

Master's Module Category	Skills Areas	Examples of tasks students can assist with:
Digital Marketing	Campaigns, Planning, Strategy, Analysis,	- Digital marketing strategy - Digital campaign planning - Market research and customer segmentation - Social media, content strategy, web design, campaign planning and KPIs
Marketing	Branding, Planning, Strategy, Research	- Strategic marketing planning (B2C and/or B2B) - Market and competitor analysis - Consumer insights and research - Brand strategy and positioning - Brand authenticity, storytelling and community building - Customer experience and relationship management - Innovation and new product development
Business Strategy (Consultancy)	Business Plan, Sales Plan, Feasibility Study, Project Management, Entrepreneurship	Strategic thinking and provision of recommendations relating to: - Project management and analysis - Business performance - Feasibility studies (new product, market, segment etc.) - Business development and sales - Competitor analysis, value proposition exploration and trends analysis Design thinking approaches to innovation, ideation and tackling a particular business problem: - Supply chain management and technology - Customer and stakeholder research (interviews, empathy and journey mapping) - Problem reframing and insight generation - Facilitated ideation and concept development - Feasibility testing, prototyping, evidence testing, user testing, and iteration
Sustainability	Circular Economy, Circular Fashion, Circular Design, Sustainable Marketing	- Circular design strategies - Circular design thinking, human-centred design and systems thinking - Prototyping and user testing

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Finance	Economic and Financial Analysis, Forecasting, Capital Management, Financial Sustainability	Critical analysis of a significant finance issue and provision of recommendations relating to: • Strategic data, financial and economic analysis • Project planning and execution • Accounting practices • Client management
Tourism	Research, Business Plan, Sustainability, Technological Advancements	Tourism-industry focused strategic thinking, critical analysis and research relating to: • General business performance and business plan • Sharing economy, circular economy and sustainability • The emergence of robotics, artificial intelligence, self-service technologies • Religious tourism, social tourism and sustainable tourism
Human Resources	Talent, Employment Legislation, Change, Motivation, HR Policies	Strategic thinking, critical analysis and data interpretation relating to: • Talent resourcing, management frameworks and effective practices • Fundamentals and application of employment legislation and compliance • Employee motivation, participation, involvement and engagement strategies • Change management principles and implementation approaches • Ethics, equality, diversity, inclusivity and sustainability in workforce management