

MASTER of MARKETING

Marketing Management Diploma ➔

Advanced Marketing Diploma ➔

Master of Marketing and Communication



- ✓ Recognition of Top leading Italian School
- ✓ Program suits each level
- ✓ Build-up of two marketing diplomas
- ✓ Build on previous Marketing studies

Know your Marketing Qualifications Providers

Rome Business School is a Business School with an international orientation; its mission is to train leaders able to manage business activities on a worldwide scale. Rome Business School is one of the leading business schools in Italy.



COLISEUM, Rome

Rome Business School, Rome, Italy

Rome Business School is an academic and research institute of excellence that offers wide range of academic postgraduate programs. Rome Business School is one of the leading business schools in Italy accredited as a research center from the Italian Ministry of Education, University and Research (MIUR). Based in Rome but active in all Italy and internationally, the Rome Business School gives graduates, professionals and entrepreneurs the chance to develop their competencies in managerial disciplines based on the best international standards, thus helping them to become competitive in the job, professional and entrepreneurial markets. Rome Business School has been EOCCS certified by the EFMD (European Foundation for Management Development) for selected programs. This prestigious certification demonstrates the quality of the Rome Business School online courses and places RBS among the only 2 Business Schools in Italy certified by EOCCS-EFMD.

Brilliance Business School

Brilliance Business School is a prestigious management educational institution that offers a wide spectrum of business and management postgraduate programs in collaboration with international partners and global bodies. The post-graduate programs differ to include doctorate, master, diploma and certificates in various fields of business and management. During the past years, Brilliance Business School has been one of the vital destinations for thousands of management professionals who benefited from its diverse programs in different business fields. Brilliance Business School has alumni of thousands of graduates who successfully completed their programs. On the corporate level, Brilliance Business School works with hundreds of reputable organizations from both multinational and domestic business sectors where postgraduate programs, professional trainings and management consulting services are provided. Brilliance Business School management team, professors, and consultants are dedicated jointly to provide their best practices & experiences.

Master of Marketing

Master of Marketing is designed for those who want to obtain a solid knowledge in the business world and, at the same time, acquire specialized skills that are most needed to excel as a professional marketer. Master of Marketing is the ideal choice for those who seek in depth knowledge of marketing in digitization arena and understand how marketing concepts are applied and integrated in harmonized approach with other various management fields

Master of Marketing Objectives and Structure

Marketing Diploma

1. Get comprehensive learning experiences of various marketing functions
2. Gain unique approach to Marketing from the strategic and operational perspective
3. Acquire Marketing knowledge and skills with hands-on exercises and activities

Dig. Marketing Diploma

1. Equip professionals with state-of arts of digital marketing tools and techniques used
2. Apply required tools and techniques to real business environment
3. Understand how marketing principles are incorporated in the digitization arena

Final Project (Step 3)

1. Gain the knowledge of conducting an marketing professional research or marketing plan
2. Work to tackle a specific marketing area of study
3. Develop a marketing plan that includes Marketing different functions in an organization

Diploma Outline

1. Marketing Management and Strategy
2. Integrated Marketing Communication (IMC) and Advertising
3. Marketing Research
4. Consumer Behavior
5. Social Media and Digital Marketing Foundation

Dig. Marketing Outline

5. Digital Marketing fundamentals
6. Manage website and online visibility
7. Content and content Management
8. Social Media and email Marketing
9. Digital Advertising and media performance
10. SEO

Marketing Project

Important Note:

A Marketing research/ Marketing plan is required to complete the Master of Marketing after successful completion of Marketing diploma and Digital Marketing Diploma

Marketing Diploma

Duration	5 months
Contact Hours	90 hours
No. of Courses	5 courses
Prior learning	None
Experience	Not required
Certified by	Brilliance

Digital Marketing Diploma

Duration	4 months
Contact Hours	90 hours
No. of Courses	5 courses
Prior Learning/	None
Experience	None
Certified by	Brilliance

Master of Marketing

Duration	2 months
Contact Hours	None
No. of courses	None
Prior Learning	Marketing and digital diploma
Experience	Marketing Dip
Certified by	Rome

Rome Business School Accreditation and Memberships



EOCCS certified by the EFMD (European Foundation for Management Development).

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VIU – Universidad Internacional de Valencia – a

Spain which awards the students with 60 university credits (60 ECTS) and double certificate.



Italian Ministry of Education, University and Research (MIUR)

The Rome Business School is recognized by the MIUR (Italian Ministry of Education, University and Research) as research center with code 61598



Italian Republic and Chamber of Commerce

The Rome Business School is legally recognized and authorized by the Italian Republic and Chamber of Commerce



Camera di Commercio Rome

"Management training and consultancy, marketing and communication services, education design and editorial activities



European Union

School is officially registered as a participant organization of the Education and Culture Directorate-General Code (PIC) 937625960.



ASF4OR

The Rome Business School is officially registered as a member of ASF4OR. Italian Association for Management Training



ECBE

The Rome Business School is officially registered as a member of the European Council for Business Education. ECBE is an international educational organization committed to supporting academic and professional learning institutions in business.



BRILLIANCE BUSINESS SCHOOL – ROME BUSINESS SCHOOL

ADDRESS: 1 MOHAMED BAYOUMI ST., OFF EL THAWRA ST. – BEHIND ALMAZA CENTRAL, ARD EL GOLF, CAIRO, EGYPT

MOB: +2 0100 2344234 / +2 0100 5050700 - TEL: +2 (02) 26901190

EMAIL: INFO@BRILLIANCE-EDU.ORG- WEBSITES: WWW.BRILLIANCE-EDU.ORG – FACEBOOK - LINKEDIN - TWITTER: BRILLIANCE BUSINESS SCHOOL

Rome Business School

Partners



APPROVED OF PRIOR LEARNING (APL)

The Approved of Prior Learning (APL) process could help you to make your previous education/ learning count. We welcome the participants who have a formal/ traditional Marketing learning experience – from approved provider - to submit a copy of their previous learning (i.e. the transcript and certificate) to the Academic committee for checking equivalence. When approved, the credits will be transferred to your Master program. The APL process can be used for entry onto programs or to give you exemptions from courses of your Master.