

Marketing and Entrepreneurship

MSc (September entry)

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

For further information on any of our Postgraduate Programmes
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