



CAPITAL  
UNIVERSITY  
COLLEGE

+97165599489 +971503847373



admissions@capitalcollege.ae



www.capitalcollege.ae

# MBA MARKETING

93%

GRADUATE LEVEL  
EMPLOYABILITY



## ABOUT CAPITAL UNIVERSITY COLLEGE

Capital University College is the region's first Entrepreneurial University founded in 1998. Over the last 23 years, we have formed 4 international partnerships. These include Wrexham University (UK), Westcliff University, USA, Rome Business School, Italy and a technical collaboration with London College of Arts, UK. With over 20 published courses and students flocking in from 42 countries, we offer Top-Ranked business, management and design programs.

## ABOUT WREXHAM UNIVERSITY, UK

Wrexham University, UK is a renowned UK higher education institution located in North Wales. Since its inception, the University strives to bring together local and international students with an education that will serve as a stepping stone to professional success and accomplishment.

Wrexham University is recognized under the UK's **Top 55** Universities and is regarded to be the "**Most Socially Inclusive University**" in the United Kingdom. It offers an array of programs with its Bachelor's in Business and British MBA as some of the sought-after business programs.

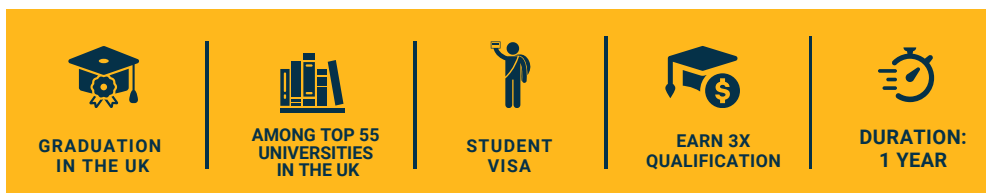
## MEMBERSHIPS

**PRME**

*an initiative of the  
United Nations Global Compact*



Prifysgol Wrecsam  
Wrexham University



## PROGRAM INTRODUCTION

The Marketing MBA programme develops key skills required of senior marketers, including strategic marketing, integrated communications planning, creativity, innovation, and an understanding of consumer behavior. You will gain knowledge applicable to the real world and will hone your communication skills, learn how to create and execute best-in-class integrated traditional and digital marketing strategies, develop problem-solving skills that will benefit both national and global marketing practices, and deepen your understanding of consumer motivation.

## RANKINGS

The University ranks **55** for the University of the year, **1st** in Wales for getting student jobs and internship opportunities and ranks **2nd** in Wales under student satisfaction. The University is considered among the **top 10 risers** in the UK and has **93%** Graduate Level Employability. Amongst their programs, the University has topped the ranking charts in Mechanical Engineering, Nursing in the UK and also considered the Top University for employability in Wales.

## QUALIFICATION

Upon successful completion, the students will receive:

- **Executive Business Leader** certificate from **Qualifi, UK**
- **Level 7 Diploma in Business Strategy (Marketing)** from **Qualifi, UK** regulated by **Ofqual, UK**
- **MBA in Marketing** Degree from **Wrexham University, UK** which is accredited by the **QAA, UK**



## MODULES

### Phase 1 (120 Credits)

- Strategic Marketing
- Advanced Strategic Marketing
- Customer Growth Marketing
- Finance for Managers
- Strategic Direction & Planning
- Creative and Innovative Management
- Managing Corporate Responsibility in the wider business environment
- Contemporary HRM

### Phase 2 (60 Credits)

- Dissertation

For More Information:  +971503847373

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