

# Online MBA Specialising in Marketing

 **Language:** English

 **Duration:** 2 years



This Specialisation has been designed for Marketing specialists or those who want to deepen their knowledge, develop leadership and management skills, and focus on becoming an expert in marketing. A prior qualification and work experience are required to apply.



## OVERVIEW

**Study duration:** 2 years

**Number of courses:** 21

(The Research Project consists of four courses)

**Module duration:** 7 weeks

**How much time to commit:**

12 to 15 hours a week

## YOU WILL LEARN:

1. Advanced communication skills
2. Critical thinking in business, leadership and management theory
3. Digital marketing planning, strategy and tactics
4. Strategic marketing planning capabilities
5. Knowledge of global marketing strategies



## ADMISSION REQUIREMENTS

- A Bachelor's Degree with an Upper Second-Class Honours or equivalent. OR
- A Bachelor's Degree with a Lower Second-Class Honours and proven research capability. OR
- Any degree and a relevant full professional qualification certificate. AND
- At least two years' work experience.
- Proficient in English.

## FEES

To see a breakdown of the fees, please visit our Fees page.

[Go to fees page](#)



## COURSES

### 1. Managerial Functions

- Natural and scope of management of organisations' operations
- A systems approach to organisations
- The management process planning, organising, staffing, coordinating and controlling
- Management and leadership

### 2. Human Resource Management

- Nature and scope of management of human resources
- Human resource management functions, themes in human resources management, jobs and careers in human resources management
- Behavioural basis of HRM: personality dynamics and organisations
- Evolution of Human Resource Management
- HRM systems and their function
- Management of Human Resources and technological changes
- Corporate social responsibility
- Personnel audit and research - the future of human resources management

### 3. Marketing Management

- Nature, scope and importance of marketing
- Marketing concepts, management functions of marketing; marketing organisations; marketing opportunity analysis
- Marketing environment; consumer behaviour
- Marketing measurement and forecasting; marketing strategy
- International marketing

### 4. Entrepreneurship and Small Business Management

- Understand and apply the concepts of developing a small business
- A holistic approach to management, leadership and entrepreneurship focusing on variables such as finance sources, developing a business plan, organising succession plans, and the running of a small business
- A study of key conceptual and methodological strategic management issues associated with modern management

### 5. Financial Accounting

- Concepts and conventions of accounting,

the application of these concepts in business transactions, reporting procedures, basic skills to analyse the performance of accounting entities for planning and control purposes

### 6. Quantitative Techniques

- Understanding the importance of organising and analysing data using appropriate statistical tools to facilitate interpretation, drawing inferences and conclusions from the data
- Enhance the application of various statistical tools in solving business problems and decision-making

### 7. Strategic Management

- Introduction to strategic management
- Elements of strategic management and the nature of strategic decisions
- The strategic management process
- Environmental, industrial and internal analysis: evaluation and selection of strategy; formulation of functional strategies, strategy implementation and control

### 8. Managerial Economics

- Meaning, scope and application of managerial economics
- Economics and managerial theories of the firm: demand analysis, production, and cost decisions, pricing methods, and profit management
- Capital budgeting decisions: the business cycle and economic policy

### 9. Management Information Systems

- In-depth understanding of the field of Management Information Systems (MIS), its core technologies and its application in the modern business environment
- Enhance managerial performance regarding the use of MIS in business management

### 10. Management accounting

- Provide fundamental concepts and basic methods of management accounting to analyse and communicate accounting information related to economic events of organisations

### 11. Financial Management

- Insight into the role of financial management techniques in the management



of corporate resources, finance and investment decisions

## 12. Research Methods

- Introduction to the concept, rationale, and purpose of research, and the skills to formulate a research problem, develop a research design, objectives, research questions and hypothesis
- Skills to write a research proposal, develop data collection tools, identify a study population, and how to do data collection

## 13. Marketing Research

- The role of information in decision making
- Marketing research and marketing management
- The marketing research process
- Research problem formulation, selection of research designs.
- Measurement and scaling in marketing research. Research designs in marketing
- Secondary and primary sources of data
- Sampling procedures in marketing research
- Data analysis, interpretation, and reporting of research results

## 14. Strategic Marketing Management

- Develop decision-making skills with topics including concepts of marketing strategy, analysis of strategic marketing opportunities, dominant themes in strategic marketing planning, and the design, implementation, and control of strategic marketing plans
- Focuses on segmentation procedures, competitive analysis, portfolio lectures, case analysis, and a computer-based simulation of strategic marketing management

## 15. Marketing Management Seminar

- Apply marketing knowledge analysing selected issues in marketing management

## 16. Marketing Communication Strategies

- Promotional management and integrated marketing communications
- The communication processes
- Behavioural foundations of marketing communications
- Environmental, ethical, and regulatory issues in marketing communications
- Personal and non-personal communications strategy
- Assessing promotion effectiveness

## 17. Global Marketing

- Global marketing challenges, market opportunities and constraints
- Potential markets
- Global business environment
- Marketing research
- Competitive advantage and strategy
- Positioning and market entry strategy
- Global marketing mix strategy
- Contemporary issues in global marketing

## 18. Research Project (4 Courses)

- Develop capacity to conduct research in business
- Develop and present a research project proposal
- Collect and analyse data
- Write and submit research project report

