



Master of Marketing

Program Structure

The Master of Marketing has two program structures depending on the category of entry.

- Category B and C applicants are admitted into a 1 year program consisting of 8 courses: Three core courses, four elective (MARK6) courses, and one capstone course.
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- Category A applicants are admitted into the 1.5 year program consisting of 12 courses (72 UOC): Three core courses, eight elective courses and one capstone course.

Core Courses

UOC

Marketing Management: Contemporary Analytical Perspectives	6
Strategic Skills for Marketers	6
Creativity, Innovation and Change in Marketing	6

Elective (MARK 6) Courses (Sample List)

UOC

Services Marketing Management	6
Relationship Marketing and CRM	6
Brand Management	6
Advertising, Promotion & Integrated Marketing Communication	6
Strategic Digital Marketing	6
Business-to-Business Marketing & Key Account Management	6
Advanced Marketing Strategy & Segment Analysis	6

Program Code

1032

Entry Requirements:

- A) Applicants with limited professional experience require:**

A recognized Bachelor degree (or equivalent qualification) in commerce or business with a credit average and significant academic studies in marketing or a closely related discipline; Demonstrated competence in business statistics, plus a minimum of one year full-time professional work experience.

- B) Applicants with business degree and marketing experience.**

A recognized Bachelor degree (or equivalent qualification) in commerce or business AND Minimum two years full-time professional marketing experience and demonstrated competence in business statistics.

Global Marketing Strategy	6
Advanced Topics in Marketing 1	6
Advanced Topics in Marketing	6
Elective (MARK 5) Courses (sample list) UOC	
Applied Marketing Research	6
International Marketing in Asia	6
Creativity and Innovation in Marketing	6
Distribution, Retail Channels & Logistics	6
E- Marketing	6
Events Management & Marketing	6
Capstone Courses UOC	
Marketing Consulting Project	6

C) Applicants with extensive professional marketing experience.

A recognized Bachelor degree (or equivalent) in any discipline; AND Minimum of five years full-time professional general marketing ad business experience and demonstrated competence in business statistics, plus evidence of formal marketing training.

Program Duration:

1.5 years

Faculty

Business School

Entry

January, May & September

Awarding Body:

- UK University
- Asian University

Please contact IIBM for further details on info@iibm.lk