MBA

MARKETING

West is known for its accredited MBA Marketing degree, which offers the opportunity to learn across Business and Management disciplines along with specialisation modules in Marketing.

The student is exposed to:

- ✓ Integrated Communications
- ✓ Digital Marketing
- ✓ Strategic Marketing

Credits : 90 ECTS
(180 UK Credits equivalent)

Mode of Study:
Online

Fees: €10500

Level - Level 7

Intakes: September, February, May of each year

Scholarship: Yes, Merit and other Scholarships offered upto 50%

WEST BUSINESS SCHOOL

WWW.WEST.EDU.MT

MODULES

CORE MODULES – 60 ECTS

- Human Resources Management in Context
- Creative & Innovative Management
- Globalisation and Contemporary Issues in International Business
- Financial Analysis and Business Intelligence
- Implementing Strategies (Strategic Management)
- Integrated Communications
- Entrepreneurship & Innovation

MARKETING SPECIALISATION-30 ECTS

- Digital Marketing
- Strategic Marketing
- Research Methods & Dissertation - Marketing

TOTAL CREDITS - 90 ECTS

MQF MALTA QUALIFICATIONS FRAMEWORK

Malta Further & Higher Education Authority