

# Bradford Marketing & Management

## Benefits

The programme offers the following benefits for students:

- Established Name – Bradford has been teaching business and management for more than 40 years and is one of Britain's longest-established university-based business schools
- Recognised Quality – The Bradford School of Management is among the top 20 business schools in Europe. The Financial Times European Master's in Management league table ranks Bradford third in the UK
- Bradford is one of the fewer than 100 business schools around the world to have gained EQUIS accreditation. Bradford has also teamed up with prestigious institutions in France, Spain and Poland in order to inject an international dimension in its Masters programme
- Latest Thinking and Development in Business and Management – the Higher Education Funding Council rates the research conducted by the faculties as excellent

## Course Description

The MA in Marketing and Management will enable you to understand the role of marketing in today's rapidly changing business world and to identify opportunities in the marketplace. It explores ways in which new customers can be won and existing ones kept.

The programme takes an international approach and its content and teaching methods reflect the latest thinking and research in marketing education and practice.

You will emerge from the programme with:

- A clear understanding of the concept and role of marketing
- Knowledge of the key marketing functions and of how and when they can most effectively be used
- A wide range of management skills and techniques for creative thinking, problem solving and decision making
- Good communication, negotiation, leadership and teamwork skills
- An international perspective on business and marketing activities

## Qualification / Awarding Body

On successful completion of the programme, you will be awarded a MA in Marketing & Management

Awarding Body: University of Bradford

## Mode

Text-based distance learning

## Course Content (modules)

The full programme comprises an induction and three stages:

I. Induction (Compulsory)

A module, Introduction to management, is available to you online or as a CD-ROM. It is intended to help you if your first degree was not in business or management to gain an understanding of the subject.

II. Stage 1: Compulsory modules

You will have to study the following compulsory modules:

- Business economics
- Finance and accounting
- Human resource management
- International business environment
- Marketing
- Research methods
- Total Quality Management
- E-Business
- World Class Operations

- Strategic Management

### III. Stage 2: Specialist Modules

You will take compulsory modules in:

- Strategic marketing
- Consumer behaviour

### IV. Stage 3: The MA dissertation

You will undertake an original and detailed investigation of a specific issue related to marketing. You will find the dissertation to be the most rewarding and challenging part of the programme. It provides you with the chance to work on a practical management issue in some depth. The dissertation may involve company visits, interviews, mail questionnaires, and other means of empirical analysis. The dissertation must be no less than 22,000-words.

## Assessment

A mixture of assignments and examinations, and a 22,000-word dissertation.

## Duration of Programme

The MA is normally studied over a period of 24 months, but this may be extended to suit your individual needs for up to a maximum of six years.

## What's included

All study materials, core textbooks and student handbooks are supplied. A tutor for academic support from the UK will be allocated by RDI on request, whom you can contact by phone or email.

In Mauritius, you will have access to a programme coordinator at PTC for administrative support. You are allowed to attend periodic workshops organised by PTC.

## Entry Requirements

Candidates should satisfy the following entry requirements:

- First degree from an approved university, or an acceptable professional qualification. Usual entry requirement is a UK degree minimum 2:2 (honours); European degree gross percentile average (GPA) of 2.5 out of 4.0 or 6.5 out of 10, or overall average of 70 from 100%
- Proficiency in English – a 6.5 score on IELTS test of English, 580 in written TOEFL or 240 in computer-based TOEFL needed from non-native speakers. Applicants using the internet-based TOEFL test are required to obtain a score of 94 or better.

## Enrolment Dates

Four intakes a year - January, April, July and October.