



PROGRAMME ADVISING

MSc Management Studies (MARKETING)

ACADEMIC YEAR
2025/2026



Online Programmes Delivery Department (OPDD)

For further information after careful review of this document, please contact the Programme Manager (PM).

IMPORTANT INFORMATION TO GUIDE COURSE SELECTION & REGISTRATION

**Kindly review this document at the start of each semester
for any adjustments to the schedule.**



New Students

Students who enrolled as of Academic Year 2025/2026 must follow the prescribed course of study and sequence given for your programme

Continuing Students

It is recommended that students continue to follow the prescribed course of study for the year/semester admitted.

Advice For Managing Course Load

For the working adult, we recommend a maximum of two courses per semester and (1) course in summer (Part-time Status). University Regulation governing Full-Time status for Graduate Students: Full-time students may take employment for not more than twelve hours per week without losing their full-time status otherwise they shall be registered as part-time. However, research students who hold Teaching or Research Assistantships in the area of their research programmes may be registered as full-time students, provided that their employment commitment does not exceed twenty hours per week. [Board of Graduate Studies and Research (BGSR) Regulations, August 2018, #1.46]

Plan wisely to suit your particular situation so you may perform at your full potential. Do not jeopardize your long-term goals by being unrealistic about what you can handle.



IMPORTANT NOTE for New Students

Induction Course: It is mandatory that all students participate in the Graduate Introduction to Online Learning course (OOL6001) and complete this by the end of their first semester. You can review the information about this course on the Website. If you are re-entering the programme and have completed this course already, you will not need to redo the course once done within 5 years of your re-entry.

Technology Requirement: Students will need to have access to a computer with Internet access.

Disclaimer: *The Online Programmes Delivery Department (OPDD), UWI Global Campus reserves the right to revise this document during the Academic Year 2025/2026. Kindly check before the start of registration and during the semester for any updates or additional information. Please be guided accordingly.*

The Master of Science in Management, which offers specializations in General Management, Marketing, Human Resource Management, Public Sector Management, Management Information Systems and Project Management, is intended to meet the demand in the region for more qualified persons to provide effective leadership in the public, private and non-profit sectors.

Working professionals will not only get an understanding of management theory but will also have the opportunity to gain practical experience, while developing their critical and analytical thinking skills.

Each **MSc Management Studies programme** is a 41-credit graduate programme with the exception of the Project Management concentration, which is 40 credits.. The duration of the programme is based on the courses outlined for each teaching period. If you choose to do less than the outlined number, note that this will prolong your studies. Note that the programme does not have a full-time delivery schedule at this time, however students wishing to take on a full-time load can consult the Programme Manager to work out a personalized schedule.

MSc Management programme operates under a semester system.

- Semester 1 and 2 each, have thirteen (13) weeks of instruction and the Summer session has seven (7) weeks of instruction.



Remember to check the programme-advising document before the start of registration and during the semester for any updates or additional information.

Disclaimer: The Online Programmes Delivery Department (OPDD), UWI Global Campus reserves the right to revise this document during the Academic Year 2025/2026. Kindly check before the start of registration and during the semester for any updates or additional information. Please be guided accordingly.

MSc Management Studies - MARKETING				
COURSE CODE	COURSE NAME	CREDITS	SEMESTER	SEPRE-REQUISITES & TIPS
Y E A R 1				
OOL6001	Graduate Introduction to Online Learning	0	1	No prerequisite; should be completed in the first semester of the programme
MGMT6019	Critical and Analytical Communication Skills for Managers	3	1	None
MGMT6202	Management Essentials I	3	1	None
MGMT6205	Sustainable Financial Management	4	2	None
MGMT6206	Management Essentials II	3	2	Should be taken after Management Essentials 1
GRST6900	Research Process	3	Summer	Prerequisite for research/practicum proposal
Y E A R 2				
MGMT6000	Management Information System	4	1	None
MKTG6000	Marketing Management	3	1	Prerequisite for SBMA6010: Marketing Research
MKTG6001	Strategic International Marketing and E-communication	3	2	None
SBMA6040	International Marketing and Export Strategy	3	2	None
SBMA6010	Marketing Research	3	Summer	MKTG6000: Marketing Management
Y E A R 3				
MKTG6002	Sales Force Management	3	1	None
MGMT6890 OR MGMT 6980	Research Proposal OR Practicum Proposal	0	1	GRST6900: Research Process
MGMT6900 OR MGMT6990	Research Paper OR Practicum	6	2	MGMT6890: Research Paper Proposal OR MGMT 6980: Practicum Proposal

Disclaimer: The Online Programmes Delivery Department (OPDD), UWI Global Campus reserves the right to revise this document during the Academic Year 2025/2026. Kindly check before the start of registration and during the semester for any updates or additional information. Please be guided accordingly.