

MSc in Marketing  
Course Short Code  
MMK  
Course Year  
2  
Course Offering: 02

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## MSc in Marketing, Year 2, 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

MG5004	Marketing Metrics and Strategies	10 Credits
MG5005	Digital Advertising and Communications	10 Credits

#### SEMESTER 2

MT5000	Data Analytics & Visualisation	5 Credits
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### AUTUMN SEMESTER OPTIONAL MODULES

Students must choose one of the following modules

MG574	Dissertation	20 Credits
MG513	Practicum	20 Credits

Last Updated 18th August 2015