

# Marketing

MSc (September entry)

	SEMESTER 1	SEMESTER 2	SUMMER
YEAR 1	Introduction to the Principles of Marketing	Professional and Academic Development	
	Understanding Consumer Behaviour	Digital and Social Media Marketing Strategy	
	Research Methods for Events and Marketing	Global Marketing Strategy	
	You must select <b>one</b> elective from: <b>Customer Insight and Engagement</b> <b>Brand and Marketing Communications</b> <b>International Luxury Marketing</b>	You must select <b>one</b> elective from: <b>Strategic Brand Management</b> <b>Managing the Luxury Experience</b> <b>Digital Marketing and Analytics</b> <b>Content Marketing Management</b>	
		Dissertation or Client Project (The deadline is at the end of September, one year after the start of the programme)	
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](mailto:helloobbs@brookes.ac.uk)  
[www.brookes.ac.uk/business](http://www.brookes.ac.uk/business)



# Marketing

MSc (January entry)

	SEMESTER 2	SUMMER	SEMESTER 1
YEAR 1	Introduction to the Principles of Marketing	Professional and Academic Development	
	Understanding Consumer Behaviour	Dissertation <i>or</i> Client Project	
	Research Methods for Events and Marketing	Digital and Social Media Marketing Strategy	You must select <b>one</b> elective from: <b>Customer Insight and Engagement</b> <b>Brand and Marketing Communication</b> <b>International Luxury Marketing</b>
	You must select <b>one</b> elective from: <b>Digital Marketing and Analytics</b> <b>Content Marketing Management</b> <b>Strategic Brand Management</b> <b>Managing the Luxury Experience</b>	Global Marketing Strategy	

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