



Primary Qualifications:

1.) MSc Strategic Marketing (General Pathway) (90 ECTS, MQF Level 7)

Modules Required:

- ✓ Strategic Marketing Management (10 ECTS)
- ✓ Branding and Marketing Communications (10 ECTS)
- ✓ Consumer Behaviour and Research (10 ECTS)
- ✓ Integrative Research and Consultancy Project (30 ECTS)
- ✓ Elective Module 1 (10 ECTS)
- ✓ Elective Module 2 (10 ECTS)
- ✓ Elective Module 3 (10 ECTS)

2.) MSc Strategic Marketing (Digital Marketing and Social Media) (90 ECTS, MQF Level 7)

Modules Required:

- ✓ Strategic Marketing Management (10 ECTS)
- ✓ Branding and Marketing Communications (10 ECTS)
- ✓ Consumer Behaviour and Research (10 ECTS)
- ✓ Integrative Research and Consultancy Project (30 ECTS)
- ✓ Digital Marketing Communications (10 ECTS)
- ✓ Social Media Communications (10 ECTS)
- ✓ Technology Enabled Marketing (10 ECTS)

3.) MSc Strategic Marketing (Integrated Marketing Communications) (90 ECTS, MQF Level 7)

Modules Required:

- ✓ Strategic Marketing Management (10 ECTS)
- ✓ Branding and Marketing Communications (10 ECTS)
- ✓ Consumer Behaviour and Research (10 ECTS)
- ✓ Integrative Research and Consultancy Project (30 ECTS)
- ✓ Advertising and Promotion Management (10 ECTS)
- ✓ Public Relations Management (10 ECTS)
- ✓ Digital Marketing Communications (10 ECTS)



4.) MSc Strategic Marketing (Global Marketing) (90 ECTS, MQF Level 7)

Modules Required:

- ✓ Strategic Marketing Management (10 ECTS)
- ✓ Branding and Marketing Communications (10 ECTS)
- ✓ Consumer Behaviour and Research (10 ECTS)
- ✓ Integrative Research and Consultancy Project (30 ECTS)
- ✓ Global Marketing Management (10 ECTS)
- ✓ Cross-cultural Management (10 ECTS)
- ✓ Project Management and Leadership (10 ECTS)

Exit Qualifications:

The following qualifications are available to students who depart the programme prior to completion of the full MSc:

1) Postgraduate Diploma in Strategic Marketing (60 ECTS, MQF Level 7)

Modules Required:

- ✓ Strategic Marketing Management (10 ECTS)
- ✓ Branding and Marketing Communications (10 ECTS)
- ✓ Consumer Behaviour and Research (10 ECTS)
- ✓ Elective Module 1 (10 ECTS)
- ✓ Elective Module 2 (10 ECTS)
- ✓ Elective Module 3 (10 ECTS)

2) Postgraduate Certificate in Strategic Marketing (30 ECTS, MQF Level 7)

Modules Required:

- ✓ Strategic Marketing Management (10 ECTS)
- ✓ Branding and Marketing Communications (10 ECTS)
- ✓ Consumer Behaviour and Research (10 ECTS)



3) Each module may also be taken as a standalone unit, leading to an individual award (10 ECTS, MQF Level 7), including:

- ✓ Award in Strategic Marketing Management
- ✓ Award in Branding and Marketing Communications
- ✓ Award in Consumer Behaviour and Research
- ✓ Award in Digital Marketing Communications
- ✓ Award in Technology Enabled Marketing
- ✓ Award in Global Marketing Management
- ✓ Award in Social Media Communications
- ✓ Award in Cross-cultural Management
- ✓ Award in Public Relations Management
- ✓ Award in Advertising and Promotion Management
- ✓ Award in Project Management & Leadership