

# Marketing - MSc

2 years, part-time

The MSc Marketing programme will develop professional Marketing graduates who can drive business success, identify new business trends, deliver complex business solutions and build customer relationships that allow the co-creation of products and services.

Students will challenge the accepted conventions of the business world by developing marketing strategies in real life business contexts and studying topics such as Strategy and Innovation, Digital Marketing Communications, Marketing Analytics, Foundations in Management, Marketing Management and Global Marketing. Real life experience will be provided by an applied project within a local business to solve a contemporary marketing problem.



Engage With Us



## HOW TO APPLY

Please apply directly to the university  
[www.cuc-ulster.edu.qa](http://www.cuc-ulster.edu.qa)

+974 3319 6012



## Career Opportunities

Achieving a Master's in Marketing is a fantastic way to propel your career forward. Some of the jobs that this qualification may lead to include:

- Digital Marketing Executive
- Brand Manager
- Social Media Specialist
- Marketing Manager
- Market Research Analyst

## Entry Requirements

- Applicants must hold a Bachelors' degree in a related discipline with at least 2:2 Honours standard or equivalent.
- English language requirements: The minimum requirement for this course is Academic IELTS 6.0 or equivalent, with no band score less than 5.5.

## What Will You Study?

### Year 1

- Marketing Management (20 credits)
- Foundations in Management (20 credits)
- Digital Marketing Communications (20 credits)
- Global Marketing (20 credits)

### Year 2

- Marketing Analytics (20 credits)
- Strategy & Innovation (20 credits)
- Entrepreneurial Marketing (20 credits)
- Applied Marketing Project (40 credits)