

Msc in Marketing  
Course Short Code  
MMK  
Course Year  
1  
Course Offering: 01

[Print PDF](#)

---

## MSc in Marketing, Year 1, Full-Time

### \*\*\*\*IMPORTANT MESSAGE\*\*\*\*

**The purpose of this information sheet is to allow you view all modules connected to the Qualification, optional and core. You should print this sheet out and then continue to the next step where your registration will take place.**

**It is your responsibility to ensure that you register correctly**

### CORE MODULES

#### YEAR LONG

MG579	Event Marketing	5 Credits
-------	-----------------	-----------

#### SEMESTER 1

MG508	Consumer Research in the Digital Age	5 Credits
MG509	Marketing Communications	5 Credits
MG511	Marketing Strategies	5 Credits
MG571	Advanced Marketing Metrics	5 Credits
MG577	Managing and Marketing Sports	5 Credits

#### SEMESTER 2

MG506	Global Marketing	5 Credits
MG543	Sustainability Marketing	5 Credits
MG5115	Digital Marketing Strategy	5 Credits
MT5000	Data Analytics & Visualisation	5 Credits

### **AUTUMN SEMESTER**

MG513	Dissertation / Practicum	20 Credits
MT5113	Next Generation Management	20 Credits

Students travelling to Illinois must register for the following modules:

MG550	Semester 2 Abroad	30 Credits
-------	-------------------	------------

### **AUTUMN SEMESTER CORE MODULE**

MT5113E	Next Generation Management	10 Credits
---------	----------------------------	------------

Last Updated: 15 July 2014