MSc Marketing Management

Book Costs
In order to help you to plan your finances as a student at Aston Business School, we have estimated the cost of the books that you will require for your course. The reading materials are listed within the module outlines, which can be found here: Module Outlines. You will see that there is ‘essential reading’ and ‘additional reading’ listed for each module. You should ensure that you budget enough money to allow you to purchase the essential reading for each module.

Essential Reading
The estimated cost of the core texts for MSc Marketing Management is £450.

Please note that these costs are estimates only and also that the reading list is subject to change. The cost given above is based upon high-end retail bookshops, however you may be able to find the texts cheaper on second-hand book websites.

Campus Bookshop
Aston University has a Campus Bookshop located on the first floor of Aston Student Guild which stocks new and second-hand books.

Library & Information Services
Aston University Library & Information Services provides an extensive range of reading material relating to your course, please see here for further information.

*Please note because reading lists may change prior to the start of the course you are advised not to purchase any books in advance.