

# POSTGRADUATE DIPLOMA IN MARKETING

*Pathway to Top-up MBA in Marketing*



This program is designed to provide you with key marketing skills and strategies to succeed in today's dynamic business landscape. The students are exposed to:

- ✓ Digital Marketing Skills
- ✓ Consumer Behavior & Market Analysis

The West postgraduate diploma is a 60-ECTS program which is designed to incorporate and reflect on International best practices and is based on the best methods for business education founded upon critical enquiry and challenge. The program focuses on the key aspects of Business along with specialised units of Marketing.



**Credits : 60 ECTS (120 UK Credits equivalent)**



**Mode of Study:  
Online**



**Fees: €5500**



**Level - Level 7**



**Intakes: September,  
February, May of each year**



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



# MODULES

## POSTGRADUATE DIPLOMA IN MARKETING (60 CREDITS)

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

**TOTAL CREDITS - 60 ECTS**