

# Marketing Communications Management

MSc (September entry)

	SEMESTER 1	SEMESTER 2	SUMMER
YEAR 1	Introduction to the Principles of Marketing	Digital and Social Media Marketing Strategy	
	Understanding Consumer Behaviour	Content Marketing Management	
	Brand and Marketing Communications	Strategic Brand Management	
	Research Methods for Events and Marketing	Professional and Academic Development	
		You can choose either: <b>Dissertation for Marketing and Events</b> or <b>Client Project</b>	
YEAR 2	Marketing Practice (Sandwich Mode 1 Year)		

For further information on any of our Postgraduate Programmes  
 telephone: **+44 (0) 01865 485858**  
 or email **helloobbs@brookes.ac.uk**  
[www.brookes.ac.uk/business](http://www.brookes.ac.uk/business)

# Marketing Communications Management

MSc (January entry)

	SEMESTER 2	SUMMER	SEMESTER 1
YEAR 1	Introduction to the Principles of Marketing	Digital and Social Media Marketing Strategy	Brand and Marketing Communications
	Understanding Consumer Behaviour	Strategic Brand Management	
	Research Methods for Events and Marketing	Professional and Academic Development	
	Content Marketing Management	You can choose either: <b>Dissertation for Marketing and Events</b> or <b>Client Project</b>	

For further information on any of our Postgraduate Programmes  
 telephone: **+44 (0) 01865 485858**  
 or email **helloobbs@brookes.ac.uk**  
[www.brookes.ac.uk/business](http://www.brookes.ac.uk/business)