

# MSc Global Marketing

## COURSE DISTRIBUTION PER SEMESTER

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of Credits
<b>A' Semester</b>								
1.	Core	Business Research Methods	RBP020L050A	3	55	13	30	20
2.	Core	Strategic Marketing	RBP020L061A	3	55	13	30	20
3.	Core	Global Strategic Management	RBP020L064A	3	55	13	30	20
4.	Core	Digital Marketing Practice	RBP020L075A	3	55	13	30	20
<b>B' Semester</b>								
1.	Core	Financial Performance Management	RBP020L062S	3	55	13	30	20
2.	Core	Leadership and Change Management	RBP020L063S	3	55	13	30	20

3.	Core	Global Brand Management	RBP020L074S	3	55	13	30	20
4.	Core	Dissertation/Consultancy Project	RBP040L051Y / RBP040L052Y	Year-long Module				40