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qualifications ■■■■



AI
INTERNATIONAL COLLEGE

Empowering today, Enlightening tomorrow

A DIVISION OF ATLAS GROUP OF INSTITUTIONS

FAST TRACK **MASTERS**

Msc in Strategic Marketing

 **+91 483 211 7777**

 **+91 8547 295 777**

Msc in Strategic Marketing

Level 7 Units – Strategic Marketing

Units	Details	Credits
01	Contemporary Issues & Principles of Marketing	20
02	Consumer Behaviour & Market Communications	20
03	Digital & Social Media Marketing	20
04	Contemporary Challenges & Strategic Marketing	20
05	Strategic Brand Management	20
06	Marketing Research Methods	20
	Total Credits	120

MSc Top Up Unit – University of Chichester, UK

Units	Details	Credits
01	Consultancy Project Report	60
	Total Credits	60

Features of the Program

Duration – 1 Year

Fast Track Level 7 – 6 months



Top Up MSc – 6 months

Fees Structure

Sl. No.	Details	Amount (INR)
01	Prospectus Fees	500
02	Registration & Tuition Fees	6,50,000
03	Admission, ID & Facilities Fees	30,000
	Total Fees	6,80,500

Note: GST Additional

Eligibility

-  Bachelor's from any recognized university or
-  Minimum age 22 years with 4 years Supervisory Level experience

Notes:

- The duration of each program is subject to the student's individual performance in completing each level unit assignments on time & university intakes for progression to higher level.