

### ADMISSION REQUIREMENTS

Applicants must have a good first degree (at least second class lower division) from a recognised university

#### Snail Mail:

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# MASTER OF ARTS IN MARKETING STRATEGY



# MA MARKETING STRATEGY

## WHAT IS THE SEMESTER-BY-SEMESTER STRUCTURE/SCHEDULE OF COURSES?

### Overview of the MA. Marketing Strategy Programme

In the light of the increasingly competitive landscape in several industrial sectors, it has become imperative that organisations effectively and strategically execute their marketing functions. Marketing ensures that products and services are effectively managed to deliver a competitive edge to profit and not-for-profit organisations alike. This situation calls for well trained personnel that would effectively apply marketing concepts and techniques to enhance the marketing orientation of their organizations, thereby giving these organisations a competitive edge.

### Why Study for an MA Marketing Strategy Degree at the University of Ghana Business School?

The MA Marketing Strategy programme aims at enabling students understand and apply marketing concepts and techniques at an advanced level. The programme helps to develop critical marketing skills needed to fill more senior roles. It also enables students develop and enhance the marketing orientation of their organisations. Graduates of this programme will develop the capacity to perform at strategic marketing levels..

### Semester 1 Core Courses

	Credits
MAMS 613: Strategic Marketing Management	3
MAMS 603: Marketing Research Methods	3
MAMS 617: Electronic Marketing Strategy	3
MAMS 615: Relationship Marketing Strategy	3
MAMS 605: Human Resource Management	3

### Electives (3 credits to be taken)

MAMS 607: Sport Marketing Strategy	3
MAMS 611: Marketing of Financial Services	3
MAMS 601: Strategic Entrepreneurship	3

**Total 15-18**

### Semester 2 Core Courses

MAMS 622: Strategic Management	3
MAMS 608: Social Marketing Strategy	3
MAMS 604: Integrated Marketing Communications	3
MAMS 606: International Marketing Strategy	3

### Electives (3 credits to be taken)

MAMS 620: Political Marketing Strategy	3
MAMS 612: Brand Management Strategy	3
MAMS 618: Tourism Marketing Strategy	3

**Total 18-24**

MAMS 610: Seminar	3
MAMS 630: Special Topics in Marketing	6

**Total 36-45**