

## COORDINATOR

Prof. Mahmoud Abdulai Mahmoud

## 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 I

| Course Code | Course Name                    | Credit |
|-------------|--------------------------------|--------|
| MAMS 603    | Marketing Research Strategy    | 3      |
| MAMS 613    | Strategic Marketing Management | 3      |
| MAMS 615    | Relationship Marketing         | 3      |
| MAMS 617    | Electronic Marketing Strategy  | 3      |
| MAMS 605    | Human Resource Management      | 3      |

#### Electives choose one

|          |                                 |   |
|----------|---------------------------------|---|
| MAMS 611 | Marketing of Financial Services | 3 |
| MAMS 601 | Strategic Entrepreneurship      | 3 |
| MAMS 607 | Sports Marketing Strategy       | 3 |

Total 15-18

#### Semester II

|          |                                    |   |
|----------|------------------------------------|---|
| MAMS 604 | Integrated Marketing Communication | 3 |
| MAMS 606 | International Marketing Strategy   | 3 |
| MAMS 608 | Social Marketing                   | 3 |
| MAMS 610 | Seminar Presentations              | 3 |
| MAMS 600 | Special Topics in Marketing        | 6 |

#### Electives choose one

|          |                               |   |
|----------|-------------------------------|---|
| MAMS 612 | Brands Management             | 3 |
| MAMS 618 | Tourism Marketing             | 3 |
| MAMS 620 | Political Marketing           | 3 |
| MAMS 622 | Advanced Strategic Management | 3 |

Total 39-45