

MSc **MARKETING AND ENTREPRENEURSHIP** - (Sandwich Mode)

September entry

YOUR COURSE IN FOCUS

SEMESTER 1	Research Methods for Events and Marketing	Introduction to the Principles of Marketing	Understanding Customer Behaviour	Entrepreneurial Theory and Practice	Professional and Academic Development
SEMESTER 2	Global Marketing Strategy	Digital and Social Media Marketing Strategy	Planning for New Business Ventures	Dissertation for Marketing and Events or Client Project	
SUMMER					
YEAR 2	Marketing Practice (Sandwich mode 1 Year)				

For further information on any of our Postgraduate Programmes

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