

MSc Marketing Management - LM561

1. Objectives

The programme aims to explore the nature and role of marketing in contemporary society. It will emphasise the role of marketing a new product and new business situations, as well as dealing with the marketing issues and opportunities faced by mature organisations. The philosophy of the programme is based on the unique importance of marketing to any organisation, in both the public and private sectors.

Upon completion of the programme, participants will be equipped with:

- critical appreciation of the external forces that are shaping the marketing manager's job;
- rigorous education in contemporary concepts and techniques of marketing management; and
- the necessary tools to facilitate the analysis, planning, implementation, and control of marketing programmes.

2. General Entry Requirements

Successful completion of an undergraduate degree with

- at least a Second Class or 50%, whichever is applicable or
- a GPA not less than 2.5 out of 4 or equivalent, from a recognised higher education institution.

OR alternative qualifications acceptable to the University of Mauritius.

3. Programme Requirements

As per General Entry Requirements.

4. Programme Duration

The duration of the Postgraduate/ MSc Programme should normally not exceed 4 years (8 semesters).

	Normal	Maximum
Master's (PT):	4 semesters	8 semesters
Postgraduate Diploma(PT):	4 semesters	8 semesters

5. Credits per Year – Minimum 6 Credits subject to regulation 4 above.

6. Minimum Credits Required for Award

For the award of MSc Marketing Management degree, the student must obtain at least 36 credits. This should include all the core and elective modules and 6 credits from the dissertation.

Breakdown as follows:

Master's Degree	Credits 36
Postgraduate Diploma:	30 credits (without dissertation)

7. Assessment

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Assessment will be based on a written examination of 2-3 hour duration and continuous assessment carrying a maximum of 40% of total marks. Continuous assessment may be based on assignment(s), tests and/or seminar presentations.

For a student to pass a module an overall total of 40% for combined continuous assessment and written examination components would be required without minimum threshold within the individual continuous assessment and written examination.

Each module of 45 hours carries 3 credits and each module of 90 hours carries 6 credits.

During Year 2 of the programme, a Residential Seminar will be organised by the Faculty. Students should compulsorily attend and actively participate in the Residential Seminar whenever organised and:

- a. Students will be required to submit a report of not less than 1200 words to their Programme Coordinator after attendance and participation;
- b. Seminar attendance and the report shall be assessed by the Programme Coordinator
- c. Attendance at all sessions of the Seminar is compulsory and failure to do so would entail non-award of the MSc degree and
- d. Grade 'S' assigned upon satisfactory performance as well as attendance at all sessions of the Seminar, in order to be eligible for award of the degree

Dissertation will carry 6 credits.

Submission Deadline for Dissertation:

Last working day of August in the final year.

8. Learning Methodology

As is typical of a Master's programme, less formal lecturing is conducted than in most undergraduate courses and more of an emphasis is placed on student-led learning. Students will have further developed a range of valuable personal skills including skills in managing research projects, oral presentations, problem-solving, organising group-work and critiquing literature.

9. Workshops and Seminars

Non-assessed workshops will be organised to guide students in research design and the use of descriptive and inferential statistics. Moreover, as far as possible, modules will host a seminar by practitioners.

10. Important Note

The rules as stipulated in this Programme Structure and Outline Syllabus will replace all other rules & regulations.

11. List of Modules

Code	Module Name	Hrs/Wk	Credits
<u>CORE MODULES</u>			
MGT 6101Y	Marketing Management and Applications	3	6
MGT 6102Y	Consumer Behaviour and Business-to-Business Marketing	3	6
MGT 6234	Integrated Marketing Communications	3	3
MGT 6104	Research Methods in Marketing (Semester 2)	3	3
MGT 6201Y	Strategic and Global Marketing Management	3	6
MGT 6000Y	Dissertation	-	6
MGT 6001	Residential Seminar	-	-
<u>ELECTIVES</u>			
ECON 5214	Competitive Strategy and the Wealth of Nations	3	3
MGT 6204Y	Integrated Marketing Communications II	3	6
MGT 6211Y	Customer Relationship Management and Strategic E-Marketing	3	6
MGT 6205Y	Strategic Brand and Retail Management	3	6

The student has to complete 5 core and 1 elective modules and the dissertation over the duration of the MSc programme.

All modules and the dissertation have should be passed for the student to qualify for the award of MSc Marketing Management.

12. Programme Plan - MSc Marketing Management

YEAR 1

Code	Module Name	Hrs/Wk	Credits
CORE			
MGT 6101Y	Marketing Management and Applications	3	6
MGT 6102Y	Consumer Behaviour and Business-to-Business Marketing	3	6
MGT 6234	Integrated Marketing Communications	3	3
MGT 6104	Research Methods in Marketing (Semester 2)	3	3

YEAR 2

Code	Module Name	Hrs/Wk	Credits
CORE			
MGT 6201Y	Strategic and Global Marketing Management	3	6
MGT 6000Y	Dissertation	-	6
MGT 6100	Residential Seminar	-	-
ELECTIVES			
CHOOSE ONE FROM			
ECON 5214	Competitive Strategy and the Wealth of Nations	3	3
MGT 6204Y	Integrated Marketing Communications II	3	6
MGT 6211Y	Customer Relationship Management and Strategic E-Marketing	3	6
MGT 6205Y	Strategic Brand and Retail Management	3	6

NOTE:

Submission deadline for dissertation: Last working day of August in final year.