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

**September entry**

**YOUR COURSE IN FOCUS**

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SUMMER</th>
<th>YEAR 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to the Principles of Marketing</td>
<td>Content Marketing Management</td>
<td></td>
<td>Marketing Practice (This is a work placement for a minimum of 48 weeks)</td>
</tr>
<tr>
<td>Understanding Customer Behaviour</td>
<td>Digital and Social Media Marketing Strategy</td>
<td></td>
<td></td>
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<tr>
<td>Research Methods for Events and Marketing</td>
<td>Strategic Brand Management</td>
<td></td>
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<tr>
<td>Brand and Marketing Communications</td>
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</tbody>
</table>

**You can choose one of the following**

- Dissertation for Marketing and Events
- Client Project
- Professional and Academic Development

For further information on any of our Postgraduate Programmes
telephone: +44 (0) 1865 485858 or email: business@brookes.ac.uk
www.brookes.ac.uk/business
## MSc MARKETING COMMUNICATIONS MANAGEMENT
January entry

### YOUR COURSE IN FOCUS

**SEMESTER 1**
- Introduction to the Principles of Marketing
- Understanding Customer Behaviour
- Research Methods for Events and Marketing
- Content Marketing Management
- Professional and Academic Development

**SEMMER 2**
- Dissertation for Marketing and Events
- Client Project
- Brand and Marketing Communications
- Digital and Social Media Marketing Strategy
- Strategic Brand Management

You can choose one of the following:

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