POSTGRADUATE DIPLOMA IN MARKETING

Pathway to Top-up MBA in Marketing

This program is designed to provide you with key marketing skills and strategies to succeed in today's dynamic business landscape. The students are exposed to:

- ✓ Digital Marketing Skills
- ✓ Consumer Behavior & Market Analysis

The West postgraduate diploma is a 60-ECTS program which is designed to incorporate and reflect on International best practices and is based on the best methods for business education founded upon critical enquiry and challenge. The program focuses on the key aspects of Business along with specialised units of Marketing.

Credits : 60 ECTS (120 UK Credits equivalent)

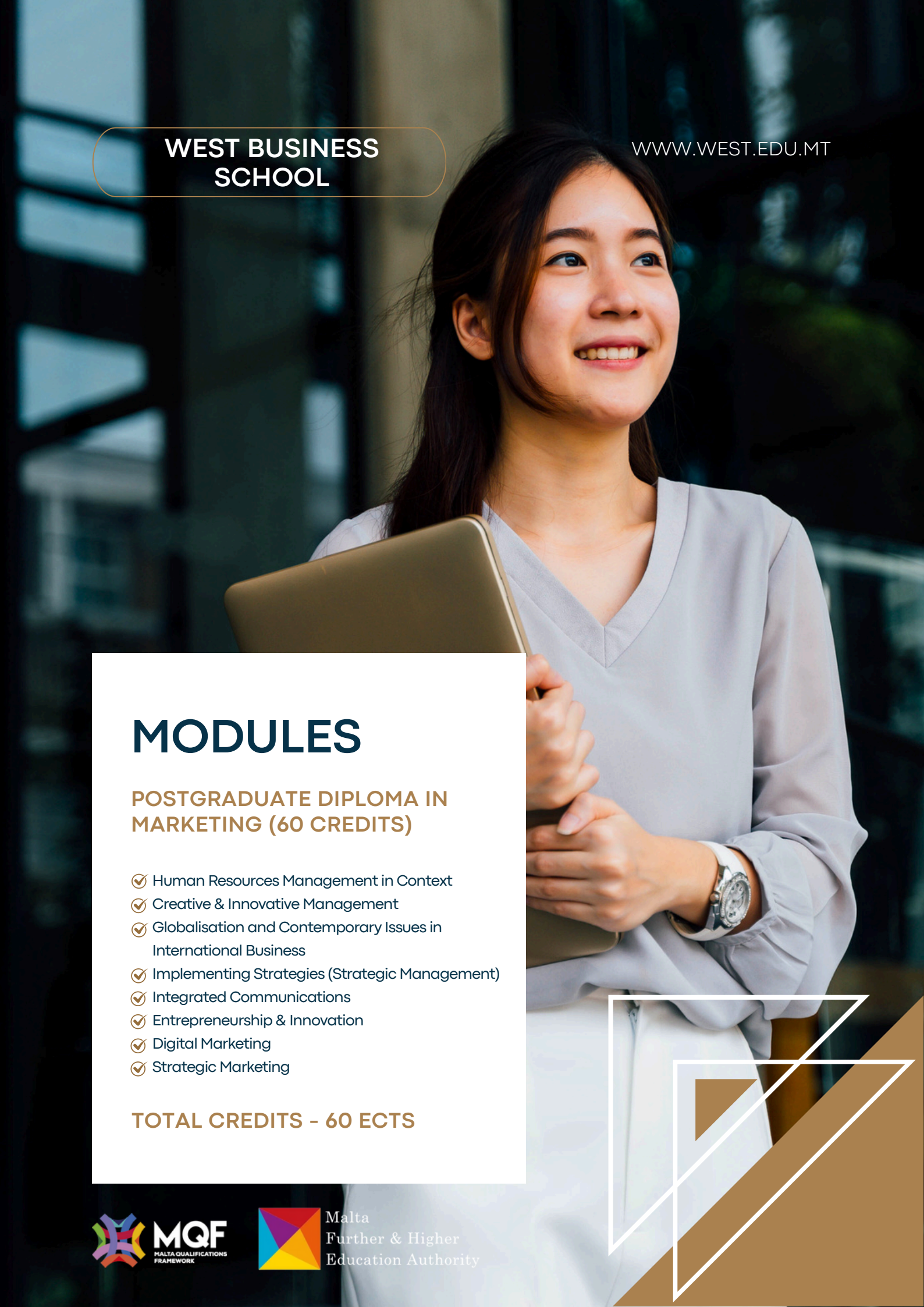
Mode of Study: Online

Fees: €5500

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

POSTGRADUATE DIPLOMA IN MARKETING (60 CREDITS)

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

TOTAL CREDITS - 60 ECTS

MQF MALTA QUALIFICATIONS FRAMEWORK

Malta Further & Higher Education Authority