

MSc in Strategic Marketing

Indicative content, subject to change

Semester 1 compulsory modules

MKTB302 Consumer Behaviour

ECTS 7

The aim of this module is to analyse the nature and determinants of consumer behaviour. Attention will be directed towards the influence of socio-psychological factors such as personality, various social groups, demographic variables, social class, and culture on the formation of consumers' attitudes.

- Introduction to consumer behaviour
- Consumption and purchasing behaviour
- Consumer decision making
- Individual determinants of consumer behaviour
- Environmental influences of consumer behaviour
- Influencing consumer behaviour
- Impact of consumer based recommendations on overall marketing strategy

MKTB304 Marketing Communication

ECTS 7

The main aim of this module is to enable participants to understand the role of Marketing Communications in the sales and reputation building process of an organisation; learn the principles of marketing communication and the way these principles are integrated into the marketing strategies that companies or other type of organisations may use.

- Role of Marketing Communication in today's consumer society and business
- Most important channels of Marketing Communication
- Branding, internal branding, internal communication
- Marketing Communication and the world of the media
- Contemporary issues in marketing communications
- Linking marketing strategy with overall business strategy

MKTB305 Marketing Research

ECTS 6

The main aim of this module is to explore the techniques and process of marketing research, to enable students to learn how to design and conduct marketing-related research using a wide array of research tools and methods. Furthermore, the module is designed to foster students' understanding of evaluating research reports and interpreting the presented data. Thus, students will learn how to make informed marketing decisions based on valid and reliable research.

- Introduction to marketing research and its role
- The research process
- Approaches to marketing research
- Styles of research (qualitative – quantitative)
- Research design
- Research methods and tools
- Common flaws in marketing research and how to avoid them
- Marketing intelligence and the formulation of marketing strategy

SKIB307 Fundamentals of Research - Academic Skills

ECTS 4

The aim of the module is to equip students on the MSc programmes, possessing a wide range of backgrounds in terms of culture and academic experience, with sound research and argumentation skills. Through carrying out independent research, students attending the course will learn how to use the library and electronic sources effectively and develop their critical thinking, reading, and basic quantitative skills. Referencing and academic writing skills are also reviewed and developed.

- Verbal reasoning
- Numerical reasoning
- Using sources and data
- Writing academic paragraphs
- Writing academic papers

STAB301 Quantitative Methods for Social Sciences

ECTS 6

This course covers the main concepts of data analysis and statistical computing, both increasingly used in the social sciences. The emphasis is on the practical application of quantitative reasoning, visualization, and data analysis. The goal is to provide students pragmatic tools for critically assessing statistical claims and conducting their own statistical analyses. The knowledge and the skills gained on completion of this module will be particularly important when students write their Dissertation.

- Data types, data collection basics
- Distributions of random variables
- Descriptive statistics
- Statistical inferences
- Methods of hypothesis testing
- Linear regression

Semester 2 compulsory modules

BPSB301 Business Strategy

ECTS 7

The focus of this module is on strategic management in the context of global competition. Students will be given the opportunity to build skills in analysing global industries and firms, gain further knowledge of what 'wins' and what 'loses' in global competition, and gain perspective on what strategies provide competitive advantage today and may do so in the future.

- Positioning (PESTEL, Porter's 5 forces) versus resource-based view
- Competitive strategy (Bowman's strategy clock)
- Strategy execution: culture, structure, incentives
- Emergent strategies, learning and change
- Strategy & ethics, social responsibility
- Virtual simulation exercise

MKTB308 Contemporary Issues in Marketing

ECTS 7

The module aims to provide students with an overview of the wide variety of contemporary marketing thought and practice. The goal is to give a complete view of the most relevant, most up-to-date issues in marketing other than the mainstream techniques, and offer students enough foundation in the new areas. The challenges posed by the fast-changing scene of digital marketing, and more specifically social media marketing, will receive special emphasis. Students will be encouraged to adopt a critical view of current marketing practices and to come up with creative responses to contemporary challenges that marketers are facing. Modern techniques and approaches in identifying and responding to customer needs and an appreciation of future directions will be key issues, with due consideration of their ethical and moral aspects.

- Changes in the interpretation of marketing - a historical perspective
- Traditional vs. alternative marketing communication techniques and channels
- Collaborative marketing
- Engagement and participatory marketing techniques
- Recent trends in e-marketing
- Current marketing innovations
- Marketing for neglected consumer groups
- Ethical issues in marketing

MKTB311 Digital Marketing Strategies

ECTS 6

The aim of the module is to enable participants to understand the role of digital marketing technologies and techniques and to direct, within their future area of professional responsibility, the application of these to support marketing objectives. Within the broader context of corporate communications the module aims to provide students with a comprehensive understanding of and skills needed for the effective use of digital tools and techniques in a structured framework.

- Opportunities of digital marketing - Introduction, history, overview
- Setting up a campaign with digital
- Integrated marketing planning and performance evaluation
- Technology and innovation
- Conceptualization of Corporate Communications
- Corporate relations: brand building and integrated communications through digital marketing
- Issues management and crisis management strategies and tools

SKIB305 Skills for Managers

ECTS 2

The aim of the module is to provide students with a comprehensive overview of the most essential professional skills to perform exceptionally as managers at medium or large enterprises. The module focuses on equipping students with skills and techniques in the following areas: executive oral and written communication, teamwork and cross-cultural collaboration, leadership and organisational skills. The module will apply a flipped-classroom approach to enable students to engage in interactive seminars, group discussions and business case analysis.

- Executive communication skills: presentations and public speaking
- Executive communication skills: written communication and executive reports
- Critical reading skills: extracting and analysing information from various sources
- Organisational skills: Establishing cross-functional teams
- Organisational skills: Team roles and collaborative tools
- Cross-cultural collaboration: virtual and multi-location teams
- Organisational skills: Team challenges and conflict resolution
- Organisational skills: Team performance appraisal
- Leadership: mission, vision, employee engagement
- Leadership challenges in a corporate setting

SKIB308 Fundamentals of Research - Research Design

ECTS 3

Students on the MSc programme will be expected to undertake effective management research drawing upon a range of primary and secondary data sources; it is therefore important that they are exposed to a range of generic methodological issues, techniques and study skills. Whilst these research skills are of relevance to other modules, the methodological component of this module is particularly geared towards preparation for and successful completion of the Dissertation.

- Research strategies
- Sampling
- Data collection methods
- Avoiding biases and improving data quality

- Research ethics
- Dissertation writing

Semester 2 optional modules

MKTB306 Marketing of Services

ECTS 5

The aim of the module is to provide students with an understanding of the specific approach to marketing of services and the tools and methodologies that should be employed. Whilst the approach is practical, utilising examples and case studies, the focus is strategic.

- Introduction to service industries
- The tools and approach required to be a Service Leader
- Approaches to internal marketing in service organisations
- A consistent approach to external marketing of services
- The challenges of service marketing
- The importance of the service environment and its effect on the encounter

MKTB312 Strategic Corporate Communications

ECTS 5

The main objective is to make students understand, able to analyse and assess the role and the current practice of communication in organizational contexts. It is to familiarize them with the function and the methods of conveying clear and purposeful messages to stakeholders like employees, business partners, potential customers, etc. in order to mobilize support to corporate objectives. The current challenges and opportunities that social media offers will be principal topics for discussion. New personal and managerial skills will be introduced to develop students' ability to respond to critical situations and handle a crisis. Contemporary issues of reputation building and employer branding will also be discussed.

- Corporate Communications as a strategic business tool
- Relationship of Marketing and Corporate Communications
- Customized communication, focusing on stakeholder specifics
- Social media – the new challenge and how to incorporate it into everyday practice
- Crisis situations, reactions, handling, theory and practice
- Employer branding and internal communication channels
- Reputation issues

Semester 3 compulsory modules

DISB301 Dissertation

ECTS 30

The MSc dissertation aims to integrate the students' business and management skills and knowledge with the published research in the area under study so that the project meets the 'double hurdle' of high academic quality and high relevance to the user communities for which it has been written.

- No formal teaching; the module is delivered by individual consultation.