

MBA Marketing

The Greenwich School of Management Master of Business Administration (MBA) Marketing pathway aims to promote a comprehensive understanding of the role of marketing management in consumer, industrial markets and service industries in addition to developing problem-solving and decision-making capabilities in these fields. The purpose of this is to develop a critical and analytical approach to marketing managers' tasks within the context of the organisation as a whole.

The MBA option specialising in Marketing Management provides an opportunity for graduates (or those with advanced professional qualifications) to develop strategic management skills and to obtain an advanced qualification in this field.

Marketing management has emerged over the last two decades as a key function in determining the success of business organisations. Moreover, public sector organisations have become aware of the significance of marketing to their effectiveness. The tasks of marketing managers have become increasingly strategic in nature.

Programme modules

Marketing Planning and Promotion
Business Environment and Strategic Management
Marketing Research and Sales Management
Public Relations
Accounting and Finance for Managers
Management Information and Communication Systems
Human Resource Management
Research Skills and Project Management
Dissertation



Study Options

→ FULL TIME DAY	12 months	Monday – Friday
→ PART TIME DAY	24 months	Monday – Friday
→ PART TIME EVENINGS	24 months	Two evenings per week

Intakes -> February, June, October

MBA Fees per year

	EU	Non EU
F/T Day	£8,500	£8,500
P/T Day	£8,500	N/A
P/T Eves	£8,500	N/A

Applying for an MBA at Greenwich School of Management

Entry requirements

A recognised Bachelor degree at 2.2 or higher classification or an equivalent qualification or An NQF Level 6 qualification; or The Greenwich School of Management Diploma in Management Studies (DMS).

How to make an application

Complete the application form, print and return it to Greenwich School of Management with:

- Copies of your qualifications
- The registration fee
- Supporting information (e.g. curriculum vitae, reference etc.)

If you need any help or advice before completing the application form please write to or telephone the School and speak to a counsellor who will advise you.