

# POSTGRADUATE CERTIFICATE IN MARKETING

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## Programme Requirements

Code	Title	Credits
Students take modules to the value of <b>30</b> credits from the following: 30		
<i>Elective Modules</i>		
BU6005	Applied Research Methods (5)	
BU6513	Business Case for Analytics (5)	
MG6335	Professional and Personal Development (5)	
MG6405	Applied Strategic Marketing (5)	
MG6406	Business Strategy Simulation (5)	
MG6407	International Marketing (5)	
MG6408	Omnichannel Marketing Communications (5)	
MG6410	Service Design (5)	
MG6411	Consumer Behaviour Theory and Practice (5)	
MG6413	Digital B2B Marketing (5)	
MG6414	Digital Marketing Practice (5)	
MG6415	Ethics and Sustainability (5)	
<b>Total Credits</b>		<b>30</b>

## Examinations

Full details and regulations governing Examinations for each programme will be contained in the *Marks and Standards Book* and for each module in the *Book of Modules*.