



**IICSE University**  
...a liberal arts education

# MS in Marketing Graduate Program

## Master of Science in Marketing (MS)

INTERNATIONAL  
LEARNING.  
INDEPENDENT  
THINKING.



MS | MARKETING

**T**he "Master of Science in Marketing" program is designed to meet the needs of students in today's open market, preparing those seeking higher level positions in marketing or pursuing a graduate program to further advance their marketing knowledge. The Program empowers, through the study materials, the marketing researchers to work in industry, consulting firms, nonprofits, government, and other organizations where marketing analysis adds value.

In a competitive job market, the skills and expertise gained through the coursework component of a PhD program become increasingly valuable. A "Master of Science in Marketing" provides academically distinguished students the opportunity to develop many of these skills in an intensive one-year program. It is designed to prepare students for versatile careers in marketing communications, providing in-depth exposure to a variety of communications media.

Upon completion of the Master of Science in Marketing, students will be able to have studied and be knowledgeable about; Marketing communications policy and its implementation; Identifying specific target markets; Creating eloquent and credible messages for selected targets; Effective use of sales promotions and sponsorships; The role of personal selling and sales management; Identifying and selecting cost-effective media and strategic methods to reach selected targets including direct advertising, public relations, promotions, open-event-marketing, specific sponsorship, selling, and media, among others.

[www.iicseuniversity.org](http://www.iicseuniversity.org)



**The Program Structure:**

Course Code	MS: <b>First</b> Semester Courses	Credit
MKT 801	Global Marketing	5
MKT 802	Consumer Research	5
MKT 803	Marketing Communications	5
MKT 804	Marketing Strategies	5
MKT 805	Digital Marketing Strategy	5
MKT 806	Sustainability Marketing	5
<b>TOTAL CREDITS</b>		<b>30</b>
Course Code	MS: <b>Second</b> Semester Courses	Credit
MKT 811	Advanced Marketing Metrics	5
MKT 812	Managing and Marketing Sports	5
MKT 813	Next Generation Management	5
MKT 814	Marketing and Society	5
MKT 815	Advanced Advertising Theory	5
MKT 816	Marketing to Businesses and Organizations	5
<b>TOTAL CREDITS</b>		<b>30</b>
Course Code	MS: <b>Third</b> Semester Courses	Credit
MKT 821	Strategic Brand Management	5
MKT 822	E-Marketing	5
MKT 823	International Marketing Across Cultures	5
MKT 824	Marketing Research	5
MKT 825	Financial Management for International Business	5
MKT 826	Project Management	5
<b>TOTAL CREDITS</b>		<b>30</b>
Course Code	MS: <b>Fourth</b> Semester Courses	Credit
MKT 831	Consumer Behavior	5
MKT 832	Marketing Management	5
MKT 833	Product and Innovation Management	5
MKT 834	Services Marketing	5
MKT 835	Retail Marketing	5
MKT 836	Master Thesis	5
<b>TOTAL CREDITS</b>		<b>30</b>

**The thesis**

A thesis on a particular topic of your choice (with a Supervisor's approval) will be completed by each student in the last semester. There is considerable scope in the choice of subject areas by the student and the research method employed. Each student is allocated a supervisor who guides them through the thesis. The thesis aims to assimilate the theoretical and practical elements of the academic program of study.

**Duration of program:** A Semester runs for a period of three months. Our "Master's Degree" programs are completed within the period of four semesters (one year). We allow extension in the period of study, in case your courses could not be completed within the stipulated time frame. No additional fee, no extra charge for extension in the period of study.

**How to apply**

Prospective student must complete the Admission Form and pay the processing fee of \$45 USD or its equivalent. The processing fee is refundable if admission is denied.



**Applications for the program:**

Applications for this program are made online by going to [www.iicseuniversity.org/apply.html](http://www.iicseuniversity.org/apply.html)

