

EMBA MARKETING

Courses for Registration

EMBA Year One

Semester One	
Code/Course Title	Credits
MBAE 601: Business Economics	3
MBAE 603: Managerial Accounting	3
MBAE 605: Organizational Behaviour & Management	3
MBAE 607: Information Management	3
TOTAL CREDITS	12

Semester Two	
Code/Course Title	Credits
MBAE 612: Human Resource Management	3
MBAE 614: Marketing Management	3
MBAE 616: Quantitative Methods	3
MBAE 618: Research Methods	3
ELECTIVE: Choose an elective below	3
TOTAL CREDITS	15

Elective	
Code/Course Title	Credits
MBAE 602: Financial Management	3

EMBA Year Two

Semester One	
UGBS CORE	CREDITS
MBAE 609: Ethics in Management	3
DEPARTMENTAL CORE	
EMKT 610: Seminar I	3
EMKT 603: Marketing Research	3
EMKT 605: Consumer Behaviour	3
ELECTIVE: Choose one elective from the list below	3
TOTAL CREDITS	15

Electives	
Code/Course Title	Credits
ESEM 609: Financial Services Marketing	3
EENT 605: Innovation and New Product Development	3
EMKT 607: Sales Management	3

Semester Two	
Code/Course Title	Credits
MBAE 604: Strategic Management	3
DEPARTMENTAL CORE	
EMKT 600: Long Essay	6
EMKT 620: Seminar II	3
EMKT 602: Services Marketing	3
EMKT 604: Integrated Marketing Communications	3
ELECTIVE: Choose one elective from the list below	3
TOTAL CREDITS	21

Electives	
Code/Course Title	Credits
EMKT 606: International Marketing	3
EENT 602: Entrepreneurial Marketing	3
ESEM 606: Corporate Responsibility and Sustainability Marketing	3