

MBA

MARKETING



West is known for its accredited MBA Marketing degree, which offers the opportunity to learn across Business and Management disciplines along with specialisation modules in Marketing.

The student is exposed to:

- ✓ Integrated Communications
- ✓ Digital Marketing
- ✓ Strategic Marketing



Credits : 90 ECTS
(180 UK Credits equivalent)



Mode of Study:
Online



Fees: €10500



Level - Level 7



Intakes: September,
February, May of each year



Scholarship: Yes, Merit
and other Scholarships
offered upto 50%



MODULES

CORE MODULES – 60 ECTS

- ✓ Human Resources Management in Context
- ✓ Creative & Innovative Management
- ✓ Globalisation and Contemporary Issues in International Business
- ✓ Financial Analysis and Business Intelligence
- ✓ Implementing Strategies (Strategic Management)
- ✓ Integrated Communications
- ✓ Entrepreneurship & Innovation

MARKETING SPECIALISATION-30 ECTS

- ✓ Digital Marketing
- ✓ Strategic Marketing
- ✓ Research Methods & Dissertation - Marketing

TOTAL CREDITS - 90 ECTS