

Postgraduate Admissions Statement for MSc Marketing



This Admissions Statement applies to applications submitted for entry to the programme between 17 September 2026 and 15 September 2027.

It should be read in association with the [University Admissions Principles and Procedures](#) for Postgraduate programmes, the relevant [prospectus entry](#) and general [application guidance](#).

Admissions criteria

Academic and English language requirements

The academic and English language requirements for this programme are displayed on the [Postgraduate Prospectus](#)

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

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.

Application process

Online application form

Applicants should complete the online application form, uploading all required documents directly. Further information is available on our [guidance for online applications page](#)

Applications will not be considered until **all** required documents have been uploaded.

Required and optional documents

Degree certificate(s) and academic transcripts: Required

From first and subsequent degrees. Degree certificates and transcripts should comply with our standard requirements outlined on [our guidance pages](#).

Personal Statements: Optional

Personal statements are not required for this programme as they do not form part of the routine application assessment process. However, where an applicant is slightly below the typical entry requirements we may use the personal statement, if provided, to look for additional context and detail about relevant work experience and achievements. Applicants are therefore welcome to submit a personal statement, as an additional document, to support their application if they wish to do so.

English language certificates/other evidence: Required

Evidence of meeting the English language profile as stated on the [Postgraduate Prospectus](#) and specified by the [University English Language Requirements Policy](#)

Curriculum Vitae (CV): Optional

CVs might include details of other relevant work experience and qualifications to support an application.

Selection process

Assessment of applications

All applicants are considered in line with the University's [Admissions Principles and Procedures Policy](#). Once a complete application has been submitted with all required supporting documents, it is considered by at least two members of staff using the following criteria:

- Performance in undergraduate degree
- English language ability (where applicable)

Interviews

Interviews do not form part of the selection process.

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 or pay a deposit, 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 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, applicants will receive a conditional offer outlining the requirements that must be met.

Deferrals

Requests to defer the year of entry must be submitted via the applicant portal. Requests to defer should be submitted at the earliest opportunity so that it can be reviewed by the admissions team. We cannot guarantee that requests will be granted. Refer to <http://www.bristol.ac.uk/study/postgraduate/after-you-apply/offer/> for more information on deferrals.

Results deadline

Applicants who receive a conditional offer will be required to submit all final results to meet their offer conditions by the date noted in their offer letter. Offer holders who will be unable to provide their final results by this date should email choosebristol-pg@bristol.ac.uk to notify the admissions team as soon as possible.

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 considering your circumstances.

Academic Technology Approval Scheme (ATAS)

An ATAS certificate is not required for this programme.

Visa

International students coming to the UK to study full-time may need to apply for a student visa. Guidance is available on the [University website](#).

Fees and Deposits

Fees

Annual tuition fees are available on the relevant [prospectus entry](#) for this programme.

Deposits

International self-funded applicants who are made an offer for a taught postgraduate programme will be required to pay a deposit to secure their place. In most cases, the deposit amount will be £2,000.

For applicants from certain regions, the University applies increased deposit requirements to help demonstrate financial credibility and to ensure compliance with UK Visas and Immigration (UKVI) regulations. In such cases, the deposit amount will typically be £15,000 or 50% of the applicant's first-year tuition fees.

The specific deposit amount required in each case will be clearly stated in the applicant's official offer letter. Information on [how to pay the deposit](#) is available on the University's website. Deposits are non-transferable and non-refundable, except in accordance with the terms outlined in the [International Deposits Refund Policy](#).

Sponsored Students

Fully sponsored students are not required to pay the deposit but will need to upload a copy of their sponsorship letter to the online application.