

uniathena

MBA

Marketing Management



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA



CAMBRIDGE
INTERNATIONAL
QUALIFICATIONS



Chartered
Management
Institute

MESSAGE FROM



**Col (Rtd).
Anil Ahluwalia**
Academic Director
UniAthena

Westford Education Group, through UniAthena, is committed to offering learners the highest quality international programs from Europe, the US, and other leading countries. We carefully select our partner universities to ensure every program is high-quality, practical, and aligned with industry needs. Our dedicated teaching and support staff focus on one goal: your success—both in the digital classroom and in your career. With UniAthena, you always have committed support throughout your educational journey.

Our distinguished international faculty combine academic excellence with real-world corporate experience, ensuring you graduate ready to lead and innovate. We warmly welcome you to UniAthena, the new era of affordable, flexible, and accessible learning.



Who We Are



UniAthena is an online higher education provider offering flexible and affordable learning solutions. Our vision is to make quality higher education available to all, empowering people from all walks of life through flexible and cost-effective learning opportunities.

As the latest venture of the Westford Education Group, UniAthena is on a high-growth trajectory in the dynamic ed-tech space, building on over a decade of expertise in higher education. With our reach extending to over 143 countries, we provide globally recognized Master, Doctoral programs, Postgraduate Certificates, and Free Short Courses, all developed in collaboration with renowned European universities and qualification bodies.

UniAthena's mission is to help learners from diverse backgrounds achieve internationally accredited qualifications and professional growth through accessible, fully online programs. We have a legal presence in the UAE, UK, and India. The entity operates in the UAE as Athena Global Education FZE.



MISSION

To provide access to affordable quality higher education, we will ensure to develop an up-to-date curriculum and deploy the latest technology to develop relevant and scalable learning models, ensuring accessibility and affordability as the foundation of everything we develop.



VISION

Our vision is to empower people, the privileged and underprivileged, by providing access to Higher Education that is effective, affordable and flexible – without any boundaries.



VALUES

In upholding our vision, we ensure that the following core values are embedded in the development of the UniAthena Learning Platform and the courses and programs it supports:

> Accessible > Accredited > Flexible > Affordable > Stackable

Why UniAthena?

We strive to ensure that learning is seamless and blends with learners' lives.



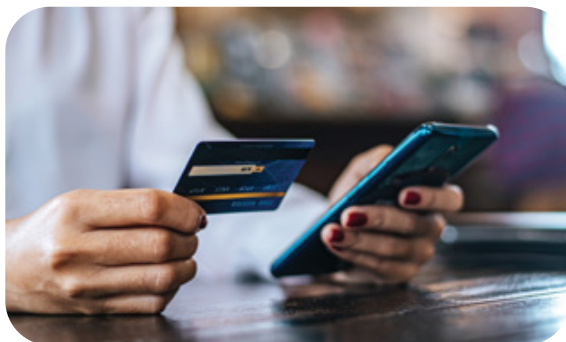
Learning Schedules

Programs are offered with either Fixed Learning Duration or Flexible Learning Duration. The 100% Online Delivery & Byte-Sized Content simplified learning on the go.



Personal Tutor Support

In this online program, learners are not on their own. Upon enrolment, every learner gets assigned a Personal Tutor who they can reach out to for any academic support.



Pay per Module/Easy Installments

With UniAthena as your learning partner, you follow a 'Pay as you Go Scheme' for your program, that means no upfront bulk payment of your fee. Instead your fee will be divided into small pocket friendly installments distributed across your program.



Accredited and Internationally Recognised Programs

Our programs are developed and delivered in partnership with globally recognized and accredited universities and Reputed Professional Qualification Authorities.

Westford Education Group



Westford Education Group was established in 2009, with an objective to fulfill the aspirations of learners with diverse backgrounds from across the globe to attain internationally-accredited qualifications in the form of on-site and online learning interventions.

Working toward a world where everyone has access to higher education, WEG now stands out winning the confidence of its learners and the community, a result of its steadfast commitment to learners' welfare and their success stories.

At Westford, we have come up with an integrated strategy and operational model for global education. The group's overall mission is "enabling the learner of today to become a successful individual of tomorrow."



Course Overview

UniAthena's MBA - Marketing Management is a specialised Business program that prepares leadership-oriented professionals for a future in the marketing industry. With expert-led insights into Consumer Behaviour, Leadership, global Market dynamics, Corporate Communication and Digital Marketing techniques, professionals will emerge with a holistic and relevant skillset that will make them a valuable candidate in a competitive environment. Graduates can target key roles like Marketing Consultant, Marketing Manager, and Digital Marketing Manager, to name a few.



Highlights of this course are:

- This **90 ECTS** MBA program is offered in partnership with **Guglielmo Marconi University, Italy**.
- GMU, accredited by the Ministry of Education, Italy, is a member of the Bologna Process in the **European Higher Education Area (EHEA)** and a **NARIC-approved university**.
- This specialised MBA Program will help busy professionals understand and apply Global Marketing, Digital Marketing, and Consumer Behaviour principles to curate impactful marketing strategies.
- Curated by our expert faculty, the course materials and assessments are designed to help learners develop real-life skills that will directly enhance their workplace performance.
- Learners will receive a complimentary one year membership to Chartered Management Institute (CMI), UK.
- Learners can attend the Annual Convocation hosted by GMU in Italy.

Why this Course?



Be In-Demand:

With the global e-Commerce market projected to cross \$6 trillion in 2025, the demand for qualified Marketing managers will skyrocket. Armed with a Marketing Management MBA, professionals can highlight their technical and managerial expertise, standing out in the competitive job market.



Application-based Curriculum:

The course material and assessments have been meticulously developed by experienced tutors to reflect the current trends and skill demands of the domain, with emphasis on building application-based abilities in learners.



Tailored Learning:

Our programs are developed for full-time professionals on a budget. With 100% online, self-paced learning with personal tutor support and flexible payment plans, learners will be able to achieve their academic aspirations without putting their life on pause.

Certifications included in this course

- **MBA - Marketing Management** issued by Guglielmo Marconi University, Italy
- **Postgraduate Diploma in Marketing Management** issued by Cambridge International Qualifications, UK
- **Certified Digital Marketing Professional Programme** issued by Chartered Management Institute, UK (Optional).



CERTIFICATIONS
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TESTIMONIAL



Amira Sharaf
Senior Graphic Designer,
MAGNiTT, Egypt

“

"It was very important for me as a full-timer to choose a programme that allows me to learn from anywhere in the world, at my own pace, and on my own schedule."

In a rapidly fast-growing work environment and digitalized world, it is more important than ever for visual designers to broaden their knowledge and integrate strategic thinking into their professional development.

Understanding digital marketing strategies and tactics opens the door to becoming a valuable asset for businesses. It helps in developing more effective marketing campaigns and creating content that drives traffic and reaches a wide range of targeted audiences.

UniAthena provided me with a great online learning experience. It was very important for me as a full-timer to choose a programme that allows me to learn from anywhere in the world, at my own pace, and on my own schedule. The team is very responsive and helpful and has been facilitating the whole process. Moreover, the user-friendly platform provides all the information and references needed to support the online learning journey.

MBA - Marketing Management | Batch 2023

Learning with UniAthena:

We have developed a learning pedagogy which ensures that the learners will be able to progress through their course successfully, regardless of proficiency levels.



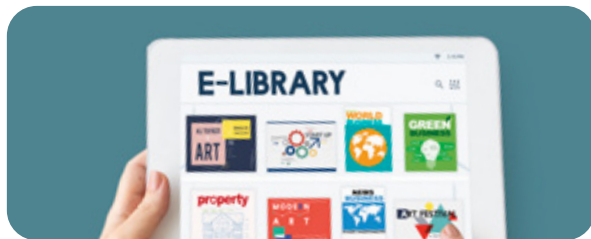
Video Classes

The well-developed, customised online video lessons recorded by our expert faculty will lay the foundation for your learning.



Collaborative Learning

Our Webinars, delivered by industry experts, will expand your learning beyond the curriculum and unlock insider perspectives into your field.



Online Library

You get unlimited access to the online library, including large collection of books, journals, articles, white papers, videos, case studies and other publications.



Text Learning Contents

Multi-level learning resources developed by our faculty, including relevant journal articles, case studies, quizzes and others will enhance your learning experience. These resources will help you develop a multidimensional perspective on key topics.



Personal Tutor Support

For academic support and course guidance, learners can schedule one-to-one meetings with their assigned tutor.

TESTIMONIAL



Karabo Lucy Mogane
Music Teacher
South Africa



“Whether it was quick advice via WhatsApp or more detailed assistance online, I was always helped beyond my expectations”.

I really enjoyed learning at UniAthena. The modules are well structured, the fees are affordable, and the monthly instalments make it easy to fund your studies. Being a teacher by profession, I decided to expand my knowledge, and the MBA in General Management was the perfect fit for me. I can confidently say I have gained an enormous amount of knowledge pertaining to the business world. I have had the pleasure of having Mr.Argha as my personal tutor, and I always received constant support promptly when I needed it. Whether it was quick advice via WhatsApp or more detailed assistance online, I was always helped beyond my expectations. I truly recommend GMU University and UniAthena to full-time working professionals seeking higher education.

MBA in General Management- FastTrack | Batch 2022

Guglielmo Marconi University, Italy



Guglielmo Marconi University (GMU) is based in Rome, Italy, and is recognized by the Ministerial Decree of March 1, 2004. GMU's main campuses are based in Rome and are located around the Prati and Vatican neighbourhoods. Currently, GMU has more than 16,000 learners enrolled in graduate and postgraduate programs, 300 faculty members, and a team of 200 expert advisors.

The central administrative offices, studios, academic departments, and the majority of the university facilities are situated on the main campus. GMU distinguishes itself through its operational blended format, which combines online and traditional academic programs. This format provides learners with a valuable experience both online and offline, by preserving face-to-face interactions with professors, seminars, and lessons within the athenaeum and granting access to intranet and institutional resources.

Since 1999, Italian universities have abided by the 'Bologna Process', launched with the Bologna Declaration of 1999 and defined by the European Higher Education Area (EHEA). In relation to this reform, the university is a system organized into 3 cycles: bachelor's degrees, master degrees, and doctorates in different schools.

Cambridge International Qualifications, UK



Cambridge International Qualifications (CIQ), UK is a professional awarding body based in the United Kingdom. CIQ is founded on the vision of helping individual learners and employers in attaining quality accredited awards. With centers across the Middle East, Europe and the African region, CIQ is a proud certification partner for more than 100 organizations and has a progression pathway with some of the leading universities across the world.

CIQ offers credit-rated programs under Scottish Credit Qualification Framework (SCQF) through the credit rating agency Scottish Qualification Authority which enables the learner to attain UK-regulated qualifications. Apart from the credit-rated programs, CIQ also offers stand-alone professional diploma and certification programs which have been developed based on the current need of the industry. CIQ also partnered with NCFE-UK (Northern Council for Further Education) and TQUK (Training Qualifications, UK) for joint certification for the courses developed by CIQ.

CIQ has gained a reputation for the high-quality support services provided to the education sector. It works with schools, colleges, universities, and corporate bodies as well as Government agencies to provide relevant, effective, and flexible programs. Their qualification and assessment framework is up-to-date, result oriented and meets the defined values as per international standards. CIQ qualifications are approved for progression to higher qualifications offered by International Universities around the globe.

The CIQ qualification and assessment framework have been developed in consultation with leaders from various corporate bodies, government agencies, and universities around the world. CIQ programmes are frequently assessed to enhance quality and ensure they are relevant for the rapidly changing global market as well as career opportunities for ambitious individuals. The CIQ Qualification and assessment framework is available throughout the world and may be accessed via their "Approved Centre Network".

Chartered Management Institute, UK



Chartered Management Institute, backed by Royal Charter, is the only Chartered body dedicated to promoting the highest standards in management and leadership excellence. CMI's management qualifications are recognized throughout the UK and Europe and provide a progressive framework that enables one to develop and broaden management skills. Their qualifications are designed in consultation with employers to meet today's demands and therefore it is valued by them.

Their certification is flexible. One can study locally via their 600+ approved centres or through a Distance Learning Provider. Their resources are designed specifically for the qualification to ensure that the learner has the correct support and free access to all key membership services for the duration of his study.

Practical help whenever you need it; tools and techniques to save time and stress; new ways to enhance your professional reputation; qualifications that show the world you mean business – that's what CMI is all about.

Modules

Module Name	Credits (ECTS)
Part A	
International Marketing Management	10
General Management	10
Digital Marketing	10
Mid Term Project	10
Consumer Behaviour	10
Managerial Communication	10
Finance for Business Leaders (Elective 1) Business Ethics (Elective 2)	10
Part B	
Research Methods	8
Research & Dissertation	12
Total Credits	90

Module Description



International Marketing Management

Level: EQF Level 7
Credits: 10 ECTS

This module demonstrates knowledge and understanding of contemporary theories and their applications in the research field of international marketing and management.



General Management

Level: EQF Level 7
Credits: 10 ECTS

This module explores vital general management concepts, including theories, stakeholder and change management, offering practical insights for real-world implementation.



Digital Marketing

Level: EQF Level 7
Credits: 10 ECTS

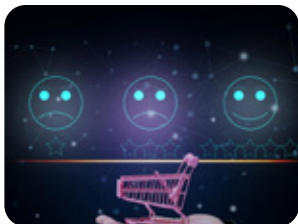
This module guides learners through a comprehensive marketing framework, covering analysis, research, competitor analysis, search engine marketing, Google Analytics, and collaborative strategy development.



Mid Term Project

Level: EQF Level 7
Credits: 10 ECTS

This module develops learners' analytical, problem-solving, and decision-making skills through an individual mid-term project that applies business theories to real-world challenges across key functional areas.



Consumer Behaviour

Level: EQF Level 7
Credits: 10 ECTS

This module introduces the learners to the field of Consumer Behavior and changing behavior of the consumer over the years.



Managerial Communication

Level: EQF Level 7
Credits: 10 ECTS

This module helps learners to comprehend cross-cultural communication etiquette and master professional brand development essentials such as Networking, Social Media, Resume, and Interviewing.



Finance for Business Leaders (Elective 1)

**Level: EQF Level 7
Credits: 10 ECTS**

Builds understanding of the aspects of financial statement evaluations, considering the impact of economic factor on the businesses.



Business Ethics (Elective 2)

**Level: EQF Level 7
Credits: 10 ECTS**

This module will enable learners to gain a holistic understanding of business ethics and their implications in today's business environment.



Research Methods

**Level: EQF Level 7
Credits: 8 ECTS**

This module emphasizes research ethics, empowering learners to address ethical considerations and enable independent research using quantitative and qualitative techniques.



Research & Dissertation

**Level: EQF Level 7
Credits: 12 ECTS**

This module develops students' ability to undertake independent research, exploring complex business issues using appropriate methodologies, and equips them to apply research findings effectively within real-world organisational and managerial settings.

Assessment

Each module will be assessed through a combination of formative and summative assessments. Formative assessment will follow a continuous assessment strategy that will include unit-wise assessments, followed by a summative assessment that is formulated to be more aligned with personal reflection questions that are mapped against the expected learning outcomes of the module.

Research and dissertation will be supported by a supervisor appointed by UniAthena, and the learner is expected to submit an extensive report of 12,000 words. At this stage, learners will have the option to choose a business project instead of a dissertation.

TESTIMONIAL



Reymarck Gabriel
Administrative Staff
Just-E Healthcare and
Wellness, Philippines



"The course content was comprehensive, with a strong emphasis on real-world applications, which helped me stay current with industry trends."

UniAthena has provided invaluable support throughout my MBA journey.

The flexible online learning platform allowed me to efficiently balance my work and studies. The course content was comprehensive, with a strong emphasis on real-world applications, which helped me stay current with industry trends. The support from tutors also made the experience engaging and informative. UniAthena fostered an environment that enabled me to learn at my own pace, which was crucial for managing both my professional and academic commitments.

My MBA in Operations and Project Management has significantly contributed to my professional development. The course deepened my understanding of key operational strategies, project management tools, and techniques for improving efficiency.

I have been able to apply what I learned directly to my role at JUST-E Healthcare & Wellness, where I implemented more efficient administrative processes and improved workflow management. The program also enhanced my problem solving skills.

MBA in Operations & Project Management | Batch 2023

Eligibility Criteria



Academic Route

A bachelor's degree from an accredited university (or academic equivalent) in any subject.

Mature Entry Route

If you don't have a Bachelor's degree, you can apply through our mature entry route. You'll need to provide evidence of 5 years (Minimum) of relevant managerial work experience, along with certificates of your highest diplomas/degrees/professional certifications and an updated resume. Applications are assessed on a case-by-case basis. Please send these details to admissions@uniathena.com. Applicants should be 23 years of age or above. Admission through Mature Entry Route will be subject to the discretion of the UniAthena and the respective Awarding Bodies/Universities. Applicants admitted to the program via the Mature Entry Route are required to obtain their Postgraduate Diploma Certificates as a mandatory step.

English Language Proficiency

If you are not a native speaker, you should have an appropriate English proficiency level, e.g. an IELTS score of 5.5 or equivalent in all bands or possess a bachelor's degree delivered and assessed in English, or proof of work experience in an English-speaking environment.

Fee & Charges

Fixed Plan

Registration Fees	\$500 (To Start With The Course)
Course Fee	\$3800 (To Be Paid On A Monthly Basis, \$380 Per Month, Total 10 Installments)
PGD-CIQ Certification Fee	\$300 (On Completion Of Course Modules)
Course Certification Fee	\$1000 (To Be Paid Upon Successful Completion Of The Program)
Total Fee	\$5600
CMI Certificate Fee	\$300 (Optional)

Flexible Plan

Module Fee	\$4100 (\$500 per Module for the first 7 Modules, \$600 for the 8th Module)
Dissertation Fee	\$1000 (To Be Paid In 2 Installments Of \$500 Each)
PGD-CIQ Certification Fee	\$300 (On Completion Of Course Modules)
Course Certification Fee	\$1000 (To Be Paid Upon Successful Completion Of The Program)
Total Fee	\$6400
CMI Certificate Fee	\$300 (Optional)

Study Remote Graduate in Italy

Upon successful program completion, students will get the opportunity to graduate from Guglielmo Marconi University, Italy, and participate in the prestigious convocation ceremony held there.



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