



Course Descriptions for the Postgraduate Master MKT (Marketing)

Core Requirements

ADM508 Statistics and SPSS

This course is intended to provide students with an introduction to Statistics. The emphasis in this course will be upon understanding statistical concepts and applying and interpreting tests of statistical inference. Content will include but not be limited to: data and data files, data screening, scaling, recoding, visual representations of data, descriptive statistics, correlation and simple regression, sampling distributions, and the assumptions associated with and the application of selected inferential statistical procedures (parametric and non-parametric tests). Computer software (SPSS) will be employed to assist in the analysis of data for this course.

ADM509 Advanced Quantitative Methods

This course introduces post-graduate students to strategies and tools of how to develop statistical models that are tailored to answer their particular research questions. This course prepares students to conduct research using appropriate statistical models and to analyze modern social science data via advanced quantitative methods. It provides a foundation in the theory of maximum likelihood so students can investigate and implement a wide range of advanced quantitative models. Students will learn data analytic skills using statistical software package SPSS. This combination provides students with the skillset that is increasingly required by employers in today's highly competitive job market. Topics include Ordinary Least Square Regression, Regression with Dummy variables, Non-Linear Regression, Factor Analysis, Parametric and Non-Parametric Tests.

ADM518 Advanced Marketing Management

In this course students will acquire the knowledge and skills required to develop, implement, and control successful marketing strategies. This course will help students discover and understand the components of marketing management decision making process. Through this course, students will understand how the firm can benefit by creating and delivering value to its customers, and stakeholders using analytical concepts and tools of marketing related to segmentation, targeting, branding, pricing, distribution, and promotion.

To sum up, this course will help students developing abilities, formulating and implementing different marketing approaches for brands and businesses using advanced managerial competencies.

ADM522 Organization Theory

Organization Theory- is a course that targets potential executives and aspiring business leaders. It can be considered as a landmark guide to "macro" organization theory and design, fully grounded in current international practice, offering up-to-date coverage of the key developments driving new organization structure and practice besides case studies and examples from the international markets. The course provides a truly international overview for advanced students and business executives who want to be at the forefront of the evolution in Organization Theory. 21st Century organizations will be faced with entirely new challenges and opportunities than those faced by previous generations, and emerging business leaders must understand the new "macro" realities in order to succeed.



ADM 526 Research Methodology

This course is designed to emphasize the foundational methods and techniques of research in business management context. Students will be exposed to the main components of the research process i.e., research problem, research question, research objectives, research hypotheses, data collection, ethical issues in research, report writing, and presentation. The main objective of this course is to enable students to understand the research process and conduct research project in an area of their choice.

ADM534 Advanced Financial Management

The course focuses on the financial concepts, skills, and technological applications that are most critical for MBA students in today's workplace. It also focuses on the analysis and study of the significant areas of financial planning and control, working capital and fixed asset management, and the identification and acquisition of funds in the money and capital markets; employment of financial techniques as aids in decision- making relative to balancing the liquidity-profitability objectives of a business firm. This course is an in-depth study of the financial management problems of business in general and corporations in particular, as they relate to working capital needs, flow of funds, optimum allocation & management of current operations. Problems of capital budgeting, debt management, acquisition or merger & other long-term financial problems in managing the capital structure are treated.

Major Required Courses

MAN510 Strategic Management

To succeed in the future, managers must develop the resources and capabilities needed to gain and sustain advantage in competitive markets—traditional and emerging. The way in which organizations attempt to develop such competitive advantage constitutes the essence of their strategy. This course introduces the concept of strategic management through readings, discussion and case analyses, and considers the basic direction and goals of an organization, the environment (social, political, technological, economic and global factors), industry and market structure, and organizational strengths and weaknesses. The emphasis is on the development and successful implementation of strategy in different types of firms across industries.

MKT512 Service Marketing

This course is designed to prepare students who are pursuing marketing careers in the services or goods industries to understand the key concepts of services marketing and how they can be used to create competitive advantage for businesses.

This course will build on marketing concepts to make them applicable to service industry settings. Service organizations (e.g., hospitals, hotels, banks, insurance companies, professional services, educational institutions) require a different approach from that of goods and high-tech businesses. Concepts will be illustrated using case studies from various industries and students will get hands-on experience applying the concepts by working with local businesses on various assignments.



MKT514 Contemporary Issues in Marketing

This course is designed to provide students with an in-depth understanding of some of the main theoretical and research perspectives that have contributed to the academic knowledge in marketing. Consideration will be given to some of the important debates to which theorizing about these different perspectives has given rise with the implications of these for both research and practice explored. Furthermore, the course intends to familiarize students with reading academic publications in marketing, developing their ability to critically analyze and evaluate such publications. Throughout the course, students are exposed to a wide range of methodologies used in business research as well as develop the ability to assess the validity of findings described in the scholarly literature.

MKT523 Advanced Marketing Research

This course provides a comprehensive overview to marketing research, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions.

MKT532 Digital and Social Marketing

Marketing on social media is now an imperative for companies seeking to stay relevant to consumers and potential customers. This course will introduce the students to the topics of Principles of social media within business, Search Engine Optimization, Social networking management for business, and Google Analytics.

QAM505 Advanced Quality Management

Operational excellence has a direct influence over the business process infrastructure of an organization. Most organizations struggle to understand how operational excellence provides a path to achieving process excellence, which enhances the competitive advantage of an organization. Readdressing the design and improvement dynamics of a process structure will contribute to consistent delivery and proficiency of an organization. The significance in which organizations view the impact of technology is also important when detailing the enforcement of operational excellence.



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MKT590 Thesis in Marketing

A Master's Thesis is a research project resulting in a substantive paper that involves original collection or treatment of data and/or results. The final product of a Master's Thesis is a paper of publishable quality. The Master's Thesis, like the doctoral dissertation, involves original research and exemplifies an original contribution to scholarship. Elements of the thesis can:

Include a comprehensive review and analysis of relevant literature

- Include a research study design
- Include the collection and analysis of data, and discussion of results
- Represent a synthesis and application of the literature on a topic
- Apply the critical evaluation of empirical studies on the topic

The completed thesis should be formatted in accordance with the requirements of the Office of Graduate Studies.

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