

MSc **MARKETING AND BRAND MANAGEMENT**

September entry

YOUR COURSE IN FOCUS

SEMESTER 1	Introduction to the Principles of Marketing	Understanding Customer Behaviour	Brand and Marketing Communications	Research Methods for Events and Marketing	
SEMESTER 2	Professional and Academic Development	Digital and Social Media Marketing Strategy	Global Marketing Strategy	Strategic Brand Management	Dissertation or Client Project
SUMMER					
YEAR 2	Marketing Practice (Sandwich Mode 1 year)				

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

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January entry

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SEMESTER 1		Brand and Marketing Communications			

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