

**MA in Marketing, Advertising and Public Relations
Bucharest, Romania**

YEAR 1

CBE6200 Strategic Marketing

This unit introduces students to the theoretical and practical aspects of strategic marketing and the importance of strategic decisions. The themes of planning, implementing and controlling marketing activities are discussed thoroughly and students understand the structure of the marketing plan and the strategies involved.

CBE6204 Public Relations Strategies

The unit offers an in-depth study of the theory and practice of public relations and communication. It analyzes the operation of public relations in the context of modern organizations and its impact on the various publics. Students will be able to deeply understand, assess and implement theories and principles and then apply them in developing plans of public relations, corporate social responsibility, media relations, employee communication, and consumer relations. Emphasis will be given in analyzing how media operate and how we can ensure publicity for our organization as well as in compiling and delivering messages to the appropriate audiences.

CBE6203 E-Business and Internet Marketing

The development of E-business and Internet-based applications is one of the most striking changes affecting companies the last two decades. It has radically changed the firms' "modus operandi" either by adding efficiency to already existing processes or by introducing entirely new business models. The unit presents the needs to new working methods, organizational structures, and management styles.

CBE6202 Advertising and Sales Promotion Management

Advertising is the essence of communications in the business world of today. Special sales promotions are equally essential in pushing goods and services to the market in a time of economic recession. The unit in question provides a comprehensive approach to both of the above concepts with practical application, solutions, guidance, and effective tools.

Communication and Mass Media

This unit introduces students to theoretical and practical aspects regarding the role media plays in society, with a focus on public opinion, new media, persuasion, etc. Media effects theories are discussed in order to develop strategies of social actions grounded in those theories. Thus the unit provides a comprehensive approach to theoretical concepts and possible practical applications, solutions and strategies.

CBE6201 Innovation and New Product Development

The unit addresses the theory and the practice of developing and launching new products emphasizing particularly on the process of planning. Fundamental concepts are analyzed and real life cases are discussed thoroughly in an attempt to link research findings with application. Students will be exposed in strategy, concept generation, testing, marketing and all other aspects of introducing new products to the market place. However, this unit provides the managerial approach to acquaint students with the necessary steps and processes involved in product development.

YEAR 2

CBE6212 Strategic Brand Management

This unit addresses issues that relate to the importance of brands, what they represent to consumers and alternative strategies that can be implemented by companies to manage them properly. Although brands may represent invaluable intangible assets, creating and nurturing a strong brand poses considerable challenges. The concept of brand equity can provide students a valuable perspective and a common denominator to interpret the potential effects and tradeoffs of various strategies and tactics for their brands. Strategic brand management involves the design and implementation of marketing programs and activities to build measure and manage brand equity. The three major questions addressed in this unit are: How can brand equity be created? How can brand equity be measured? How can brand equity be used to expand business opportunities?

CBE6207 Festivals and Events Management

Special events range from small scale events such as local festivals and cultural events to major international sport events and international conventions. The organisations of special events require today a professional approach with the application of management and marketing principles. The unique characteristics of event management and marketing will be discussed and analyzed in this unit.

CBE6801 Research Methods for Business

This unit provides essential information on academic presentation, referencing, research and writing skills, different approaches to research and proposal preparation. It also examines a wide range of research methodologies, both qualitative and quantitative, with reference to their philosophical base and practical application in marketing.

Retail Marketing

The course aims at investigating the current trends in retail marketing. Students will be able to understand any retail business and evaluate the market position, competition and viability of that business. Equal attention is given to small retail businesses, as well as to large multinationals.

Global Marketing

The unit introduces students to the main concepts and processes associated with global marketing, offering an overview of the theories and practices in the field. Students will understand the traits of global operations and the specificity of associated concepts, such as international positioning, strategy personalization, global branding, etc. They will also develop the abilities to assess and design global marketing strategies.

For further details visit:

http://citycollege.sheffield.eu/frontend/articles.php?cid=15&t=Postgraduate-study&clang=RO_EN