

MASTERS PROGRAM IN STRATEGIC MARKETING - LGS



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WHAT is SNATIKA?

Many competent working professionals could not reach their true potential in their careers due to the lack of a respected Masters degree in their resume. The primary reason for the absence of a high-quality international qualification is the requirement to leave one's country of residence and take a sabbatical from a stable job for at least a year, which for most professionals is merely not possible. To us, that just seemed unfair. And it inspired us to create the platform we now know as SNATIKA.

SNATIKA offers a better stratagem where senior professionals can earn a Masters degree without the hassle of relocating or leaving their full-time job. SNATIKA believes that learners can receive a high quality education from anywhere in the world if they have access to the right resources.

That's why the SNATIKA platform was created; a place for working professionals to earn an International Masters degree, all while studying online and without taking a break from their job.

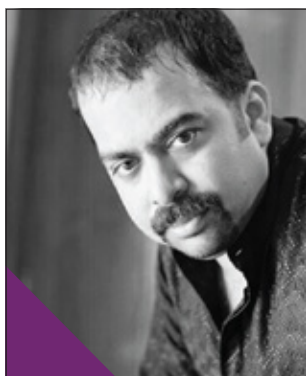
SNATIKA's mission is to provide a rich experience to our learners by having in place efficient systems and processes, that quality content and a state-of-the-art delivery platform. We also offer academically & globally recognized qualifications that will propel the career of their learners.

Today, SNATIKA offers one of the largest bouquets of International Masters programs in various fields of management to professionals striving to move ahead in their careers. The SNATIKA team understands the importance of globally recognized academic qualifications in boosting the careers of professionals, hence they have partnered with two international institutions.



Meet the Team

Get to know the team working behind the scenes to provide you with the highest-quality online education.



Sunil Janardhan

Founder Director

Sunil is a seasoned man with 28 + years of rich experience in conceptualizing and driving high- end strategic business models across diverse global economic hot-spots. Sunil has the privilege of travelling & doing business pan India & across 33 countries worldwide. He has extensive hands on experience and knowledge of the Africa, Middle East, Asia & CIS markets. He has successfully managed different cultures, team members & partners across demographics / industries.

He comes with an expertise of International Business, Consulting, Sales & Marketing, Profit Centre Operations, Business Development, Key Account Management, Product Launches and Distributor/ Channel Management. He has also been part of various strategic tie ups & JV's. Sunil specialises in finding new markets for sales growth.

He has worked across large, medium & start-up organizations. He has associated with organizations like Aptech Ltd, ITI EdVest, Kuoni Travels, Kohinoor Technical Institute & Trade Wings.

Sunil has done his Post Graduation in International Business. He is based out of India.



Premjit Biswas

Founding Member, Director of Education

Premjit is a seasoned professional with over two and a half decades of experience in the Education and Training domain. He brings in his immense experience of handling large operations across different geographies. Premjit also has considerable knowledge of entrepreneurship, innovation and skills development. He has experience in developing and managing partners and business operations in multiple countries like India, Turkey, Qatar, Iran, Bahrain, Nepal, Bangladesh & Pakistan.

He has also managed global projects. He firmly believes that the success or failure of a program lies in the impact it has had on the lives of the beneficiaries. Hence, programs should be designed keeping this as a focal point. That way the beneficiaries not only help themselves, but help others and in turn continually increase the impact radius.

In his 20 years of corporate life, Premjit has been associated with large organisations like Aptech, Autodesk and Wadhvani Foundation. He was the founding member of a non-profit organisation - Tikсна Mission Trust. At Tikсна he worked relentlessly at the grassroots level, building a diverse environment to work & thrive in and enabling entrepreneurs.

Premjit is based out of India and has done his majors in Hospitality Management.



Professor Raj Gill **Advisory Member**

An influential , entrepreneurial COO and Pro-Vice Chancellor, Professor Raj Gill has over 40 years' experience in Higher Education and has held senior posts in Higher Education in UK and internationally. His experience of Trans National Education (TNE) includes international marketing and Higher Education development in Asia, Africa and the Middle East.

Professor Gill has published widely in learned journals and publications, and has chaired numerous sessions and presented at international conferences and symposia.

Professor Gill is based out of the UK and has a degree in Manufacturing Engineering and a PhD in Computer Simulation for Manufacturing Processes.



Roger Chetty **Advisory Member**

Roger is an entrepreneur and corporate strategist with more than 20 years' senior management experience across several industries including Motor, Construction, Manufacturing, Education and Management Consulting. His career began in market research and customer services with Blue chip brands such as BMW, DaimlerChrysler, Audi, Standard Bank, and the South African Chamber of Business.

He has served on various boards during his illustrious career and has also co-authored several university policies and procedure documents. Roger is known for forging relationships with governments, educational institutions, and corporates all across Africa and the Middle East. He has been associated with organisation like Sika South Africa, University of KwaZulu-Natal – South Africa and NCC Education - UK.

Roger currently lives in Cape Town, South Africa and has an MBA degree from the Management College of Southern Africa.



Thierry Cabou **Advisory Member**

Thierry Cabou is an expert on finance and economics domains. He focuses on investment and business development activities across Europe, Africa and India. He is also a Founding Member, Lifetime member and Representative for Africa for the Africa India Economic Foundation (AIEF). He is advisor to Bank of Asia and Asia Pacific Development Bank. He is a Knight of the Sovereign Order of St John of Jerusalem of Rhodes and Malta.

Thierry provides advisory and management services to government and large institutions. With Merrill Lynch, his group has arranged for several African governments' investment facilities up to 600 million US dollars after receiving mandates from these governments. He has secured with his partners a 400 million Euros plan for the oil and refinery sector in Senegal.

Mr. Thierry Cabou is educated in Paris, France, where he got degrees in International Business Law from Pantheon Sorbonne University.

COUNT ON OUR QUALIFICATIONS



Learners are guided by SNATIKA at each level to choose the right program, and the final decision to provide admission rests with SNATIKA. SNATIKA's admission process ensures that only those learners who are apt for the program get admitted to our programs. Learners are provided with the right resource material, academic support, and timely assistance for them to successfully complete their program. We are able to provide this across genders, races, time zones, and geographies because of a strong academic delivery process, which is aptly supported by our PhD/ Doctorate facilitators. SNATIKA's academic delivery process ensures this is done flawlessly.

SNATIKA is certified for ISO 9001:2015 for "Admission Process & Academic Delivery Process."



Universidad Católica San Antonio de Murcia (UCAM) is a fully accredited European University founded in the year 1996. The university is strategically located in Murcia, Spain, with a Campus of more than 16,000 students and around 1,000 professors. The World University Ranking especially highlights the internationalisation capacity of UCAM. The university has a diverse academic offer, constantly adapting and consistent with the real needs of society. MBA degree is awarded by UCAM under the provision of university private degrees – Título Propio.

SNATIKA learners are awarded MBA degrees from UCAM.



OTHM, UK, is an awarding body which is approved and regulated by Ofqual – Office of the Qualification and Examinations Regulations, UK (a UK government department). Ofqual is responsible for maintaining standards and confidence in international qualifications. Ofqual also regulates the National Curriculum Assessments in England. OTHM aims to support professions and industry by providing excellent qualifications that contribute for a highly qualified and experienced workforce.

SNATIKA is an accredited/ approved training partner of OTHM.



London Graduate School, UK offers excellent university programmes designed for students to gain knowledge and skills for a fast-changing and complex world. LGS promotes learning and sharing of knowledge by offering a blend of teaching and learning methods that combine personal and professional development with world-class academic knowledge. We have partnered with LGS to provide UK university degrees.

SNATIKA learners are awarded MA, MSc, or MBA degrees from a UK University through LGS.



Buckingham University is the oldest of Britain's independent universities and the only one in the UK with a Royal Charter. The university is ranked in the Top 10 by The Complete University Guide 2023 for Student Satisfaction and by The Times and The Sunday Times Good University Guide 2022 for Teaching Quality. It has also been awarded the QAA Quality Mark for meeting or exceeding UK expectations for quality and standards.

This partnership with the university is through LGS.



QUALIFI, UK is recognised as an Awarding Organisation (AO) by Ofqual-Office of the Qualification and Examinations Regulations in the UK. QUALIFI must assure the regulators to continue the General Conditions of Recognition in England and that of the approved centres must meet the same exacting standards. And these qualifications combine UK standards with relevant international content, so learners can achieve their full potential in today's global economy.

SNATIKA is an accredited/ approved training partner of QUALIFI.



IDM has over four decades of experience in the higher education sector. Having closely worked with the industry and brought global education to local students, IDM has pioneered the way forward in getting international recognition for talented students. The organisation aims at exceeding the Quality & Standard expectation and has been awarded the ISO 9001:2015 certification.

SNATIKA learners are awarded a BSc (Hons), BA (Hons), MA, MSc, or MBA degree from the University of Gloucestershire through IDM.



The University of Gloucestershire, a UK state university, is the degree awarding institution. It is located in the edge of the stunning Cotswolds and has three campuses which are based in Cheltenham and Gloucester. The University is a diverse, vibrant community of 12,000 students and 1,500 staff. The University has scored 90/100 and are placed in the top tier of the new SOS-UK net zero ranking. Ranked 6th globally in the Postgraduate Research Experience Survey, 2019.

This partnership with the university is through IDM.

SNATIKA MASTERS PROGRAM IN STRATEGIC MARKETING - LGS

Creative, client-facing, analytical, practical or more; whatever marketing specialism learners aspire to, our MSc Strategic Marketing aims to equip them with marketing knowledge and skills that can help them get there. The program focuses on providing learners with the attributes, ways of thinking and behaviour of a contemporary marketer. Learners will gain comprehensive strategic, digital marketing and social media knowledge and skills, which will give them advanced understanding of contemporary marketing principles. Learners will gain a sound and coherent foundation in strategic marketing, such that they will be able to define and execute practical strategic marketing interventions that exist in professional practice. Digital and strategic marketing skills are vital for marketing in a data-driven world, and this program will give learners the knowledge and skills they need to make informed marketing decisions in today's dynamic marketing world and be an asset for future employers.

This program is ideal for


SNATIKA is a dedicated platform for senior professionals who have work experience. This Masters program in Strategic Marketing is ideal for :

- Professionals in the field of Marketing
- Account Managers
- Brand Managers

STAGE 1

This stage is delivered by SNATIKA. The program involves delivery through the online SNATIKA Learning Management System (LMS). On successful completion of the SNATIKA Masters program, learners are eligible for the following:

- Level 7 Diploma in Strategic Marketing from OTHM, UK and
- Masters Program Certificate from SNATIKA.



MODULES

UNITS COVERED

- Contemporary Issues and Principles of Marketing
- Consumer Behaviour and Market Communications
- Digital and Social Media Marketing
- Contemporary Challenges and Strategic Marketing
- Strategic Brand Management
- Marketing Research Project

Eligibility


Since our Masters programs are highly specialized for advanced learners, we believe you can only take full advantage of this education if you have significant work experience.

Therefore, the eligibility criteria for SNATIKA's Masters programs are:

- ▶ Minimum 2 years of Managerial Work Experience in the Marketing domain for Graduates
- ▶ Minimum 5 years of Managerial Work Experience in the Marketing domain for Non-Graduates*

* Only a very small percentage of applicants are approved on the basis of Recognition of Prior Learning (RPL).

Disclaimer: Learners need to successfully complete the entire program (stage-1 and stage -2) in order to receive the Masters Degree qualification



OVERVIEW

This program is divided into 2 stages. The learner gets an advantage of studying anytime and anywhere, while working and earns Dual International Academic Qualifications. The learner also has an opportunity to embark on further study towards a relevant Doctorate / PhD program.

UNIT SPECIFICATIONS

Unit 1: Contemporary Issues and Principles of Marketing

Unit Aims

The aim of this unit is to develop learners' understanding of to evaluate the potential impact of emerging contemporary marketing challenges and apply strategic thinking to develop future marketing using marketing principles in different contexts. The learner will also learn marketing concepts and theory in a range of contemporary settings from entrepreneurial start-ups, industrial manufacturers and global brands, to develop an actionable marketing plan.

LEARNING OUTCOMES

- Understand the role of the marketing function, leaders and entrepreneurial marketing in the success of an organisation.
- Understand external and internal environmental audits for designing marketing planning.
- Understand the impact of strategic marketing options for marketing planning.
- Understand the impact of marketing mix and extended marketing mix options for products and services.



Unit 2: Consumer Behaviour and Market Communications

Unit Aims

This unit aims to develop learners' understanding of a theoretical and practical understanding of processes and factors that influence the consumer behaviour of individuals and organisations. By learning about how consumers make decisions, what motivates them, and how contexts and practices influence consumption, you will be able to strategically apply these insights to the creation of customer value and learn how to critique and challenge current marketing practices and consumer communications. The learners will be able to evaluate how consumer research has been undertaken and develop your intellectual and analytical capabilities vis-à-vis interpreting cultural and societal trends, parallel to psychological consumer processes, to inform marketing decision-making.

LEARNING OUTCOMES

- Understand the fundamental psychological, sociological, structural and cultural factors that influence buying behaviour.
- Understand the relevance of particular theories, Factor, models and concepts related to consumer behaviour.
- Understanding the marketing research process & customer insight in different contexts including digital contexts.
- Understand the process of managing customer experience customer relationship management and market communication.



Unit 3: Digital and Social Media Marketing

Unit Aims

This unit aims to develop learners' a practical introduction to digital and social media technologies (such as Twitter, Facebook, connected devices – the internet of things and affiliate networks and their application within marketing. The module examines the key characteristics of digital and social media, identifies the theoretical underpinnings such as issues of trust and customer engagement together with trends and usage patterns to provide a framework through which to understand and evaluate them. In addition, the module examines the legal and ethical considerations that marketing in a digital world raises. This module teaches you a range of state-of-the art tools and theories of how to use social media effectively to achieve your branding and communication goals. Students will learn the scientific and strategic approach to marketing with hands-on implementation of online marketing & social media strategies.

LEARNING OUTCOMES

- Understand the role of information technology and social media in digital marketing.
- Understand the changing dynamics of an organisation's environment and its impacts.
- Recommend resource-led innovative approaches using digital marketing tools to contemporary digital marketing challenges.
- Understand how to develop digital strategies and an integrated social media campaign for a strategic relationship with the customers.



Unit 4: Contemporary Challenges and Strategic Marketing

Unit Aims

The aim of this unit is to enable learners' to apply financial principles relevant to management in an organisational context, including analytical techniques and theories/ models of management accounting, evaluation of budgetary processes, recommending funding sources and appraising investment options.

LEARNING OUTCOMES

- Understand the principles of strategic marketing management.
- Understand the key innovative business drivers for organisational success.
- Understand the models and process of analysing business environment and design of Strategic marketing in different contexts
- Understand the process of implementation of Strategic marketing in different contexts.

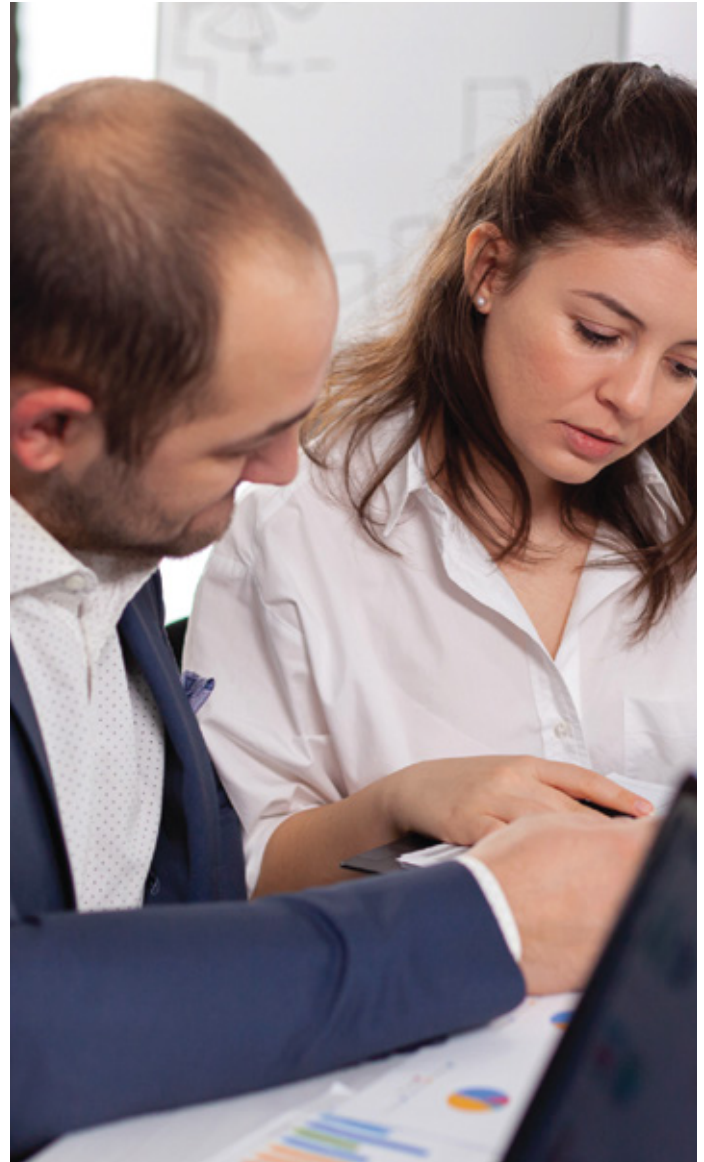
Unit 5: Strategic Brand Management

Unit Aims

This unit aims to develop learners' understanding of the key principles that underpin managing brands and brand equity. The module enables you devise a strategic approach to branding for product/service level consistent with the corporate brand. The learners will develop an understanding of how to do marketing from a branding perspective. The learner will gain the skills to establish and position brand strategy, and also manage the brand so it continues to deliver the brand promise. The learners will also important issues involved in building strong brands and in maximising the value of existing brands in various industries & sectors.

LEARNING OUTCOMES

- Understand the concept of brand and how branding relates to other areas of marketing including, sustainability and corporate communications.
- Understand branding models, brand equity, brand personality, corporate reputation and corporate communication and their interrelations.
- Understand the process and factors related to developing and enhancing brand image over time.
- Understand the development of brand management strategies to meet marketing objectives.



Unit 6: Advanced Business Research Methods

Unit Aims

The aim of this unit is to develop learners' ability to prepare for various types of academically based management research through the development and design of a research proposal. Learners will develop a critical understanding of the philosophical, practical and ethical concepts of research within the context of the business environment.

LEARNING OUTCOMES

- Be able to develop research approaches in a relevant context.
- Be able to critically review literature on a relevant research topic.
- Be able to design business research methodologies.
- Be able to develop a research proposal.



STAGE 2

This stage is delivered by the University through London Graduate School (LGS), UK. Upon successful completion of Stage 1, learners can progress to the MSc in Strategic Marketing from LGS's University Partner. Stage 2 is also delivered via the online LGS Learning Management System (LMS) by faculties from London Graduate School, UK. On successful completion of Stage 2, learners will be awarded MSc in Strategic Marketing from LGS's University Partner.



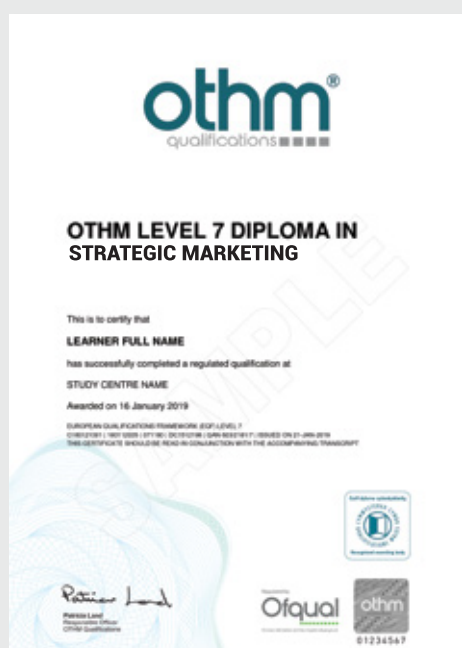
MODULES

CONSULTANCY PROJECT REPORT

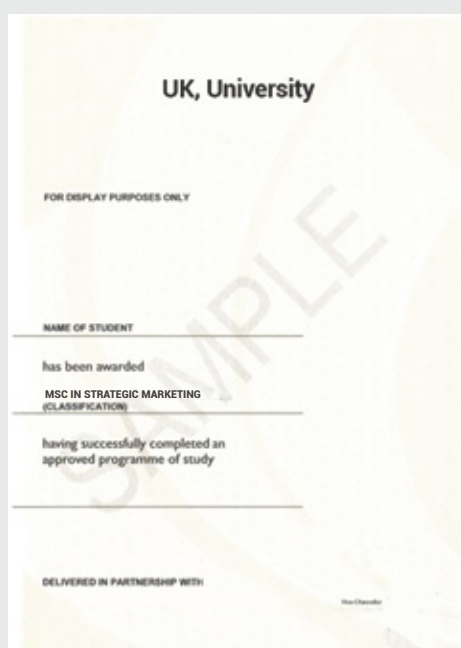
- This stage consists of a single module 'Consultancy Project Report'. The module is designed to make a major contribution to learners' professional and intellectual development, by enabling them to demonstrate their capacity for sustained independent thought, learning and critical reflection
- 'Consultancy Project Report' should be of 12,000 words
- This module should be completed in 20-24 weeks



WHAT YOU WILL EARN



Level 7 Diploma
OTHM, UK



Masters Degree
UK, University



Masters Program Certificate
SNATIKA

Disclaimer: The above images are for reference purposes only.

WHY CHOOSE SNATIKA?

SNATIKA programs offer the best value for the investment that a learner makes in her/his education.

- Level 7 Diploma from OTHM, UK
- Masters Degree from LGS's University Partner, UK
- Masters Program Certificate from SNATIKA

Accreditation ensures that quality and regulatory standards are met.

SNATIKA is an approved learning centre of OTHM, UK. OTHM is an awarding organisation in the UK, which is regulated by the OFQUAL (Office of Qualifications and Examinations Regulation) and Qualifications Wales.

Since Ofqual also regulates the National Curriculum Assessments in England, SNATIKA students get to study the same course units as their peers taking the same qualification in the UK.



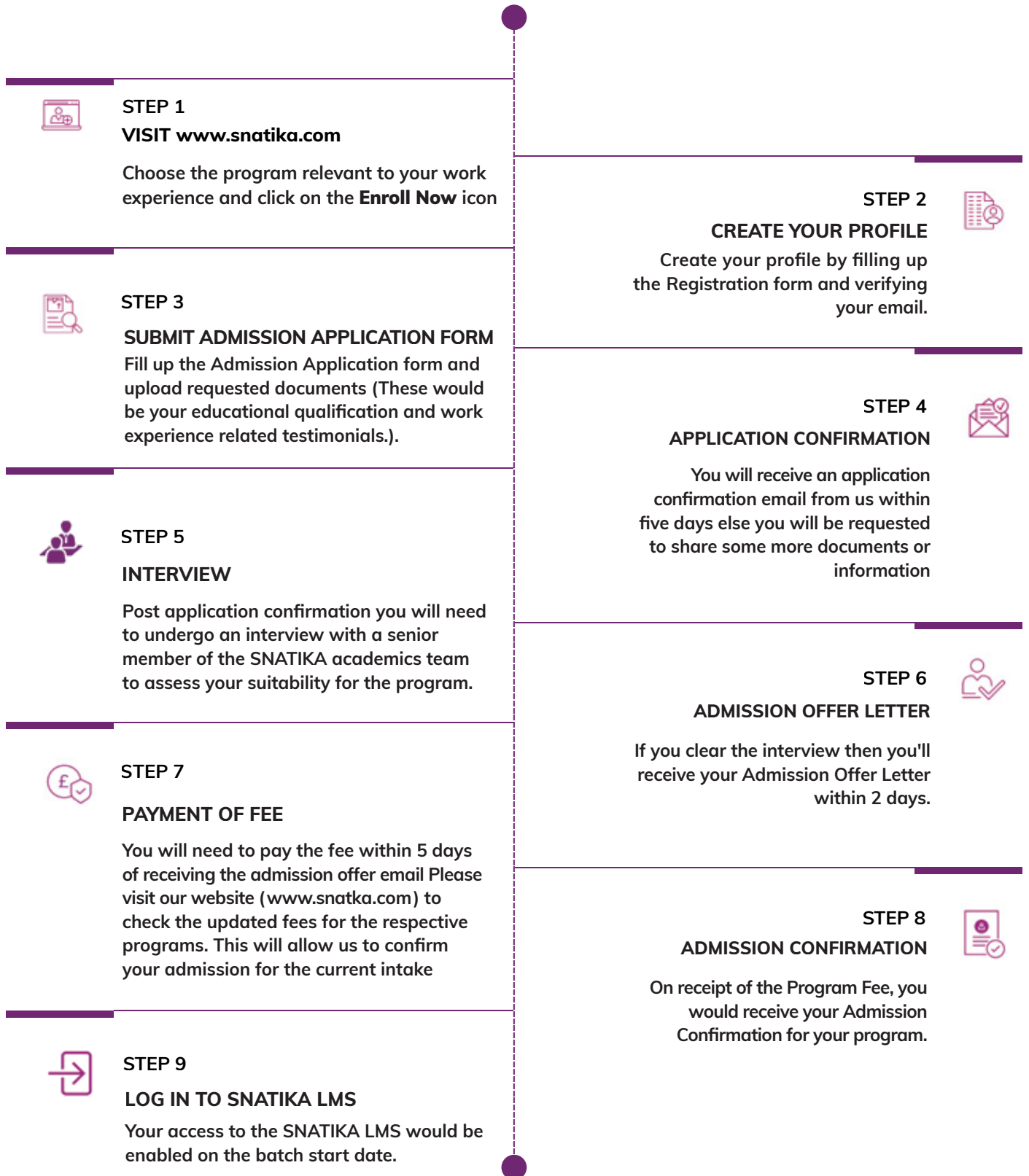
SNATIKA has also partnered with the London Graduate School, UK to award their learners UK Masters degrees. London Graduate School is a dynamic institution that offers excellent university programs which are designed for learners to gain important education and learning opportunities fit for a modern global world. Through an academic partnership with the London Graduate School, learners are awarded the MA, MSc or MBA degrees

The qualifications earned through SNATIKA are awarded by government bodies and respected by businesses globally.

ADMISSION PROCESS

SNATIKA Masters Program follows a first-come, first-served process of admission and applications are evaluated as soon as they are received. The earlier you apply, the better your chances are for securing your admission to our Masters program given that all the documents and requirements are satisfied.

The step-by-step admission process is outlined below.



For more details visit
www.snatika.com

INFORMATION

State of the art LMS

The program delivery happens through the robust and user friendly SNATIKA LMS (Learning Management System). It is accessible 24x7 from anywhere in the world.



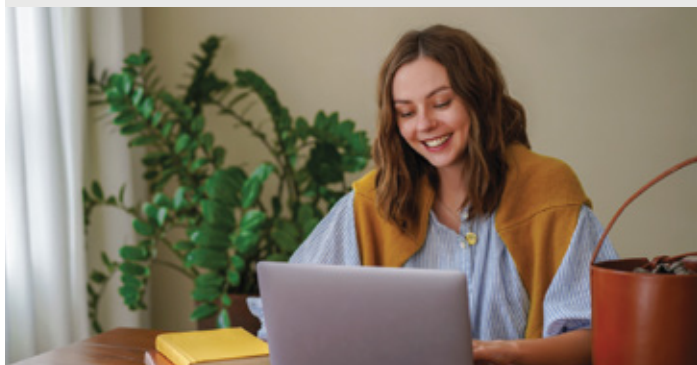
The SNATIKA pedagogy

Our Masters programs have been designed by SNATIKA's Subject Matter Experts who have decades of experience in the education industry. The pedagogy is smartly designed to fit the program content into the busy schedules of professionals. You will need just 2 - 3 hours of daily input to succeed in the program.

The immersive nature of the syllabus, coupled ideally with the learner's experience, makes the program easier to comprehend and complete in the shortest duration. The assignment based assessment makes the learner grasp the concepts from the roots and enhances the research, critical thinking, and writing skills thereby.

PhD Level Guides

SNATIKA learners will be supported by our PhD level Guides upon the batch start date. SNATIKA's PhD level Subject Matter Experts will help you with all the challenges you face academically throughout the program.



Session Dates

Aspiring candidates may join in any one of our yearly sessions.

You can check the website (www.snatika.com) for current information on the closing date of admissions and the batch start date.

Selection Process

Selection is based on the details provided during the application process. Admission is granted on a first-come-first-served basis





Program Format- Online

The entire duration of the Masters program is delivered through state-of-the-art Learning Management Systems..

You'll study the first stage through SNATIKA's LMS and the second stage is delivered through the our partner's LMS.

Duration of the Program

The duration of the program is 12 months. The initial six months are for Stage 1 and the last six months are for Stage 2 (university top-up).

This duration only changes in case you fail to meet the requirements of the assignment and the deadline passes.



Program Fees

Please visit our website (www.snatika.com) to check the updated fees for the respective programs.

All learners are required to deposit the fee in full within 5 days of receiving the admission offer letter email.

To ease the financial burden on your shoulders, we offer an Instalment option for depositing the program fee.

SNATIKA™
Boosting Careers of Professionals


For further details

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