

Business Administration (Marketing and Sales Management)

Edinburgh Napier University

Venues

Craiglockhart Campus

Content

This globally-recognised qualification will develop your business skills and give you the expertise you need to take on senior roles in any organisation.

It's a flexible course delivered online that will build on your work experience and allow you to combine your MBA with marketing and sales management.

Modules include:

International Sales Management; Global Marketing; Global Business Economics and Finance; Building and Marketing High Performing Organisations; Management & Organisational Change; Leading Strategic Decision Making; Research Skills for Managers; MBA Project (40 credits).

Start Date

September, January

Qualification

Postgraduate Master's

Study Method

Distance and Flexible learning

Award Title

MBA

Course Length

21 - 33 months

Department

Marketing and Sales

Entry Requirements

An Honours degree at 2:2 plus two years work experience.

SCQF Level

11

Website

www.napier.ac.uk