

MGB SPECIALISATION SUBJECTS

CONTEMPORARY MARKETING MANAGEMENT

CODE	CORE SUBJECT	CREDIT	TERM	PRE-REQUISITES OR CO-REQUISITES
MGB MKT 103	Consumer Behaviour	1	1	Marketing Management 2
MGB MKT 204	Brand Management	1	2	Marketing Management 2
MGB MKT 305	Market Research	1	3	Marketing Management 2
MGB MKT 306	Product and Service Management	2	3	Marketing Management 2
MGB MKT 307	Sales and Channel Management	2	3	Marketing Management 2
MGB MKT 308	E- Marketing	1	3	Marketing Management 2
MGB MKT 309	Integrated Marketing Communication	1	3	Marketing Management 2
MGB MKT 312	Marketing Analytics and Pricing	1	3	Nil
MGB MKT 313	Simulation	1	3	Nil
MGB MKT 311	Strategic Marketing Decisions	1	3	Marketing Management 2
	TOTAL CREDITS	12		