## 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

Research Project/Dissertation

## Full-time

MBA7564

Core: MBA 7032 MBA 7132 MBA 7082 MBA 7152 MBA 7002 MBM 7552 MBM 7564	Students are required to take: Strategic Marketing and Planning Consumer Behaviour International Management and Marketing Integrated Marketing Communications Leadership and Professional Development Business Research Research Project/Dissertation	Term 1 Term 1 Term 2 Term 2 Term 2 Term 2 Term 3 Term 3	20 credits 20 credits 20 credits 20 credits 20 credits 20 credits 40 credits
Options: MBA 7062 MBA 7072 MBA 7172 MBA 7092	Students are required to take one 20 credit module from: Starting and Growing Your Own Business Human Resources Management Services Marketing Project Management	Term 3 Term 3 Term 3 Term 3	20 credits 20 credits 20 credits 20 credits
Part-time			
Year 1 Core: MBA 7132 MBA 7082 MBA 7152	Students are required to take: Consumer Behaviour International Management and Marketing Integrated Marketing Communications	Term 1 Term 2 Term 2	20 credits 20 credits 20 credits
Options: MBA 7062 MBA 7072 MBA 7172 MBA 7092	Students are required to take one 20 credit module from: Starting and Growing Your Own Business Human Resources Management Services Marketing Project Management	Term 3 Term 3 Term 3 Term 3	20 credits 20 credits 20 credits 20 credits
Year 2 Core: MBA7032 MBA7002 MBA7552	Students are required to take: Strategic Marketing and Planning Leadership and Professional Development Business Research	Term 1 Term 2 Term 3	20 credits 20 credits 20 credits

Term 3

40 credits