

MSc Marketing Management

The University of Wales Master of Science programmes at Greenwich School of Management offer a range of disciplines in the functional areas of Management, HR, Accounting & Finance, Marketing and Business Management. These programmes are available in both the full and part time modes.

The MSc Degree specialising in Marketing Management has been designed to give students a detailed understanding of the importance of marketing functions within their employing organisations. Graduates of this degree will appreciate the interrelationship between the marketing functions of an organisation and the ability to achieve its business objectives. On completion of this degree, students will be sufficiently equipped to enter the workplace with a view to seek management roles within a marketing environment.

Programme modules

Programme members complete six 20 credit modules and a 60 credit project as follows:

- Managing Markets (20 Credits)
- Marketing Research and Market Evaluation (20 Credits)
- Advertising, Promotion and Public Relations (20 Credits)
- Managing People (20 Credits)
- Managing Finance (20 Credits)
- Research Methodology and Dissertation Planning (20 Credits)
- The MSc Research Project (60 Credits)



Assessment

All 20 credit modules, except for the Research Methodology and Dissertation Planning module will typically require a work assignment of approximately 3,000 words which will contribute 50% of the total marks for the module, and a two hour written examination or case study which contributes a further 50% of the module mark. The Research Methodology and Dissertation Planning module requires a detailed dissertation proposal. The Project module requires a submission of a research dissertation of between 15,000 and 20,000 words.

Study Options

- FULL TIME DAY 12 months Monday – Friday
- PART TIME DAY 24 months Monday – Friday
- PART TIME EVENING 24 months Evenings

Intakes -> February, June, October

MSc Fees per year

	EU	Non EU
F/T Day	£5,500	£7,750
P/T Day	£2,750	N/A
P/T Eves	£2,750	N/A

Applying for an MBA at Greenwich School of Management

Entry requirements

Applicants should have a good first degree (not necessarily in management) **or** a recognised professional qualification **or** an equivalent qualification. Experience of management is NOT a pre-requisite.

How to make an application

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

- a) Copies of your qualifications
- b) The registration fee
- c) 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.