

## 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  
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Bristol BS8 1TN

Email: [efim-pgadmissions@bristol.ac.uk](mailto:efim-pgadmissions@bristol.ac.uk)

Telephone: +44 (0)117 394 1519

Website: [www.bristol.ac.uk/efm](http://www.bristol.ac.uk/efm)

### Admissions cycle

This Admissions Statement applies to applications submitted for entry to the programme between 1 October 2018 and 30 September 2019.

### Application deadline

Application deadlines can be found on the individual programme page within the [University course finder](#).

### Admissions criteria

#### Academic requirements

Applicants must hold/achieve a first or upper second-class honours degree in a business, management or marketing-related discipline, or an equivalent international qualification from a reputable university.

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

## English language requirements for non-native English speakers

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

You do not need to have reached the required level of English language before submitting an application, but an English language test must be submitted with the application for review. If necessary, English language will be included as a condition of offer.

There is an option to take one of the University's Pre-sessional English courses; details are available on the [Centre for English Language and Foundation Studies website](#).

## Additional requirements

There are no additional requirements for this programme.

## Application process

### Online application form

Applicants should complete the online application form, uploading all required documents directly. Guidance on uploading documents can be found in the [guidance for online applications](#). Paper documents received by post, or electronic documents received by email, are only considered in exceptional circumstances.

Before applying, make sure you choose the right programme by reading the prospectus entry and Admissions Statement fully. If you need clarification, please [contact the relevant admissions team](#).

Applications may not be considered until all required documents have been uploaded. If you have already submitted an application, you can upload additional documents into the 'Post-submission uploads' section of the application form.

All required documents must be submitted **within four weeks** of applying. Incomplete applications will be withdrawn after the four-week deadline.

## Documents to upload to online application form

Required documents for this programme are as follows:

- **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 your application, a professional reference will be accepted in lieu of one academic reference. At least one referee should be familiar with your academic work. References must be written, signed and dated on official letter-headed paper from the referee's organisation and must include full referee contact details, as shown in the [reference template](#). References supplied with a personal contact email address are only accepted in 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 state their current average grade in the online application form.
- **English language certificates** are required from applicants whose native language is not English and whose full undergraduate degree was not taught in an [English-speaking country](#).
- **Personal statement.** Personal statements should highlight the motivation for applying for the course, and any relevant experience and/or skills.

### Correspondence with applicants

We will correspond with you via the email address used to set up your application form account. Please keep this address up-to-date.

### Selection process

#### Assessment of applications

All applicants are considered on an equal basis in line with the [University's Equality and Diversity Policy](#).

Once a complete application has been submitted with all required supporting documents, it is considered by the admissions team. Places on this programme are limited and there is a high level of competition. Meeting the minimum academic entry criteria does not automatically mean you will receive an offer.

Where an applicant has undertaken a transnational education partnership programme or top-up degree, meeting the minimum academic entry criteria will not automatically mean an applicant will receive an offer. For these applicants, admissions decisions will consider the academic history of the applicant alongside relevance of degree, and, if required, degree content, and performance in key modules.

Each applicant is considered both holistically on their own merit and in competition with the rest of the applicant cohort during the academic cycle.

#### Interviews

Interviews do not normally form part of the selection process. However, we may interview applicants with non-standard qualifications or those with additional skills and experience to be considered as part of their application.

Interviews are used to assess whether the applicant has the necessary skills and capabilities to pursue their chosen programme, and whether the programme is appropriate to their interests and aspirations.

Interviewees based overseas are usually interviewed by telephone or Skype.

Interviews are normally 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 Equality and Diversity Policy](#).

## **Non-standard applications**

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

Non-standard applications are considered by the programme admissions tutor(s).

## **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. Decision letters include any deadline by which applicants must accept an offer.

### **Offers**

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

Offers may be conditional or unconditional. Unconditional offers are made to successful applicants who have met the admissions requirements. Successful applicants who have not yet fulfilled the academic or language requirements will receive a conditional offer outlining the outstanding requirements.

Unsuccessful applicants may be considered for an alternative programme in a related subject area. In such cases, applicants will receive an email with details of the alternative options. You may have to submit additional documentation to be considered for an alternative programme. Please check the relevant [Admissions Statement](#) for details.

### **Deferrals**

Deferrals are not permitted for this programme. Applicants who wish to defer are encouraged to resubmit their application for consideration in the relevant 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 will be treated confidentially and will help us to assess your academic performance fairly in light of your circumstances.

### **ATAS**

An ATAS certificate is not required for this programme.

### **Deposits**

International self-funded students accepting a place on this programme must pay a deposit of £1,500 within four weeks of the date of their offer letter. Further information on [how to pay programme deposits](#) is provided in the offer letter as well as online.

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 must upload a copy of their sponsorship letter in the 'Post-submission uploads' section of the online application, and must also complete and upload the [sponsorship authorisation form](#).