

Standard curriculum for MSc in (Strategic) International Management with Specialisation in Marketing

Semester	Code	Module	Credits
1	BPSB303	Business Strategy	5
1	SKIB310	Fundamentals of Research - Academic Skills and Presentations	5
1	SKIB309	Fundamentals of Research - Data Analysis	5
1	FINB310	Principles and Practices of Business Finance	5
1	HRMB315	Principles and Practices of HR Management and Leadership	5
1	MKTB313	Principles and Practices of Marketing and Branding	5
Total for semester 1			30
2	MKTB316	Consumer Psychology and Behaviour	5
2	MKTB314	Contemporary Marketing Communications	5
2	MKTB315	Designing and Executing Campaigns in the Digital Space	5
2	SKIB311	Fundamentals of Research - Research Methodology and Design	5
2	MKTB317	Market Research	5
2	SMARKX	MSc Marketing Management Specialisation Electives	5
Total for semester 2			30
3	DISB301	Dissertation	30
Total for semester 3			30
Grand Total			90

Contents of module groups

MSc Marketing Management Specialisation Electives

MANB310	Reputation and Crisis Management	5
MKTB318	Marketing Services	5
MKTB319	AI-Driven Insights in Marketing	5

Prerequisites

Module	Prerequisite module
DISB301 Dissertation	SKIB311 Fundamentals of Research - Research Methodology and Design
DISB301 Dissertation	SKIB310 Fundamentals of Research - Academic Skills and Presentations
DISB301 Dissertation	SKIB309 Fundamentals of Research - Data Analysis