

The MSc in Marketing is an intellectually challenging programme that equips students with the necessary knowledge of the key concepts, tools and techniques of marketing.



MSc in Marketing

Master of Science in Marketing är en internationell examensutbildning av toppkvalitet. Du genomför programmet på distans (online) och får stöd av Executive Management Institute.

- **Flexibelt**
- **Internationellt**
- **Krävande**
- **Karriärförbättring**

För vem

MSc in Marketing vänder sig framför allt till dig som vill ha en specialistkompetens inom försäljning och marknadsföring på en internationell marknad.

Fördelar

- Du får specialistkompetens.
- Du omsätter kunskapen direkt i praktiken.
- Du får en internationell examen från ett av världens ledande universitet.
- Du får ett gediget material.
- Du får ett starkt stöd via webben.
- Du väljer studietakt.
- Du stärker din karriärutveckling - garanterat!

Omfattning:

- Programmet är upplagt för distansstudier.
- Fem obligatoriska och fyra valbara moduler.
- Varje modul kräver totalt 150-200 studietimmar.

- Tentamen sker under överinseende av Edinburgh Business School fyra tillfällen per år världen över.

Flexibelt upplägg

Du får stor flexibilitet med hur du vill lägga upp studierna. Du läser på distans eller med hjälp av seminarier samt att du avgör när du själv är mogen att ta tentamen i aktuell modul.

Litteraturen är mycket välskriven av professorer från ledande universitet från USA och Europa. Du har tillgång till mycket välutvecklade kurssidor samt att all litteratur finns även i elektroniskt format.

Moduler

- Consumer Behaviour
- International Marketing
- Marketing
- Marketing Communications
- Marketing Research

Du väljer fyra nedan moduler

- Marketing Channels
- Negotiation
- Principles of Retailing
- Quantitative Methods
- Research Methods for Business and Management
- Sales Force Management
- Services Marketing

Program

MSc in Marketing, distans.
90 ECTS.

Inriktning

Internationell affärsinriktning.
Valbar specialinriktning.

Undervisningsspråk

Litteratur och tentamen är på engelska.

Antagningskrav

Kandidatexamen eller motsvarande. Goda kunskaper i engelska.

Programstart

Löpande starter. Tre tentamens-tillfällen/år

Programlängd

Nio moduler.

Nivå

Level 7 (enligt EU referensram)

Internationellt samarbete

Edinburgh Business School
- Heriot-Watt University
(Storbritannien).

Programavgift (exkl. moms)

MSc in Marketing, Distance Learning SEK 99.000
Pay as you go, dvs delbetalade vartefter du genomför moduler, tex SEK 33.000 + 33.000 + 33.000. Tentamentavgifter tillkommer.



Core modules

Consumer Behaviour

We buy goods and services every day: to eat, to wear, to read, to watch, to play, to travel, to exercise, to make us wealthy and perhaps wise. Consumption is so prevalent that we are often unaware of its importance in shaping our lives. This elective adopts a psychological approach to consumer behaviour and explores the implications for individual consumers and marketers.

International Marketing

As global economic growth occurs, understanding marketing in all cultures is increasingly important. This course addresses global issues and describes concepts relevant to all international marketers, regardless of the extent of their international involvement. Emphasis is on the strategic implications of competition in the markets of different countries. An environmental/cultural approach to international marketing permits a truly global orientation.

Marketing

In highly competitive markets the success or failure of a product or service may be determined by the marketing decisions you take. This course will help you make the right ones. The course will enable you to analyse and critically evaluate marketing problems and opportunities. It will also help you develop and implement marketing strategies and programmes which take best advantage of your firm's situation.

Marketing Communications

This course assumes relationship marketing to be essential and sees communication in the context of both transactional and relational exchanges. Corporate and marketing communications are considered as important components of the complete process.

Marketing Research

The marketing research elective gives you a solid understanding of the marketing research process as well as the practical skills to do qualitative and quantitative research. It looks in detail at data collection methods, measurement instruments, sampling procedures and data analysis techniques. The emphasis is on solving marketing problems using marketing research. Extensive case study material offers insights into the problems and practical applications of the research techniques.

Elective modules (four courses required)

Marketing Channels

This elective provides an up-to-date perspective of the relationships among marketing channel relationship model (CRM).

Negotiation

Management is complex and deciding when negotiation is appropriate is just one aspect. The course aims to provide a thorough grounding in the science and practice of negotiation.

Principles of Retailing

The Principles of Retailing course considers how retailers can achieve competitive advantage by rapid organisational response to changing consumer demands.

Quantitative Methods

The Quantitative Methods course enables you to make good decisions and to organise and understand numbers.

Research Methods for Business and Management

Example of topics covered include: Research methods and your dissertation, the project process, the research process and writing the dissertation.

Sales Force Management

As well as providing a thorough and up-to-date overview of the relevant theory and research evidence, this elective considers sales force management from a strategic perspective.

Services Marketing

This course develops an appreciation of how service marketing systems operate, addresses service-related issues such as service design, capacity management and customer relationship management.

