



THE UNIVERSITY  
OF THE  
WEST INDIES

Masters Programme  
Faculty of Social Sciences



*Department of Management Studies*

## **MSc. Marketing**

*Marketing is a critical function in all organizations and is one of the most important programmes offered in management and business schools.*

2017-2018

# MSc. MARKETING

**Marketing is a critical function in all organizations and is one of the most important programmes offered in management and business schools. Individuals working in the area of Marketing, now require advanced training to bolster their work experience and strengthen their technical competencies. The core of the programme will ensure that all students leaving the programme have certain key competencies and skills in the area of Marketing.**

## Objectives

The core objectives of the MSc. Marketing programme are to:

- Develop the critical thinking and analytical skills of students entering the programme;
- Provide the Caribbean with a cadre of individuals with excellent core competencies in marketing management;
- Enhance the skills of individuals working in Marketing throughout the region;
- Challenge students to develop and conceptualise topics that take explicit account of the peculiarities of small island developing states;
- Challenge students to develop and conceptualise topics that expand the frontiers of the field of Marketing,
- Ensure that students leaving the programme can provide both technical as well as practical advice to employers; and
- Ensure that participants can communicate well, both orally and in writing.

## Entry Requirements

To qualify for entry to this programme, applicants should normally have at least a Second Class Honours degree or its equivalent.

Non-degreeed candidates and candidates with a Pass degree who have other relevant qualifications and substantial experience will be considered for entry on a case by case basis.

## Duration

The programme can be completed in 12 months of full time study or 24 months part-time study. Part-time candidates will be permitted a maximum of 4 years to complete the programme.

## Programme Structure/ Course of Study

Students are required to gain 45 credits through successful completion of 13 compulsory courses and a research paper or practicum (6 credits). Three 2-3 day special skills workshops are mandatory.



## List of Courses

### Compulsory for all students

- Accounting for Managerial Decision Making
- Electronic Marketing: Doing Business Electronically
- Small Business & Entrepreneurship
- Human Resource Management
- International Marketing
- Logistics and Supply Chain Management
- Strategic Planning Management
- Research Methods for Business & Social Sciences
- Marketing Management
- Consumer Behaviour
- Marketing Research
- Services Marketing
- Integrated Marketing Communications
- Research Paper **OR**
- Practicum

### Cost (Self-financed programme)

Programme fee	BDS \$30,000	(US \$15,000)
<b>Plus</b> ID Card Fee	BDS \$30.00	(US \$15.00)
<b>Plus</b> UWI Registration fees per semester	BDS \$520.00	(US \$260.00)

**Programme Fee and University Registration fees are subject to change.**

Students enrolled in this self-financed programme are billed for the courses for which they register each semester. University fees are additional to the programme fees and are billed every semester until the degree has been awarded.

# CONTACT INFORMATION FOR MSc. Marketing

## THE DEPARTMENT OF MANAGEMENT STUDIES

### Programme Coordinator

Donley Carrington, PhD

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## HIGHER DEGREE PROGRAMMES

### FACULTY OF HUMANITIES & EDUCATION

MA Caribbean Studies:

Languages / Literatures

MA Creative Arts

PG Dip / MA Cultural Studies

MA History

MA Heritage Studies

MA Linguistics

PG Diploma in Education (*Secondary*)

Master in Education (MEd)

*specialisations (Curriculum Studies; Educational Leadership; Inclusive Practices for Special Needs Students; Language & Literacy Education; School Counselling; Science and Technology Education; Social Context and Education Policy; Testing, Measurement and Evaluation; and The Psychology of Education)*

### FACULTY OF LAW

LLM / PG Diploma Law

*(with specialisations in Corporate & Commercial Law, Public Law, Intellectual Property Law, General)*

### FACULTY OF MEDICAL SCIENCES

DM Anaesthesia and  
Intensive Care

DM Emergency Medicine

PG Dip / MSc., DM  
Family Medicine

DM General Surgery (Parts I and II)

DM Internal Medicine

DM Obstetrics and Gynaecology

DM Ophthalmology

DM Orthopedics (Part II)

DM Paediatrics

DM Psychiatry

Master in Public Health

### FACULTY OF SCIENCE & TECHNOLOGY

PG Dip / MSc. Biosafety

PG Dip / MSc. Computing  
Innovation

MSc. Computing Research

MSc. Natural Resource and  
Environmental Management

PG Dip / MSc. Technology  
Entrepreneurship

MSc. Renewable Energy  
Management

### FACULTY OF SOCIAL SCIENCES

Master of Social Work

MSc. Applied Psychology

MSc. Banking & Finance

MSc. Building & Construction  
Management

MSc. Business Analytics  
*(with optional specialisations in Finance  
or Marketing)*

MSc. Counselling Psychology

MSc. E-Governance for  
Developing States

MSc. Financial & Business  
Economics

MSc. Financial Management

MSc. Human Resources  
Management

MSc. Integration Studies

MSc. International Management

MSc. International Trade Policy

MSc. Investments

& Wealth Management

MSc. Labour &  
Employment Relations

MSc. Logistics and Supply  
Chain Management

MSc. Marketing

MSc. Project Management  
& Evaluation

MSc. Sociology

MSc. / PG Dip. Sport Sciences

MSc. Tourism & Events  
Management

MSc. Tourism & Hospitality  
Management

MSc. Tourism & Sport  
Management

MSc. Tourism with Project  
Management

MSc. Tourism Marketing

MSc. Transport Economics

### THE INSTITUTE FOR GENDER AND DEVELOPMENT STUDIES

PG Dip / MSc. Gender and  
Development Studies

### CAVE HILL SCHOOL OF BUSINESS

Doctor of Business  
Administration

Executive Master in  
Business Administration (*offered  
in three specialisations: – General  
Management, Public Sector Management  
and Human Resource Management*)

Masters in Business Administration  
(Entrepreneurship)

International Master in  
Business Administration

Masters in Entrepreneurship  
and Innovation



UWI also offers a range of MPhil and PhD programmes in a number of areas. Information on these as well as our application process, online application forms, and the documentation required can be found at:

[www.cavehill.uwi.edu/gradstudies](http://www.cavehill.uwi.edu/gradstudies)