# Imperial College London
## BUSINESS SCHOOL

# SUMMER SCHOOL

**'A rich and transformative education experience'**

Colin Love, Director of Summer School

## Strategic Marketing  1 July – 26 July 2013

**Gain knowledge and academic credit from a global top-ten ranked university while experiencing all that London has to offer.**

### Benefits

- Gain academic credit from Imperial College London – consistently ranked in the world's top 10 universities
- Experience London – four weeks to explore one of the world's most exciting and culturally diverse cities
- Guaranteed accommodation close to campus
- Enjoy a vibrant social programme - develop lifelong friendships and networks
- Boost your employability and graduate admissions potential
- State of the art technology and modern teaching facilities
- South Kensington Location – a short walk from beautiful Hyde Park, many of London's famous museums, Royal Albert Hall, and close to shopping at Harrods and Oxford Street.

### Course features

- Intellectually rigorous content informed by cutting edge research and taught by world class faculty
- Lectures and classes explore the leading edge of digital media, e-commerce, global branding and marketing analytics
- A strong emphasis on real-life case studies, and a guest speaker and company visit programme give a true understanding of contemporary strategic marketing practice
- Group assignments challenge students to put theory into practice
- Can be taken for credit or non-credit.

### Key facts

- Marketing course with a strong focus on strategy and digital business
- Full-time study with over 70 hours of face to face teaching
- Open to undergraduates, postgraduates and working professionals
- Tuition fee: £2,000
- Credits: 3-4 US credits or 7 ECTS*
- Recommended deadline: 6 May 2013 - apply early to secure a place.

* A student's home institution will determine how much credit is awarded.

### Contact us

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To learn more about the Summer School and how to apply, please visit our website:
www.imperial.ac.uk/business-school/programmes/summer-school