  - Financial Services
  - Healthcare
  - Hospitality
  - Real Estate
  - Charity
  - Consulting
  - Recruitment

- 5 - 10%
  - Education
  - IT

- Over 10%
  - Retail & Commerce
  - Marketing
  - Advertising

Graduate Job Titles

- Marketing Executive
- Brand Manager
- PR Intern
- Business Development Executive
- Assistant Product Manager
- Marketing Consultant
- Assistant
- Marketing Intelligence
- Digital Marketing Specialist
- Accountant Executive
- Guest Relations Officer
- Operations Strategist
- Campaign Manager
- Head of Services
- Associate Account Strategist
- Customise Insights Manager
- Technology Consultant
- Analyst

Employers

- The Hut Group
- InterContinental Hotels Group
- Saatchi and Saatchi
- Nielsen
- Walmart
- John Lewis
- Fortnum and Mason
- Google
- HPS Group
- Sekonda
- Amazon
- L’Oréal
- Colgate-Palmolive
- Mars
- Hewlett Packard
- Volkswagen
- Universal Studios
- Rolls-Royce
- Liberty Digital Group

Undergraduate Study Discipline

- 0 - 5%
  - Education
  - Geography
  - IT

- 5 - 10%
  - Accounting
  - History
  - Engineering
  - Hospitality
  - Commerce
  - Design

- 10 - 15%
  - Finance
  - Economics
  - Social Sciences
  - Marketing
  - Advertising

- Over 15%
  - Management
  - Business
  - Management

Information based on Alliance MBS graduation data from 2015-2018
Brianna Nowak
Class of 2017

What did you choose AMBS?

“I have always wanted to travel Europe and thought what better way to do that than to get a degree at the same time. I decided to pursue Alliance MBS due to its impeccable online reviews, course listing, and the commitment to student success though on campus resources and professors.”

I used the Postgraduate Careers Service a lot towards the end of my studies here to prep me for applying to jobs back home.”

How did your time at AMBS help you in your current role?

“Since graduation, I have moved back home, to the city, and am working as a Marketing and Sales Executive for two attractions who are a part of Merlin Entertainments.

“The course taught me how to think critically, but also the importance of research and being detail oriented when making decisions. The theoretical background for support of each of the main marketing components has also prepared me to effectively strategise, analyse digital results, and plan content effectively.”