

MASTERS OF SCIENCE IN MARKETING

General University Regulations

The general regulations and Statutes of Makerere University and of Makerere University Business School shall govern studies and examinations for the Masters of Science in Marketing

Programme Structure

The course is proposed to have duration of four (4) semesters each of seventeen (17) weeks in the evening.

Year I: Semester I		CU
MRK 7101	Strategic Marketing Mgt Plan & Control	2
MRK 7102	Consumer Behaviour	3
MRK 7103	Marketing Communication Strategy	3
MRK 7104	Market Research & Forecasting	2
Electives (from which two are chosen)		
MRK 7107	Financial Analysis for Marketers	3
MRK 7108	Multilateral Trading Systems	3

MRK 7105	Quantitative Methods in Marketing	3
	Credit Units	16
Semester II		
MRK 7209	Services Marketing	2
MRK 7210	International Marketing Strategy	3
BUC 7211	Inform. Technology for Marketers	2
MRK 7213	Strategic Marketing Analysis and Decision Making	2
MRK 7214	Industrial Marketing	3
Electives (from which one is chosen)		
MRK 7215	Marketing for non-profit organizations	3
MRK 7216	Retail Marketing	3
	Credit Units	15
Year II: Semester I		
MGT 8101	Research Methods	3
MRK 8201	Dissertation	

MASTERS IN HUMAN RESOURCE MANAGEMENT AND PLANNING.

Objectives

This programme is intended to:

- Enhance the knowledge of staff of Academic Faculties and Research Departments In Business Management.
- Enhance the research competencies in human Resource Management of the staff of academic faculties and research departments.
- To increase the number of trained people in the area of human resource management and research and trainers in the country.
- Avail an opportunity to aspiring managers to acquire the formal professional human resource management degree

2.2 Resources

a. Financial Resources

This programme will be offered to privately sponsored students and the funds to run it will come from the paying students.

General University Regulations

The general regulations and Statutes of Makerere University and of Makerere University Business School shall govern studies and examinations for the Masters in Human Resource Management.

Programme Structure

The course is proposed to have duration of four (4) semesters each of seventeen (17) weeks.

Year I: Semester I		CU
HRM 7101	HR Management and Planning Framework	3
HRM 7102	Business Communication and Negotiation	2
HRM 7103	Research Methodology	2
HRM 7104	Organizational Behaviour	3
Electives (any three)		
HRM 7105	Industrial Relations	2
HRM 7106	Wages & Salaries Admin	2