

Marketing – MSc, PGDip, PGCert

Module running schedule

Code	Module	Credits	Compulsory or Elective	Session
MKM010	Strategic Marketing Management	15	Compulsory	October/ April
MKM020	Consumer and Buyer Behaviour	15	Compulsory	October/ April
MKM030	Digital and Social Media Marketing	15	Compulsory*	April
MKM040	Marketing Research and Analytics	15	Compulsory*	April
MKM050	Brand Management	15	Compulsory*	October
MKM100	Corporate Responsibility and Sustainability	15	Elective	October
MKM110	Marketing Communications	15	Elective	April
MKM120	Relationship Marketing	15	Elective	April
MKM130	International Marketing	15	Elective	October
MKM400	Dissertation Part 1 [MSc only]	15	Compulsory for MSc	October/ April
MKM500	Dissertation Part 2 [MSc only]	45	Compulsory for MSc	October/ April

*These modules are elective on the PGCert

Sessions and modules

There are two study sessions in a year (April and October), each lasting 22 weeks and with a mid-term assessment and final assessment. Modules will run according to the timetable above (subject to minimum student registrations and availability). In exceptional circumstances, we may consider deferring a module or offering a different module in its place. We will inform you of any such changes as early as possible and provide you with reasonable alternative arrangements.

The MSc consists of five compulsory modules, three elective modules from a choice of four, plus the Dissertation Part 1 and Part 2.

The PGDip consists of five compulsory modules, and three elective modules from a choice of four.

The PGCert consists of two compulsory modules, and two other modules chosen from a list of seven.

Visit: **Programme Regulations** for further details on qualification structures.