

# Standard curriculum for MSc in Strategic Marketing

Semester	Code	Module	Credits
1	MKTB302	Consumer Behaviour	7
1	MKTB304	Marketing Communication	7
1	MKTB305	Marketing Research	6
1	SKIB307	Fundamentals of Research - Academic Skills	4
1	STAB301	Quantitative Methods for Social Sciences	6
<b>Total for semester 1</b>			<b>30</b>
2	BPSB301	Business Strategy	7
2	MKTB308	Contemporary Issues in Marketing	7
2	MKTB311	Digital Marketing Strategies	6
2	SKIB305	Skills for Managers	2
2	SKIB308	Fundamentals of Research - Research Design	3
2	XMMARK	MSc Marketing Management Electives	5
<b>Total for semester 2</b>			<b>30</b>
3	DISB301	Dissertation	30
<b>Total for semester 3</b>			<b>30</b>
<b>Grand Total</b>			<b>90</b>

## Contents of module groups

### MSc Marketing Management Electives

MKTB306	Marketing of Services	5
MKTB312	Strategic Corporate Communications	5

## Prerequisites

Module	Prerequisite module
DISB301    Dissertation	SKIB307    Fundamentals of Research - Academic Skills