



**L-Università
ta' Malta**

Master of Science in Strategic Management and Marketing

Learning outcomes:

The programme will help you to develop:

- A balanced knowledge and understanding of the latest thinking and ideas in the relevant discipline based on empirical research in new areas like people performance metrics, digital analytics, decision modelling, service design and social marketing;
- Evolved intellectual skills manifest through conceptualization and reasoning of options and positions in corporate and marketing strategy by challenging concepts, information and data as core aspects of insight access, gathering, filtering and dissemination in a corporate environment;
- Enhanced aptitudes to debate aspects of corporate and marketing strategy to a range of audiences that prevail in ordinary corporate contexts;
- Augmented abilities to creatively conceptualize offers involving product / service features, communications, distribution, service levels and processes in a variety of market conditions
- Augmented numerical and qualitative analysis skills as well as an ability to conduct research projects independently as well as ability to deploy digital analytics tools to create and implement marketing communications that stand out from the crowd;
- An entrepreneurial propensity towards creatively designing and deploying corporate strategies that translate in aligned human resource planning and deployment with relevance to specific marketing operations, as well as
- A capability to design service offers that appeal to targeted customers (using customer insight) and effectively deploy resources through acute rationality embedded in decision making whilst retaining a balance between stiff corporate and business objectives and society's needs.