



# MA MARKETING STRATEGY

One Year Master's Degree Programme - Sandwich

## Programme Overview

In 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, services and ideas are effectively managed to deliver a competitive edge to profit and not-for-profit organisations. This situation calls for well-trained personnel that would effectively apply marketing concepts and techniques to enhance the marketing orientation of their organisations in order to deliver their value proposition to customers.

## Objectives

Due to the exigencies of work, family commitments and other duties, many interested and qualified

people are not able to pursue a two year-full time programme in marketing. This Sandwich Masters Programme is therefore designed to enable such people access high quality education, while at the same time attending to their respective duties effectively.

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

## Curriculum and Lecture Period

This is a one year sandwich programme and will be taken over two semesters. Students will take a minimum of 18 credits in each semester.

Lectures are held within three to four weeks in June; Mondays to Saturdays (7:00am to 8:30pm) and Sundays (2:00pm to 8:30pm).

Exams are written in August over the weekends (Saturdays and Sundays).

## Admission Requirements

Applicants must have a good first degree (at least 2nd class lower division) from a recognized university with a minimum of 2 years relevant work experience.

Applications for admission into this programme are open from December to February every year.

## Employment Prospects

The MA in Marketing Strategy Programme provides training, which equips students to perform effectively in marketing functions and roles in various industries, in and out of Ghana.

## How to Apply

### (i) Ghanaian Applicants

University of Ghana application e-voucher can be obtained by Ghanaian applicants at the following banks; Zenith Bank, UMB, Ecobank, HFC Bank, ADB, UniBank, GCB Bank and Fidelity Bank

### (ii) International Applicants and Ghanaians Applying from Abroad

All applicants in this category are expected to pay to the University, a non-refundable application processing fee. Follow the links below for details. This category of applicants should also use the following links to access the online application form for completion and submission.

<http://sgs.edu.gh>

<http://admission.ug.edu.gh>

## Contacts

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## Courses offered

### First Semester

- Relationship Marketing Strategy
- Marketing Research Methods
- Electronic Marketing Strategy
- Strategic Marketing Management
- Human Resource Management
- Sports Marketing Strategy
- Marketing of Financial Services
- Strategic Entrepreneurship

### Second Semester

- Strategic Management
- Social Marketing Strategy
- Integrated Marketing Communications
- International Marketing Strategy
- Seminar
- Special Topics in Marketing
- Political Marketing Strategy
- Brand Management Strategy
- Tourism Marketing Strategy

## REGISTRATION IN PROGRESS

**Kindly follow this link to register:**

<http://admission.ug.edu.gh/applying/postgraduate/apply-now-post-graduate-admissions>

**APPLICATION DEADLINE: 31ST MARCH, 2018.**