

MSc. in Marketing  
Course Short Code  
MMK  
Course Year  
1

Course Offering: 02

[Print PDF](#)

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## **MSc in Marketing, Year 1, Part-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
MT5113	Next Generation Management	20 Credits

#### **SEMESTER 1**

MG506	Consumer Research in the Digital Age	5 Credits
MG577	Managing and Marketing Sports	5 Credits

#### **SEMESTER 2**

MG543	Sustainability Marketing	5 Credits
MG5115	Digital Marketing Strategy	5 Credits

Last Updated 18th August 2015