



## MBA IN MARKETING STRATEGY

The CIM (BVI) MBA in Marketing Strategy is a leading qualification for those in-career individuals whose interests lie in the Marketing area of an organisation.

This degree will broaden your existing understanding of Marketing and its function in modern business. It will also develop further your capacity for analysing complex Marketing and Business problems, leading you to take the appropriate course of action.

By the end of this course, you will appreciate the inter-relationship between the various Marketing mix elements and appreciate the important part that Marketing plays in a company's growth strategy.

### Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

### Electives

(from which you will be assigned between 4 and 7)

1. GLOBAL MARKETING STRATEGIES
2. MARKETING PLANNING & CONTROL
3. MARKETING COMMUNICATIONS
4. PUBLIC RELATIONS & ADVERTISING
5. INFORMATION TECHNOLOGY
6. MARKETING OF SERVICES
7. PRACTICE OF MARKETING

### Thesis

As well as the above subjects, you will be required to complete a Thesis of 10,000 words. This will be on a topic agreed with your Tutor and should have a research bias. You are expected to begin work on the Thesis after your exams, but are encouraged to begin thinking about the area of concentration long before the completion of the programme.