

DUAL MASTER OF ARTS IN MARKETING



 **Duration
18 Months**

The Master of Arts in Marketing is a 90 ECTS credits programme. It is a dual award Master programme where graduates will receive a Master of Arts in Marketing from IBES, France, and UCAM- Universidad Católica San Antonio de Murcia, Spain.

The programme's core courses bring learning from the latest trends and developments in marketing environment and practices, giving a well-rounded, critical analysis of strategic marketing management, consumer behaviour, socio media and data analytics, in the context of real business challenges.

Awarded by



Mode of Delivery

Blended Delivery

Awards to be conferred

1. Master of Arts in Marketing from IBES
2. Master of Arts in Marketing from Universidad Católica San Antonio de Murcia

Entry requirements

- A Bachelor's Degree qualification in any field from a recognised university**;
OR
- A professional qualification equivalent to a degree and a minimum of two years of working experience

Taught Modules are

• Strategic Marketing Management	10 ECTS
• Marketing Analytics	10 ECTS
• Social Media Marketing	10 ECTS
• Understanding Consumer Buying Behaviour	10 ECTS
• Business Research Methodology	10 ECTS
CORE SPECIALISATION MODULES	
• Global Marketing or Digital Marketing	10 ECTS
• Research Project	30 ECTS

Course Fee

AIBT Fee – Rs. 280,000 & Foreign University Payment Euro 1105
(Payable in installments)

Bank Loan – Bank Loan Facilities Available from **NDB** Bank

*above details are subject to changes

Valid for period of 3 months (upto 3rd July 2024)



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