

**MA Marketing**

MAMARKT

**Duration:** 1 Year FT / 2 Years PT  
**Award Aim:** MA (180 credits)  
**Subsidiary Awards:** PGDip (120 credits)  
 PGCert (60 credits)

This programme will have one intake in September and the modules will be delivered as follows:

**Full-time****Term 1**

MBA 7032	Strategic Marketing and Planning	20 credits
MBA 7132	Consumer Behaviour	20 credits

**Term 2**

MBA 7082	International Management and Marketing	20 credits
MBA 7152	Integrated Marketing Communications	20 credits
MBA 7002	Leadership and Personal Development	20 credits

**Term 3**

MBM 7552	Business Research	20 credits
MBM 7564	Research Project/Dissertation	40 credits

and are required to choose 20 credits from:

MBA 7062	Starting and Growing Your Own Business	20 credits
MBA 7072	Human Resources Management	20 credits
MBA 7092	Project Management	20 credits
MBA 7172	Services Marketing	20 credits

**Part – time****Year 1****Term 1**

MBA 7132	Consumer Behaviour	20 credits
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**Term 2**

MBA 7082	International Management and Marketing	20 credits
MBA 7152	Integrated Marketing Communications	20 credits

**Term 3**

and are required to choose 20 credits from:

MBA 7062	Starting and Growing Your Own Business	20 credits
MBA 7072	Human Resources Management	20 credits
MBA 7092	Project Management	20 credits
MBA 7172	Services Marketing	20 credits

**Year 2****Term1**

MBA 7032	Strategic Marketing and Planning	20 credits
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**Term 2**

MBA 7002	Leadership and Personal Development	20 credits
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**Term 3**

MBM 7552	Business Research	20 credits
MBM 7564	Research Project/Dissertation	40 credits