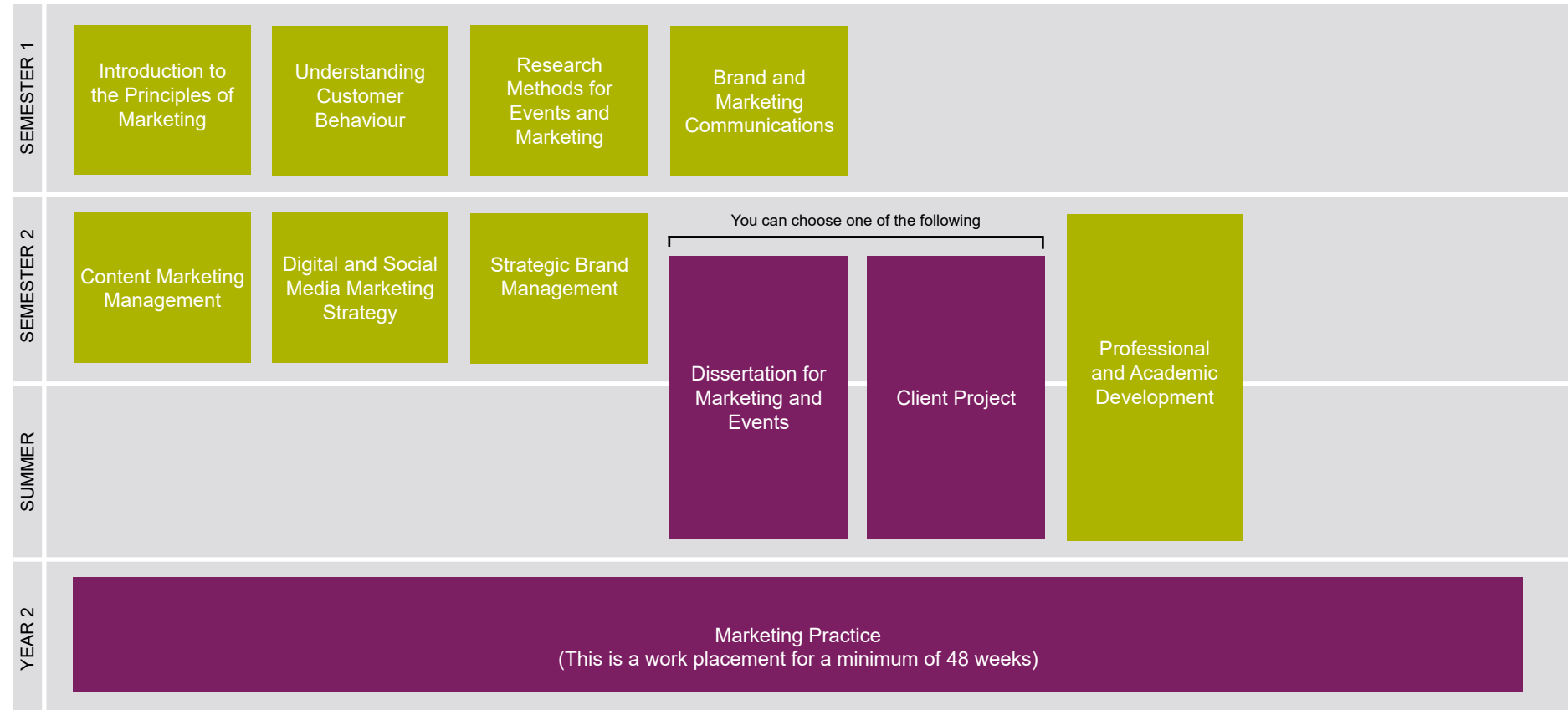


MSc **MARKETING COMMUNICATIONS MANAGEMENT - (Sandwich Mode)**

September entry

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SEMESTER 1	Introduction to the Principles of Marketing	Understanding Customer Behaviour	Research Methods for Events and Marketing	Content Marketing Management	Professional and Academic Development
SUMMER	You can choose one of the following:		Digital and Social Media Marketing Strategy	Strategic Brand Management	
SEMESTER 2	Dissertation for Marketing and Events	Client Project	Brand and Marketing Communications		

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