



# POSTGRADUATE CERTIFICATE IN **MARKETING**

*Top-up MBA in Marketing*



This 30 ECTS 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 30-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 select specialised units of Marketing.



**Credits : 30 ECTS (60 UK Credits equivalent)**



**Mode of Study: Online with Live sessions**



**Duration: 750 hours**



**MQF /EQF Level 7**



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



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

The postgraduate certificate is accredited as a Higher Education Course / Program



## MODULES

### POSTGRADUATE CERTIFICATE IN MARKETING (30 CREDITS)

- ✔ Intergrated Communications
- ✔ Digital Marketing
- ✔ Strategic Marketing
- ✔ Implementing Strategies

**TOTAL CREDITS - 30 ECTS**

