

MSc in Marketing Management

Semester	Code	Module	Credits	Seminar
1	MKTB302	Consumer Behaviour	7	4
1	MKTB304	Marketing Communication	7	4
1	MKTB305	Marketing Research	6	2
1	SKIB301	Academic Skills	4	4
1	STAB301	Quantitative Methods for Social Sciences	6	2
Totals for semester 1			30	16
2	BPSB301	Business Strategy	7	4
2	MKTB307	Digital Marketing	6	2
2	MKTB308	Contemporary Issues in Marketing	7	4
2	SKIB306	Research Methods for Social Sciences	5	2
2	SKIB305	Skills for Managers	5	2
2	MSCBXM	Marketing Management Option	5	2
Totals for semester 2			35	16
3	DISB301	Dissertation	25	
Totals for semester 3			25	
Grand Total			90	

Marketing Management Options

MKTB306 Marketing of Services

MKTB309 Corporate Communications