



## MASTERS OF SCIENCE IN MARKETING

### The School

The Makerere University (Establishment of Constituent College) Order of 1997 established the Business School in 1997. Since then, the Makerere University Business School (MUBS) has undergone various changes and the Statutory Instrument No. 21 amended the Statutory Order. The School now is a Public Tertiary Institution affiliated to Makerere University according to the Universities and Tertiary Institutions Act, 2001.

MUBS is at the centre stage of Business and Management Education in Uganda. It is the leading institution in providing education at the diploma, undergraduate and postgraduate levels and the benchmark for other institutions both nationally and regionally. It facilitates professional development, promotes entrepreneurship, and is a leading business management research institution in the country.

### School Mission

To enable the future of our students, clients and staff and make them world-class competitors through the provision of ideas, knowledge and skills at the different levels in business and non-business.

### ADMISSION REQUIREMENTS

An Honours Bachelor of Commerce, Management or Marketing Degree of Makerere University or its equivalent from a recognised University.

OR

A Postgraduate Diploma in Business Management or Marketing of Makerere University Business School or its equivalent from a recognised Institution.

OR

Possession of appropriate professional qualifications like CIM

**Duration;** Four (4) Semesters

### Tuition & Functional fees per year;

Ug. Shs 3,398,500/= or for E.A and 2,800\$ others students or as advertised.

## PROGRAMME STRUCTURE

### Year I

#### Semester I

MKT7101 Strategic Marketing

Management: Planning & Control

MKT7102 Customer Behavior

MKT7103 Marketing Communication Strategy

MKT7104 Market Research & Forecasting

MKT7105 Quantitative Methods in Marketing

MKT7106 Industrial Marketing

MKT7107 International Marketing Strategy I

#### Semester II

MKT7208 Services Marketing

MKT7209 International Marketing Strategy II

MKT7210 Inform. Technology for Marketers

MKT7212 Strategic Marketing Analysis & Decision Making

MKT7213 Financial Analysis for Marketers

MKT7214 Marketing for non-profit organizations

## YEAR II

MKT 700 Research Methods

MKT 701 Dissertations

### Other Courses Offered by the School:

#### Ordinary Diploma Courses in;

- Business Administration
- Human Resource Management
- Local Government
- International Business
- Entrepreneurship & Small Business management
- Uganda Diploma in Secretarial services
- Recreation & Events Mgt
- Restaurant & Hotel Business Mgt
- Financial Services & Business Computing
- Transport Management
- Secretarial & Information management

#### Undergraduate Courses

Bachelors of;

- Commerce
- Travel and Tourism Mgt
- Business Administration
- Catering & Hotel Management
- Office and Information Management
- Leisure & Hospitality Management
- Human Resource management
- Business Computing
- International Business
- Entrepreneurship & Small Business management

#### Postgraduate Diplomas in

- Business Administration
- Marketing
- Human Resource Management
- Finance and Accounting

- Export and Import Management

### **Postgraduate Courses**

- PhD
- Doctor of Business Administration
- Master in Business Administration
- Master of Science in Marketing
- Master of Science in Accounting & Finance Master of Science in Entrepreneurship
- Master of Science in International Business
- Master of Tourism and Hospitality Management
- Master of Economic Policy Management
- Master of Leadership and Governance
- **Weekend Modular MBA**

### **Professional Programmes**

We facilitate those who register and sit exams for CPA, ICPAU, ACCA, CIMA, CIM, ICSA, ICPSK, CIT, CII, CIPS

### **The Small Business Development Centre**

The Small Business Development Centre is aimed at promoting entrepreneurship and small business growth. The services provided are business clinics, training, management extension programmes and business information.

### **Management Development Programmes and Consultancy**

The School offers a series of short-term management development programmes to various organizations in the public and private sectors on the basis of demand. It also undertakes consultancy to business organizations and Government departments.

### **Regular off-the-shelf programmes are;**

- Essentials of Management
- Accounting & Finance for non-finance managers

- Effective Customer Service
- Effective Communication Skills
- Competitive Marketing Skills

### **Tailor Made Programmes**

The School offers the following tailor made programmes;

- Strategic Planning
- **Languages; French Kiswahili German etc**
- Marketing for Financial Institutions
- Human Resource Management
- Performance Appraisal
- Effective Management Skills
- Effective People Skills
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**For more information on Admission Contact;**

The School Registrar

MUBS

P. O. Box 1337

Kampala **OR**

The Faculty of Graduate Studies and Research

MUBS

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