

MA MARKETING**MAMARKT**

Duration:	1 yr full-time, 2 yrs part-time
Total credit rating:	180
Award aim:	Master of Arts (ma) 180 credits
Subsidiary awards:	Postgraduate Diploma 120 credits Postgraduate Certificate 60 credits

Full-time

Core:	Students are required to take:		
MBA 7032	Strategic Marketing and Planning	Term 1	20 credits
MBA 7132	Consumer Behaviour	Term 1	20 credits
MBA 7082	International Management and Marketing	Term 2	20 credits
MBA 7152	Integrated Marketing Communications	Term 2	20 credits
MBA 7002	Leadership and Professional Development	Term 2	20 credits
MBM 7552	Business Research	Term 3	20 credits
MBM 7564	Research Project/Dissertation	Term 3	40 credits
Options:	Students are required to take one 20 credit module from:		
MBA 7062	Starting and Growing Your Own Business	Term 3	20 credits
MBA 7072	Human Resources Management	Term 3	20 credits
MBA 7172	Services Marketing	Term 3	20 credits
MBA 7092	Project Management	Term 3	20 credits

Part-time

Year 1			
Core:	Students are required to take:		
MBA 7132	Consumer Behaviour	Term 1	20 credits
MBA 7082	International Management and Marketing	Term 2	20 credits
MBA 7152	Integrated Marketing Communications	Term 2	20 credits
Options:	Students are required to take one 20 credit module from:		
MBA 7062	Starting and Growing Your Own Business	Term 3	20 credits
MBA 7072	Human Resources Management	Term 3	20 credits
MBA 7172	Services Marketing	Term 3	20 credits
MBA 7092	Project Management	Term 3	20 credits
Year 2			
Core:	Students are required to take:		
MBA7032	Strategic Marketing and Planning	Term 1	20 credits
MBA7002	Leadership and Professional Development	Term 2	20 credits
MBA7552	Business Research	Term 3	20 credits
MBA7564	Research Project/Dissertation	Term 3	40 credits