

Snail Mail:

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MASTER OF BUSINESS ADMINISTRATION IN MARKETING (WEEKEND)





MASTER OF BUSINESS ADMINISTRATION IN MARKETING (WEEKEND)

Why study MBA Marketing at the University of Ghana Business School?

The MBA Marketing programme exposes you to new concepts and trends in marketing, develops your critical marketing skills required for effectively competing in a globalised world, enables you apply marketing concepts and techniques at senior management level and aids you to develop and enhance the marketing outlook of your firm

STRUCTURE/SCHEDULE OF COURSES

YEAR ONE

Semester 1 CODE	COURSE TITLE	CREDITS
UGBS 601	Managerial Accounting	3
UGBS 603	Economics	3
UGBS 605	Management Science	3
UGBS 607	Organizational Behaviour & Management	3
UGBS 609	Management Information Systems	3
		Total 15-18

Semester 2 CODE	COURSE TITLE	CREDITS
UGBS 602	Research Methods	3
UGBS 612	Financial Management	3
UGBS 614	Marketing Management	3
UGBS 616	Human Resource Management	3
UGBS 618	Production/Operations Management	3
		Total 15-18

YEAR TWO

Semester 1 CODE	COURSE TITLE	CREDITS
OHRM 613	Business Law	3
MKTG 601	Advanced Entrepreneurship	3
MKGT 603	Marketing Research	3
MKTG 605	Consumer Behaviour	3
MKTG 610	Seminar I	3
Electives (One)		
MKTG 615	Relationship Marketing	3
MKTG 617	Internet Business & Electronic Marketing	3
		Total 15-18

Semester 2 CODE	COURSE TITLE	CREDITS
MKTG 600	Long Essay	6
UGBS 622	Advanced Strategic Management	3
MKTG 602	Service Marketing	3
MKTG 604	Integrated Marketing Communications	3
MKTG 606	International Marketing	3
MKTG 640	Seminar II	3
Electives (One)		
MKTG 608	Social Marketing	3
MKTG 618	Tourism Marketing	3

Total 18-24