



UNIVERSITY OF GHANA

UG | BS
University of Ghana Business School

EMBA Marketing

Step Into Excellence



Programme Overview & Objectives

This is a four semester Programme; however students may take up to six semesters to complete.

The programme provides skills beyond the traditional classroom experience and targeted at business and public sector managers.

The programme is aimed at empowering executive students to gain a clear understanding of core marketing concepts and integrate these core concepts to create a consistent and innovative marketing strategy within the context of an overall business strategy

The executive students' experience is enhanced through global traveling, interaction with experienced lecturers and international students in a form of conferences, seminars and workshops.

Lecture Periods

The Programme is run for 13 weeks, where lectures are held in the evening from Monday – Friday at 6pm to 9pm.



Admission Requirements

Intake Options

There are two intakes in a year (February & August)

Requirement

A good first degree (at least 2nd Class Lower Division) from a recognized university or a recognized professional qualification.

An executive student must have at least five year relevant work experience.

Contacts

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Course Structure

Year One

Semester One		Semester Two	
Code/Course Title	Credits	Code/Course Title	Credits
EMBA 601: Business Economics	3	EMBA 602: Financial Management	3
EMBA 603: Managerial Accounting	3	EMBA 612: Human Resource Management	3
EMBA 605: Organizational Behaviour & Management	3	EMBA 614: Marketing Management	3
EMBA 607: Information Management	3	EMBA 616: Quantitative Methods	3
		EMBA 620: Research Methods	3
TOTAL CREDITS	12	TOTAL CREDITS	15

Year Two

Semester One		Semester Two	
UGBS EMBA CORE			
Code/Course Title	Credits	Code/Course Title	Credits
MBAE 609: Ethics in Management	3	EMBA 604 Strategic Management	3
DEPARTMENTAL CORE			
EMKT 600: Long Essay	3	EMKT 600: Long Essay	3
EMKT 610: Seminar I	3	EMKT 620: Seminar II	3
EMKT 603: Marketing Research	3	EMKT 602: Services Marketing	3
EMKT 605: Consumer Behaviour	3	EMKT 604: Integrated Marketing Communications	3
Elective	3	Elective	3
Elective(select one)		Elective(select one)	
ESEM 603: Advanced Customer Relationship Management		EMKT 606: International Marketing	
ESEM 609: Financial Services Marketing		EENT 602: Entrepreneurial Marketing	

EENT 605: Innovation and New Product Development		ESEM 606: Corporate Responsibility and Sustainability Marketing	
EMKT 607: Sales Management		ESEM 612: Tourism Marketing	
TOTAL CREDITS	15	TOTAL CREDITS	18