POSTGRADUATE CERTIFICATE IN MARKETING

Pathway to PG Diploma Marketing and Top-up MBA in Marketing

MQF MALTA QUALIFICATIONS FRAMEWORK

Malta Further & Higher Education Authority

This 30 ECTS 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 30-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 selectt specialised units of Marketing.

Credits : 30 ECTS (60 UK Credits equivalent)

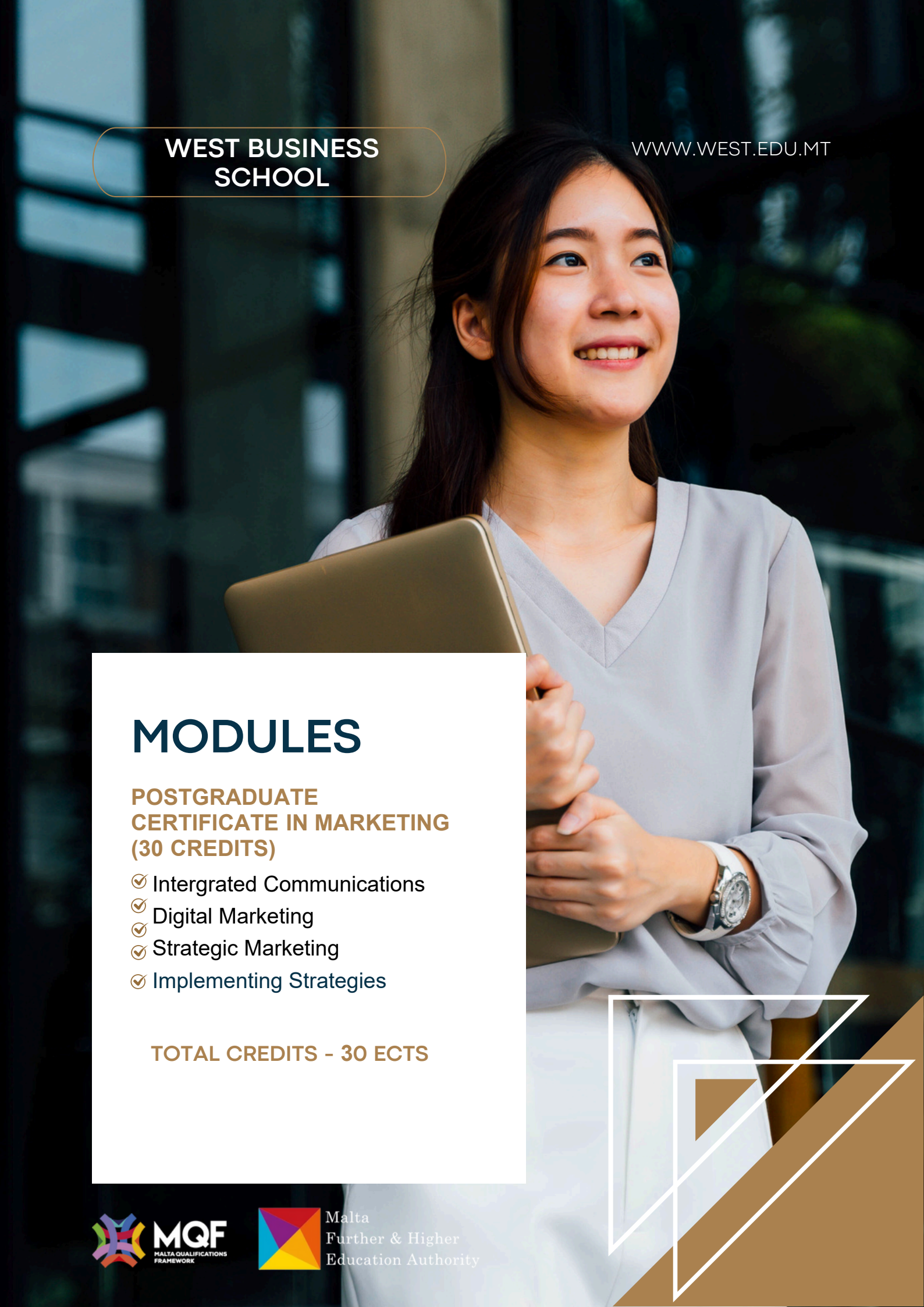
Mode of Study: Online

Fees: €3500

Level - Level 7

Intakes: September, February, May of each year

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



WEST BUSINESS SCHOOL

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MODULES

POSTGRADUATE CERTIFICATE IN MARKETING (30 CREDITS)

- Intergrated Communications
- Digital Marketing
- Strategic Marketing
- Implementing Strategies

TOTAL CREDITS - 30 ECTS

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