



GBS-Malta

MA Marketing and Brand Management

Study details

Course type: Master's degree

Degree: MA Marketing and Brand Management

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 7 000 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Feb/May/Oct

Requirements

IELTS Academic (in centre and Online) - 6.0

TOEFL iBT (at test centre and Home/online) - 60

PTE Level B2 (in centre and Home/online) - 52

Duolingo (online) - 105

Accommodation

From 200 to 400 EUR

Additional information

Course overview

The Master's degree in Marketing and Brand Management provides you with the skills and practical experience that organisations need in an ever-changing business environment.

Course participants develop into well-rounded marketing practitioners who can work in or around marketing and brand management in a range of roles, drawing on a broad mix of skills and experience.

This course is designed to take your marketing, brand management expertise to the next level. You will have the opportunity to build a wider professional network, helping you to grow in your expertise and insights across emerging marketing and brand management topics.

In this comprehensive course, you will be guided through tailor-made modules by subject matter experts in marketing, brand marketing, and brand management — with a diverse range of general business and management modules to broaden your overall understanding. You will also have the chance to build a substantial industry-focused portfolio displaying your marketing and brand management abilities.

You will also actively participate in critical discussions surrounding marketing and brand management as a field of academic study. You will analyse and reflect upon the current challenges that arise in the realms of social, political, and economic changes, enabling you to discover new ways of improving upon best practices in these dynamic areas from a marketing perspective.

Our Master's in Marketing and Brand Management provides learners with the knowledge, skills, and insights necessary to be impactful in today's working environment — creating a new platform to advance in their future careers. Participants in the course become well-rounded marketing professionals capable of working in or around marketing and brand management in a variety of roles, relying on a diverse set of skills and experience.

Our MA in Marketing & Brand Management combines your previous skills and experiences, inbuilt talent, and an intensive course format to produce the distinct graduate that leading employers want.

The job prospects in marketing are varied, and there is something for everyone that you can opt for as per your interests.

Career paths after the course:

- Marketing and Business Development Manager
- Brand Manager
- Marketing Manager
- Product Manager