



stimulate

## MA Marketing Management

The part-time MA Marketing Management offers an intensive 12-month study programme, the use of small support groups and access to a wide range of materials together with a multi-national student dimension, resulting in a stimulating and rewarding programme.

Leading to a specialist marketing qualification designed to equip marketing management professionals for the challenges they will face in complex international commercial environments, the qualification will develop marketing practitioners, who are able to combine reflective practice with the design of successful strategic planning.

The MA Marketing Management is a positive signal to present and future employers, and shows that you are willing to invest time and money in improving your strategic knowledge and skills.

In summary, the MA Marketing Management will equip participants with the necessary knowledge, skills and competences to enable them to function in senior marketing roles in any country.

At Derby, your studies can be directly tailored to your current role and industry sector:

The part-time fast track route to the MA Marketing Management enables holders of the CIM Professional Postgraduate Diploma to achieve the Masters qualification over a 12 month period.

Students will follow a programme that includes the Independent Project & Research Methods module, as well as a choice of two other modules from Managerial Finance, Customer Behaviour and Service Design, Marketing & Management.

You will be encouraged to contextualise your learning and apply this to the global marketing environment and to an organisation or topic of your choice in your Independent Studies. At this stage students will also acquire skills in designing sound research proposals. Each student is given the opportunity to develop their project with the help of an Independent Studies supervisor:

FAST-TRACK



UNIVERSITY  
of DERBY

The Derbyshire Business School

**Our flexible modes of delivery include on-line modules as well as taught, so you can study whenever it is convenient for your schedule.**

For further information on the MA Marketing Management, and applications, please contact:  
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