



MBA IN MARKETING STRATEGY

Our MBA in Marketing Strategy is a leading qualification for those in-career individuals whose interests lie in the Marketing area of an organisation.

This degree will broaden your existing understanding of Marketing and its function in modern business. It will also develop further your capacity for analysing complex Marketing and Business problems, leading you to take the appropriate course of action.

By the end of this course, you will appreciate the inter-relationship between the various Marketing mix elements and appreciate the important part that Marketing plays in a company's growth strategy.

Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

Electives

(from which you will be assigned between 5 and 7)

1. GLOBAL MARKETING STRATEGIES
2. MARKETING PLANNING & CONTROL
3. MARKETING COMMUNICATIONS
4. PUBLIC RELATIONS & ADVERTISING
5. INFORMATION TECHNOLOGY
6. MARKETING OF SERVICES
7. PRACTICE OF MARKETING