

MSc in Strategic Marketing

Semester	Code	Module	Credits	Contact hrs
1	MKTB302	Consumer Behaviour	7	4 ¹
1	MKTB304	Marketing Communication	7	4
1	MKTB305	Marketing Research	6	2
1	SKIB307	Fundamentals of Research - 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	SKIB308	Fundamentals of Research - Research Design	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

List of prerequisites

Module	Prerequisite
DISB301 Dissertation	SKIB307 Fundamentals of Research - Academic Skills

¹ "Contact hour" refers to participating in structured, tutor-designed activities that contribute to the learning process of students, enabling them to meet the intended learning outcomes within a specific timeframe. They may take a variety of forms such as scheduled seminars, tutorials, or unscheduled discussions as well as guided academic work with selected study materials.