

Study with us

## About your course

### Courses covered

Code	Title
<b>BSMSCMK</b>	MSc Marketing

You can find full details of your course in the *Programme Specification*.

### Important points

At Hertfordshire Business School we have over 150 full time academic staff and 120 visiting lecturers who bring their industry expertise into the classroom. There are an additional 40 staff in the professional team, supporting students and the work of the School.

Hertfordshire Business School offers 9 different subject areas which cover all areas of teaching, research and consultancy within the school.

With a student body of more than 4000 the school delivers close to 20,000 scheduled learning activities per annum, supporting more than one million hours of student learning per annum.

The vision of Hertfordshire Business School is empowering students through transformational education and research. Our mission is to transform students as learners and professionals, enabling them to play their part in the global economy by challenging and innovating business thinking.

### Academic Year

#### *Academic Year 2021 – 2022*

The University's academic year is made up of 3 Semesters. Normally most undergraduate programmes use Semesters A and B, additionally postgraduate programmes and specific undergraduate programmes use Semester C. Each of these is made up of teaching weeks followed by exams (the re-sit period falls within Semester C).

- Semester A runs from Monday 27 September 2021 to Friday 21 January 2022
- Semester B runs from Monday 24 January 2022 to Friday 13 May 2022
- Semester C runs from Monday 16 May 2022 to Friday 09 September 2022

### Additional expenses

Description	Year	Mandatory/ Optional	Estimated cost
<b>Books</b> Postgraduate study requires extensive reading and access to reference works. Recommended texts are available in the Learning Resources Centre, however availability may be limited so students may wish to purchase their own copies. The average price of a recommended text is estimated	1	Optional	£100

at £50, although you may be able to buy second-hand copies.			
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No additional expenses have been specified for this course.
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