



MBA

SPECIALISATION IN MARKETING



West's is known for its 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



Duration: 2250 hours



MQF /EQF Level 7



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



**Scholarship: Merit & other
Scholarships offered upto 55%**

The MBA is accredited as a Higher Education Course / Program



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

