

POSTGRADUATE DIPLOMA IN MARKETING

FALL SEMESTER

Module name	ECTS	Component courses
Management immersion module		<p>>>Principles of finance >>Principles of marketing >>Principles of management >>Principles of operations</p> <p>All new master's students will take this module before beginning the core courses. These serve as refresher courses for someone who has been out of school for some time or as courses which help to acquaint you with the central and essential aspects of the subjects on which you will build and diversify during the master, as well as to brush up on key terminology if English is not your first language.</p>
Professional Skills module		<p>>>Communication Skills >>Professional Development</p> <p>All continuing master's students will take this module to prepare for their final thesis and defence, which are both at the end of this final semester. The module also contains a session on communication skills, the giving and receiving of feedback in particular to support and enhance the open peer assessment on the master's programmes.</p>
Strategic marketing	9	<p>>>Market research >>Consumer Behaviour</p> <p>The Distribution process is an often complex affair, but essential in making the end product available to consumers in a way that is fast and efficient. A strong brand is great, but we need an understanding of distribution channels and the commercial networks available, to ensure that the product is in the right place at the right time when consumers want to buy.</p> <p>>>Formulating a marketing plan >>Implementing a marketing plan >>Distribution and commercial network</p> <p>The Distribution process is an often complex affair, but essential in making the end product available to consumers in a way that is fast and efficient. A strong brand is great, but we need an understanding of distribution channels and the commercial networks available, to ensure that the product is in the right place at the right time when consumers want to buy.</p>
Branding and innovation	3.5	<p>>>Brand Management</p> <p>Managing a brand is a skill which most people automatically assume a marketer possess, which does no justice to the complexity it represents. Marketing-driven companies need good brand management to create trusted and recognised brand, generating equity for the organisation, but just how can this be done, and what are the factors involved?</p> <p>>>Innovation in Marketing</p> <p>Marketing is evolving, as it absorbs know-how from other disciplines such as sociology and neurology, creating fascinating new approaches such as empathetic marketing, experiential marketing, guerilla marketing and neuromarketing. This module looks at where marketing is evolving and how we might put these practical new techniques to good use.</p>
Events and information management	4.5	<p>>>MICE</p> <p>MICE is a competitive arena. To be successful, your event needs to not only be different; it must appear different before it even takes place. It must also go smoothly, and this requires an ability to plan, market, finance, organise and execute the process seamlessly.</p> <p>>>Customer relationship management</p> <p>Every brand is looking for engagement, but in seeking to facilitate that sustainable relationship between a brand and its customers, many marketers end up losing track of the basics and squandering the opportunity to really connect. This module provides strategies to approach engagement with a bird's-eye view of the principal stakeholders in the customer journey.</p>
Professional communication skills	5.5	<p>>>Negotiation Skills</p> <p>The aim of this course is to help the student understand and control emotions through a system of decision-based negotiation. It teaches us how to ignore the siren call of the final result, which we can't really control, and focus instead on the activities and behaviour that we can and must control in order to negotiate with the pros.</p> <p>>>Presentation Skills >>Conflict Resolution</p> <p>The module aims to introduce current thinking and practice in the field of conflict resolution, conflict management and conflict transformation, including conflict prevention and peace-building. Can conflicts be prevented, and how are they brought to an end? Is it possible to deal with the root causes of conflict?</p>