

MASTER

March 2019 – March 2020

Marketing
& Communications



OVERVIEW



The Rome Business School's Master in Marketing and Communications is the ideal choice for the professional looking for a world-class degree programme in those subjects to start or consolidate a successful career in an international environment.

The quality of the teaching, the international internships, and the career and networking services on offer all contribute to making this programme the perfect fit for those who seek to excel in the job market and in global business. The Rome Business School's Master in Marketing and Communications offers you a training of excellence, guaranteed

internships in USA, Dubai and Europe, career services, global networking, and many other benefits for your professional and personal development. Various teaching formulas are available to suit every requirement, and students from more than 140 countries of the world regularly attend the programme.



"Coming to the Rome Business School has been one of my best choices as it has given me a different outlook towards my professional career. Most lecturers have practical experience and bring it to the classroom, which enables the students to see that what they are learning can be useful in the real world. The focus of the education is on each student, which enabled us to be better people especially in the organisations we will be working in."

Nicole Eriksen - USA

KEY FACTS



Accredited Master's Degree - 60 ECTS



Duration: 12 months



Language: English



On campus or online



Attendance formulas: full-time / part-time



Multicultural classes



Guaranteed internships



Scholarships: up to 30% of the tuition fee

COURSE CONTENTS

Defining marketing and the marketing process

- Introduction to marketing
- Company and marketing strategies

Understanding the marketplace and consumers

- The marketing environment
- Marketing information systems and research
- Consumer markets and consumer buyer behaviours
- Business markets and business buyer behaviours

Designing a customer-driven marketing mix

- Segmentation, targeting, differentiation, and positioning
- Product, services, and brands
- New-product development and life-cycle strategies
- Pricing: understanding and capturing customer value
- Pricing strategies
- Marketing channels
- Retailing and wholesaling
- Integrated marketing communication strategies

Communication and promotion

- Advertising
- Public relations
- Personal selling
- Sales promotion
- Direct marketing
- Event management

Online marketing

- Website creation
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Social media marketing
- Email marketing
- Online advertising
- Web analytics

Competing on an international scale, ethically

- Creating a competitive advantage
- International marketing and the global marketplace
- Marketing ethics and Social responsibility

Special contents and activities

- Company visits
- Artistic-cultural programme
- International study tour
- Seminars
- Workshops

Training in interdisciplinary competencies, such as:

- Self-marketing
- PNL
- Public speaking
- Leadership
- Cross-cultural communication
- Presentation skills
- Time management
- Project management



INTERNATIONALITY

To provide its attendees with an international level training and professional opportunities, the Rome Business School's Master in Marketing and Communications includes:

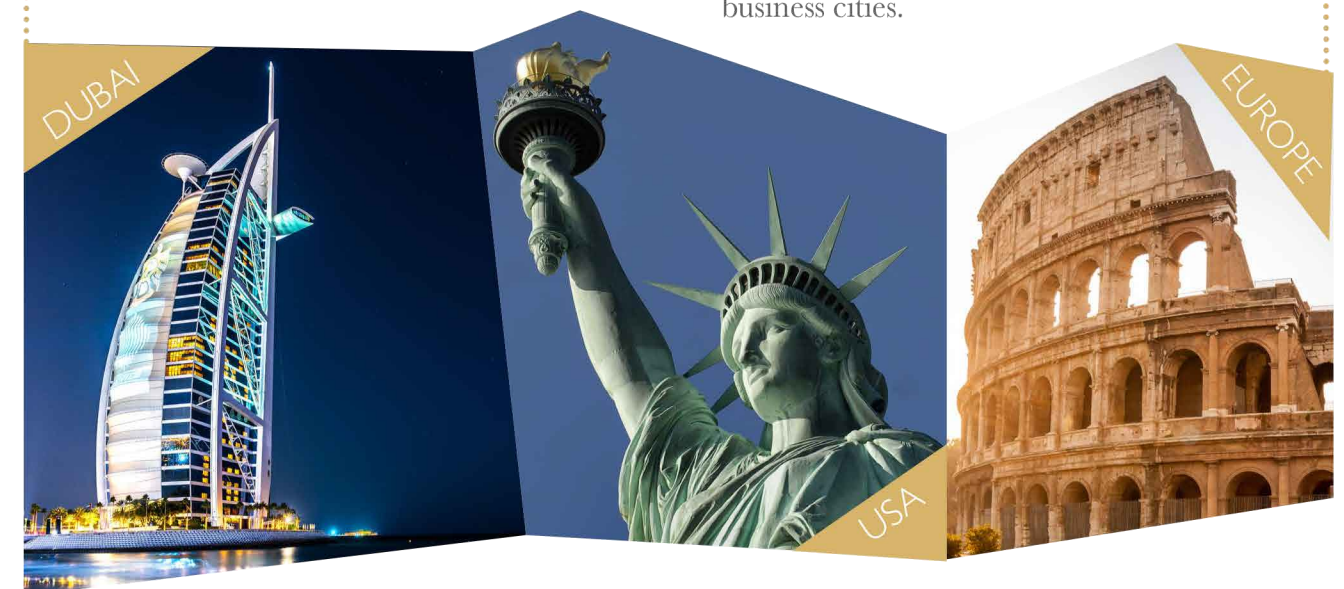
Guaranteed internships in USA, Dubai and Europe

Rome Business School students have the amazing opportunity to take part in guaranteed internship programmes in Dubai, the USA (New York, San Francisco, Boston, Miami, Los Angeles, etc.), or Europe (London, Dublin, Barcelona, Madrid, Paris, Berlin, Munich, Lisbon, Milan, Rome, etc.).

The internships have a duration of at least two months and the students can express their preferences.

With some of the best business and employment opportunities, it's no surprise that these destinations attract expats from all corners of the world. If you're looking to work in a cosmopolitan and business-oriented city, this is the right opportunity for you.

The internship opportunities offered by the Rome Business School will give you the chance to learn further management models and gain experience in the world's leading business cities.



Multicultural environment

The Rome Business School prizes intercultural exchange as a source of personal and professional development. Students from more than 140 countries regularly attend its courses.

World class teachers

Highly selected international professors, coaches, and business managers. The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies that will be truly useful for the attendees' professional development



"The programme was what I really needed in today's market, in which we have to go abroad in terms of our socio-economic development. I got what I wanted; all I have to do now is to put it into practice and make sure that my dreams become a reality".

Jean Chrysostome - Rwanda

BENEFITS



Career services

- o Guaranteed internships in USA, Dubai and Europe
- o Free CV Review and its inclusion in the Rome Business School's database
- o Support in the management of job interviews
- o Networking meetings and a personalised search and flagging service for the best job opportunities

Tutoring

In both the on-campus and the distance-learning formulas, attendees can always count on the assistance of a tutor.

Learning materials

Slides, text books, case studies, databases, online libraries, virtual learning environment, articles, videos, and useful internet links are included.

The Rome Business School's alumni association

Attendance of the Master Programme entitles students to become part of the Rome Business School's Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences, and projects. Many facilitations are also available for attending further training courses.

Company visits

Students will have the chance to learn more about international companies and their organizational models and working environments. Through these activities, our students have the opportunity to widen their horizons and build international networks.

Attendance formulas

	FULL-TIME On campus	EXECUTIVE On Campus / Online	PROFESSIONAL Online
Lectures	Mon – Thu 10:00-13:00	Sat 10:00 – 17:00	Tues 17:00 – 19:00
Personal Tutoring	✓	✓	✓
Supervision for final project work	✓	✓	✓
Career Services	✓	✓	✓
International Student Identity Card	✓	✓	✓
Didactic Materials	✓	✓	✓
Accommodation support	✓	✓	✗
Support for VISA application	✓	✓	✗
Company Visits	✓	✓	✗
Seminars	✓	✓	✗
Cultural Programme	✓	✓	✗
Italian Language Course	✓	✓	✗
Workshops	✓	✗	✗
Individual Career Coaching	✓	✗	✗
Internship in USA, Dubai or Europe	✓	✗	✗



"I had an amazing experience with the Rome Business School. The small class size enabled the students to have a one on one relationship with the lecturers".

Gulnaz Sharipova - Russia

Studying in Rome

Rome is the cradle of a millennial civilization that has always inspired and amazed the world. It provides a unique cultural setting in which students can enjoy a culturally rich experience while participating in courses which offer world-class teaching and a global experience.

Studying online

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:

- o Follow lectures with full video and audio
- o Interact in real time in audio and video with the teachers and the other attendees
- o Collaborate and share documentation
- o Watch the recording of the lectures whenever you want

GENERAL LEARNING STRUCTURE



Attendance fees

Full-Time: € 12.000
Executive: € 5.500
Professional: € 3.800

Scholarships

For each learning option, partial scholarships are available to partly cover the attendance fee; these will be assigned based upon the candidates' personal, previous experience and technical-motivational profiles.

Instalment payments

The attendance fee may be paid off in instalments or by means of a single lump sum payment, which entitles the student to a 10% discount on the total tuition fee.



HOW TO APPLY

ENTRY REQUIREMENTS

All applicants must:

- at least hold a three-year bachelor degree
- be fluent in the English language

Fill out the online application form at www.romebusinessschool.it/en/apply-now or email your application to admissions@romebusinessschool.it
This should include:



your curriculum vitae



a motivational letter
indicating why you wish to enrol



your expectations and your professional objectives
(no more than 200 words)

ADMISSION PROCESS



Application considered by Rome Business School
The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required.



Interview (either in person or online)
All candidates selected must interview with a member of the Admission team, either in person or online via Skype.



Application outcome
We will notify you formally by email of your application outcome, and you will receive either an official offer to enrol, or a rejection notification within one week.

ACCREDITATION



Our accreditation has been awarded by the University of Sant'Antonio in Murcia, a leading western European university, which entitles you to a double degree and 60 ECTS.



The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre.



Some of the partners, clients and companies involved



BVLGARI



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...and many more

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