

PROFESSIONAL MASTER'S DEGREE OF MARKETING

The Master of Marketing is designed to develop marketers with sound marketing knowledge and analytical skills, and creative ability. The Master of Marketing will prepare graduates to function in rapidly changing marketing environments. More than ever, organisations require marketers who understand marketing issues that directly impact organisational performance.

The Master's Program in Marketing takes a 2-prong approach, combining theoretical marketing expertise and practical application. Students acquire the technical expertise they need to cover the increasingly interdisciplinary spectrum of marketing in the digital age: From strategy to consumer psychology, from international marketing to product management, from online business to sales, and from social media to CRM.

PROFESSIONAL MASTER'S DEGREE OF MARKETING	
DURATION	ONE YEAR
CREDIT HOURS	24 CREDITS
SUBJECT	Credit Hours
MARKETING MANAGEMENT	3
CONSUMER BEHAVIOR	3
BRAND MANAGEMENT	3
DIGITAL MARKETING	3
MARKETING RESEARCH	3
THESIS	9