

Course Descriptions

Contemporary Marketing – MRKP 601 (*Compulsory*)

This foundational course introduces students to marketing philosophy, theory, and contemporary practice. It emphasises the development of critical thinking and analytical skills required for postgraduate study and applied management research, with a particular focus on bridging the gap between marketing theory and practice.

Advanced Consumer Behaviour – MRKP 602 (*Compulsory*)

This core course provides students with the theoretical and conceptual foundations of consumer behaviour essential for effective marketing practice. Students examine key perspectives on consumer decision-making and the factors influencing the acquisition, use, and disposal of products, services, experiences, and ideas. The course enables students to apply consumer behaviour concepts to marketing decisions and to develop more effective marketing strategies.

Digital Marketing – MRKP 603 (*Compulsory*)

This course examines digital marketing strategy and implementation for both B2B and B2C contexts. It provides a comprehensive understanding of digital channels and platforms and equips students with the knowledge and skills required to design and implement integrated digital marketing strategies from formulation through execution.

Financial Aspects of Marketing – MRKP 604 (*Compulsory*)

This course introduces students to the use of financial information in marketing decision-making. Key topics include financial statements, ratio analysis, forecasting, costing and budgeting, pricing decisions, break-even analysis, investment appraisal, and decision-making under risk, providing a solid financial foundation for marketing management.

Marketing Research – MRKP 607 (*Compulsory*)

This course introduces students to scientific research methodology, with a focus on field studies and quantitative analysis. Students gain practical experience using SPSS for data analysis and are introduced to quantitative decision-making tools, including probability theory and decision trees.

Integrated Marketing Communication – MRKP 610 (*Compulsory*)

This course examines marketing communications from an integrated perspective, encompassing advertising, sales promotion, public relations, and direct marketing. Students learn how to analyse and evaluate organisational communication strategies and to design, manage, and assess integrated communication programmes across multiple channels.

Strategic Marketing Management – MRKP 611 (*Compulsory*)

This capstone course integrates learning from previous marketing courses, focusing on the analysis, planning, implementation, and control of marketing strategies in competitive environments. Emphasis is placed on identifying market opportunities, achieving sustainable competitive advantage, and applying strategic marketing models in both domestic and international contexts.

Marketing for Entrepreneurs – MRKP 612 (*Compulsory*)

This course addresses the unique marketing challenges faced by entrepreneurial firms and start-ups. It focuses on marketing strategies for new ventures and early-stage businesses, including those with global ambitions from inception. Students develop practical marketing plans and gain insights into entrepreneurial thinking and evolving marketing practices.

Research Project – MRKP 698 (*Compulsory*)

The research project enables students to independently conduct applied research in their area of specialisation. Students integrate theoretical knowledge with practical research skills to investigate a contemporary issue relevant to marketing and business practice. The project involves problem identification, literature review, research design, data collection and analysis, and the preparation of a professionally structured research report. Emphasis is placed on critical thinking, analytical rigour, ethical research practices, and academic writing. The course prepares graduates for evidence-based decision-making and provides a strong foundation for doctoral or research-oriented careers.

Elective Courses

(All courses listed below are elective courses)

Advanced Applied Marketing – MRKP 608 (Elective)

This course focuses on the advanced application of marketing concepts and tools in real-world business contexts. Through case studies, applied projects, and data-driven analysis, students develop practical, analytical, and strategic skills required for effective marketing decision-making in dynamic and competitive environments.

Service Marketing – MRKP 609 (Elective)

This course explores the unique characteristics of services and the strategic differences between goods and services marketing. Topics include service quality measurement and management, customer satisfaction, service standards, and the integration of marketing, human resources, and operations in delivering profitable service strategies.

International Marketing – MRKP 620 (Elective)

This course examines the challenges and opportunities of marketing in the international business environment. It covers international market analysis, market entry strategies, export marketing, and the global marketing mix. Students gain an understanding of how to plan and manage marketing activities across international markets to achieve organisational objectives.

Marketing Analytics – MRKP 621 (Elective)

This course introduces students to the use of data analytics in marketing decision-making. It focuses on analysing and interpreting marketing data to generate insights that support strategic and operational decisions. Emphasis is placed on practical applications, critical thinking, and evidence-based marketing management.

Strategic Brand Management – MRKP 622 (Elective)

This course focuses on building, managing, and sustaining strong brands over time. Topics include brand strategy, positioning, brand equity, brand extensions, and global branding. Students apply theoretical concepts through a brand audit and develop strategic recommendations to enhance brand value.

Marketing for Non-Profit Organisations – MRKP 623 (*Elective*)

This course examines the role of marketing in non-profit organisations. Students explore how non-profits identify stakeholder needs, design marketing programmes, and manage communication, fundraising, and relationship-building activities to support organisational missions and social objectives.

Public Marketing – MRKP 624 (*Elective*)

This course introduces marketing principles and practices within the public and non-profit sectors. It focuses on stakeholder engagement, communication strategies, public value creation, and ethical considerations. Students gain practical insights into designing and evaluating marketing strategies that address public needs and policy objectives.

Healthcare Marketing – MRKP 625 (*Elective*)

This course examines the application of marketing principles in the healthcare sector. It focuses on patient-centred marketing, service positioning, communication strategies, ethical considerations, and the role of marketing in improving healthcare service quality and health outcomes within a regulated environment.