

Postgraduate Admissions Statement

MSc Marketing

Programmes Covered

This admissions statement applies to the following programme(s):

MSc Marketing

Applicants should also refer to the relevant prospectus entry for further programme details.

This admissions statement should be read in association with the [University Admissions Principles and Procedures for Postgraduate Taught Programmes](#).

Faculty

Faculty of Social Sciences and Law

Admissions team and contact details

Graduate Studies Admissions Team

Graduate Studies Office

School of Economics, Finance and Management

University of Bristol

8 Woodland Road

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Email: efim-pgadmissions@bristol.ac.uk

Telephone: +44 0117 394 1519

Website www.bristol.ac.uk/efm

Admissions cycle

This Admissions Statement applies to applications submitted for entry to the programme between 1st October 2017 and 31st September 2018.

Application deadline

Details of application deadlines for this programme are displayed on the individual programme page within the [University course finder](#).

Admissions criteria

Academic requirements

To be considered for admission to this programme, applicants are required to hold/achieve a minimum of a First or Upper Second Class (2:1) degree in a business, management or marketing related discipline, or an equivalent overseas qualification from a reputable university.

For information on international equivalent qualifications, please see our [International Office website](#).

English language requirements for non-native English speakers

For applicants whose first language is not English, and whose full undergraduate degree was not taught in an English-speaking country, it is necessary to hold/achieve a minimum score in an approved English language test as specified in Profile B of the [University's English Language Requirements Policy](#).

Applicants do not need to have reached the required level of English language before submitting an application, however an English Language test must be submitted with the application in order for this to be reviewed. If necessary, English language will be included as a condition of offer.

Applicants have the option to undertake one of the University's Pre-sessional English courses. You can find information about the University of Bristol's Pre-Sessional English courses at the [Centre for English Language and Foundation Studies website](#).

Application process

Online application form

Applicants should complete the online application form, uploading all required documents directly into the application form. Guidance on uploading documents can be found in the [How to Apply FAQs](#). Any paper documents received by post, or electronic documents received by email, will not be considered except in exceptional circumstances.

Applicants should make every effort to choose the correct programme in the application form by reading the prospectus entry and admissions statements fully. Applicants should contact the relevant Admissions Team if clarification is required.

Documents to upload to online application form

The required documents for this programme are listed below. Applications may not be considered until all required documents have been uploaded to the application form.

Applicants who have already submitted an application can upload additional documents into the 'Post-submission uploads' section of the application form. Information about how to upload documents to an application form can be found in our [How to Apply FAQs](#).

Required documents for this programme are:

- **Two academic references (minimum):** References should be submitted electronically by the referee, using the online reference form. Alternatively, scanned copies of the original reference document(s) can be uploaded by the applicant.
If you graduated more than two years ago, or if professional experience is relevant to the application, professional references will be accepted in lieu of one academic reference. At least one referee should be familiar with the applicant's academic work. References must be written, signed and dated on official letter headed paper from the referee's organisation. They must include the referee's full contact details, i.e. postal address, telephone number and organisation email address. A [reference template](#) is available to show the required format.
References supplied with a personal contact email address will not be accepted unless under exceptional circumstances, which must be explained within the reference. All references must be dated within the last two years.
- **Degree certificate(s)** from first and subsequent degrees. We require colour scans of original

documents and certified translations of documents issued in any language other than English.

- **Academic transcripts** from first and subsequent degrees. We require colour scans of original documents and certified translations of documents issued in any language other than English. Transcripts must list all subjects taken and grades achieved to date, with the grade scale clearly displayed in the transcript. Applicants must clearly state their current average grade in the online application form.
- **English language certificates** are required from applicants for whom English is not the native language and whose full undergraduate degree was not taught in an English-speaking country (please see the [English Language Requirements](#) for a list of English-speaking countries)

Optional documents for this programme are:

- **Personal statement:** A personal statement is not required but can be submitted to further support an application. If submitted, statements should highlight the motivation for applying for the course, and any relevant experience and/or skills.

Correspondence with applicants

Applicants will normally receive communication via email to the email address used to set up the application form account. Applicants should ensure the profile email address is kept up-to-date.

Selection process

Assessment of applications

All applications are considered in accordance with the [University's policy on equality and diversity](#). The University of Bristol upholds the principles of equality and diversity, respect and dignity. Candidates are not discriminated against on the grounds of race, ethnicity, nationality, gender, sexuality, religion or belief, disability, health or age.

Once a complete application has been submitted with all required supporting documents, it is considered by the admissions team.

Interviews

Interviews do not normally form part of the selection process. However, it may be deemed necessary to interview applicants with non-standard qualifications or who have additional skills and experience to be considered as part of the application process.

The purpose of the interview is to assess whether the applicant currently has the necessary skills and capabilities to pursue the chosen postgraduate programme, and whether the programme is appropriate to the applicant's interests and aspirations.

If required, interviewees based overseas will normally be interviewed by telephone or Skype.

All interviews are conducted by two members of staff, at least one of whom is trained in fair and effective recruitment techniques. All interviews are undertaken in accordance with the University's policy on equal opportunities.

Non-standard applications

We welcome applications from those with non-standard qualifications who can demonstrate knowledge, experience and skills developed in the workplace, or elsewhere, relevant to the programme of study. Please use your personal statement to provide further details.

Non-standard applications will be considered by the Admissions Tutor(s) for the programme on a case by case basis.

Decisions

Notification of decisions

Applicants will be notified by email when a decision has been made and decision letters will be available to view and print by logging into the application. If there is a deadline by which applicants must accept an offer of admission, this will be stated in the offer letter.

Offers

Offers will typically be made in line with the academic requirements set out above.

Offers made may be conditional or unconditional. An unconditional offer will be made to successful applicants who have already met the conditions and provided evidence that conditions have been met. Where academic or language requirements have not yet been fulfilled, successful applicants will receive a conditional offer outlining the requirements that must be met.

If an applicant is not selected to receive an offer for the course to which they have originally applied, we may offer the opportunity to be considered for an alternative programme in a related subject area. In such cases applicants will receive an email notification providing any alternative course options and asking whether they wish to be considered for these. It may be necessary for applicants to submit additional documentation in order for the application to be fully considered for an alternative programme. Details of the documentation required can be found in the [admissions statement](#) for the relevant programme.

Deferrals

Deferrals are not permitted for this programme. Applicants are encouraged to re-submit their application for consideration following year.

Additional information

Extenuating Circumstances

If your education has been significantly disrupted through health or personal problems, disability or specific difficulties within your studies you can submit an [extenuating circumstances](#) form as part of your application.

The information provided on the form will be treated confidentially, and will help us to fairly assess your academic performance in light of your circumstances.

ATAS

An ATAS certificate is not required.

Deposits

International self-funded students accepting a place on a taught postgraduate programme are required to pay a deposit of £1000. Further information is available on [how to pay programme deposits](#). Further information will also be provided in the offer letter to successful applicants.

The deposit is non-transferable and non-refundable except under the circumstances outlined in the [International Deposits Refund Policy](#).

Visa

International students coming to the UK to study full-time must apply for a student visa. [Tier 4 student visa guidance notes](#) are available on the University website.

Sponsored Students

Sponsored students are not required to pay the deposit but will need to upload a copy of their sponsorship letter using the 'Post Submission Uploads' section of the online application. Sponsored students will also need to complete and upload the [sponsorship authorisation form](#).