

Marketing and Brand Management

MSc (September entry)

	SEMESTER 1	SEMESTER 2	SUMMER
YEAR 1	Introduction to the Principles of Marketing	Digital and Social Media Marketing Strategy	
	Understanding Consumer Behaviour	Global Marketing Strategy	
	Brand and Marketing Communications	Strategic Brand Management	
	Research Methods for Events and Marketing	Professional and Academic Development	
		Dissertation <i>or</i> Client Project	
YEAR 2	Marketing Practice (Sandwich Mode 1 Year)		

For further information on any of our Postgraduate Programmes
 telephone: +44 (0) 01865 485858
 or email helloobbs@brookes.ac.uk
www.brookes.ac.uk/business



Marketing and Brand Management

MSc (January entry)

	SEMESTER 2	SUMMER	SEMESTER 1
YEAR 1	Introduction to the Principles of Marketing	Digital and Social Media Marketing Strategy	Brand and Marketing Communications
	Understanding Consumer Behaviour	Global Marketing Strategy	
	Strategic Brand Management	Professional and Academic Development	
	Research Methods for Events and Marketing	Dissertation <i>or</i> Client Project	

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