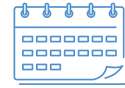


# MASTER OF MARKETING (ONLINE DISTANCE LEARNING)



## DURATION

Part-time - 24 months



## INTAKES

January, March & September



## TAUGHT PROGRAMME

- Ideal for graduates in many disciplines (IT, Communication, Hospitality, Psychology, Engineering, etc) who wish to augment their CV to gain an edge in the employment market.
- Provides a top-tier educational experience designed to cater to the contemporary business professional, offering flexibility and interactive learning.
- Acquire sought-after skills.
- Learn from experts.
- Benefit from flexible learning.
- Access support whenever you need it.
- Customize education to align with career goals.
- Develop vital digital marketing skills.
- Network with diverse professionals.
- Enhance career prospects in marketing.



## CAREER PROSPECTS



- Account Manager
- Brand Manager
- Business Development Manager
- CEO/COO
- Customer Service Manager
- Communications Director
- Communications Manager
- Digital Marketing Manager
- Logistics Manager
- Managing Director
- Market Research Manager
- Marketing Director
- Marketing Manager
- Procurement Manager
- Public Relations Manager
- Retail Operations Manager
- Sales Director
- Sales Manager
- Service Delivery Manager
- Supply Chain Manager
- Trade Marketing Manager

## PROGRAMME STRUCTURE

### Core modules:

- Consumer Behaviour
- Global Marketing
- Marketing Communication
- Marketing Strategy and Technologies
- Marketing Theory & Application
- Marketing Research Methods
- Services Marketing

### Elective (Choose 1)

- Business to Business Marketing
- Data Visualisation
- Design Thinking & Creative Problem Solving
- Social & Digital Media Analytics
- Strategy Frameworks and Sustainability

## CONTACT

For more information, please email  
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 or  
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