## Standard curriculum for MSc in Strategic International Management with Specialisation in Marketing

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Code	Module	Credits
BPSB303	Business Strategy	5
SKIB310	Fundamentals of Research - Academic Skills and Presentations	5
SKIB309	Fundamentals of Research - Data Analysis	5
FINB310	Principles and Practices of Business Finance	5
HRMB315	Principles and Practices of HR Management and Leadership	5
MKTB313	Principles and Practices of Marketing and Branding	5
emester 1		30
MKTB316	Consumer Psychology and Behaviour	5
MKTB314	Contemporary Marketing Communications	5
MKTB315	Designing and Executing Campaigns in the Digital Space	5
SKIB311	SKIB311 Fundamentals of Research - Research Methodology and Design	
MKTB317	Market Research	5
SMARKX	MSc Marketing Management Specialisation Electives	5
emester 2		30
DISB301	Dissertation	30
Total for semester 3		30
Grand Total		90
f module gr	oups	
eting Man	agement Specialisation Electives	
Re	eputation and Crisis Management	
M	arketing Services	
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Prerequisites					
Module		Prerequisite module			
DISB301	Dissertation	SKIB309	Fundamentals of Research - Data Analysis		