

## MBA - Marketing Management - FACT SHEET

Course Description	This is a Master degree program delivered by Athena Global Education in partnership with Guglielmo Marconi University, Italy.
Number of Certifications	<b>1 Master Level Award + 1 CIQ Diploma + 1 CMI Certification (Optional)</b>
<b>Award - 1</b>	
Certification title	<b>MBA - Marketing Management</b>
Awarded By	<a href="#">Guglielmo Marconi University, Italy</a>
Regulatory Body	Ministry of Education, Italy
Credits	<b>90 ECTS</b> (European Credit Transfer System) <a href="#">Know more about ECTS</a>
<b>Award - 2</b>	
Certification title	<b>Postgraduate Diploma in Marketing Management</b>
Awarded By	<a href="#">Cambridge International Qualifications, UK</a>
Other professional associations/Certifications (Optional)	<b>Certified Digital Marketing Professional Programme</b> by <a href="#">Chartered Management Institute, UK</a>
Details	Successful learners of this course will be eligible for an optional 'Certified Digital Marketing Professional Programme' certification from Chartered Management Institute, UK (Certification fee applies)
Number of Modules	Part A: 7 Modules (6 Core Modules + 1 Elective) Part B: 2 Modules (Research Methods + Research & Dissertation)
Methods of Assessment	70% Summative & 30% Formative
Module Duration	For Fixed Schedule - 45 days. For Flexible Schedule- 21 to 60 days. A Module can be completed within a minimum of 21 days and a maximum of its scheduled time.
Learning Model	Self study using <a href="#">uniathena.com</a> learning platform
Convocation	Successful learners will be invited by GMU to attend convocation in Italy (Travel & stay are not included in course fee – attending convocation is not mandatory)
Certificate Delivery	If not attending convocation, Certificates can be delivered by post (Charges apply)
Legalization/apostille from certificate issuing country	If required, we can facilitate apostille/legalization service for the Masters certificate from Italy (Charges apply)
Fee Payment Scheme	Flexible/Fixed
Early Exit Awards	Early exit awards will be given based on the number of credits completed
Credits Transfer and Exemption	This course allows credit transfer to other MBA programs and PG Diploma programs offered by Uniathena. All such credit transfer or exemptions based on our Recognition of Prior Learning policy ( <a href="#">View RPL Policy</a> )
Eligibility Criteria for Admission	Applicants should have a Bachelor's degree or equivalent qualification in order to be eligible for this course. However, applicants with substantial managerial experience may apply through the 'Mature Entry' route after providing proof of work- experience. Additionally, applicants must have adequate proficiency in the English language..

[TERMS & CONDITIONS](#)

[ACADEMIC POLICIES](#)