UPSA
UNIVERSITY OF PROFESSIONAL STUDIES, ACCRA
Scholarship with Professionalism



MBA Marketing

Fully Online MBA

Description

The MBA in Marketing at the University of Professional Studies, Accra, develops strategic, innovative, and ethically grounded leaders equipped for today's dynamic business landscape. It offers a solid grounding in core business disciplines, organisational behaviour, strategy, economics, finance, and accounting, complemented by studies in leadership, ethics, law, research, and information systems to build analytical and managerial competence. Specialist modules such as Advanced International Marketing Strategy, Advanced Consumer Behaviour, Integrated Marketing Communication, Services Marketing, Sales Management, Brand Management, Digital Marketing, Relationship Marketing, and Social Marketing prepare students to design and execute effective marketing strategies across global markets. The curriculum blends theory with practice through case studies, applied projects, and the Business Practitioners' Forum, where students engage with industry leaders. Emphasising professional development and research, the programme cultivates business etiquette, leadership ability, and independent inquiry. Graduates are ready for senior roles as marketing directors, brand managers, sales executives, digital strategists, and consultants in multinational, public, and entrepreneurial settings. Combining creativity, strategic insight, and ethical responsibility, the MBA in Marketing equips professionals to shape consumer engagement, seize market opportunities, and drive sustainable business growth.

You will learn

- Develop and implement advanced marketing strategies.
- Analyse consumer behaviour for competitive advantage.
- Design integrated marketing communication campaigns.
- Manage brands for growth and sustainability.
- Apply digital marketing strategies and analytics.
- Lead sales teams and manage sales performance.
- Implement effective service marketing strategies.
- Apply relationship marketing to enhance customer loyalty.
- Develop social marketing campaigns for societal impact.
- Conduct independent business and marketing research.

Overview

Modules:
21

Total credits:
66

Mode of study:
Fully online

Study duration:
2 years

Module duration:
8 weeks *(7 weeks of study and one-week break)*

How much time to commit per week:
15 to 20 hours a week

Modules and Credits

Marketing Management	3
Organisational Behaviour and Management	3
Management Information System	3
Statistics for Business Decision	3
Legal Aspects of Business	3
Business Leadership and Ethics	3
Strategic Management	3
Business Finance	3
Economics for Managers	3
Accounting for Managers	3
Research Methods	3
Advanced International Marketing Strategy	3
Advanced Consumer Behaviour	3
Advanced Integrated Marketing Communication	3
Advanced Services Marketing	3
Advanced Sales Management	3
Brands Management	3
Business Etiquette/Practitioners Forum	3
Project Work	6

Electives – *Select two of three*

Advanced Digital Marketing	3
Relationship Marketing	3
Social Marketing	3

Admission Requirements

To apply for this qualification, a student must have:

- Applicants must hold a bachelor's degree in the same field as their chosen MBA specialisation, with First Class, Second Class Upper or Second Class Lower honours. Applicants with a Third Class degree in the same field will be considered on a case-by-case basis.

- International students must have GTEC credential approval.

Fees

To see a full breakdown of our fees, please visit our fees page below.

Visit Our Fees Page

Email: enquiries@online.upsa.edu.gh **Visit:** online.upsa.edu.gh

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