BA (Hons) MARKETING MANAGEMENT
SINGLE HONOURS

First Year - Study 8 module credits
- Marketing in Context (2 module credits)
- Foundations of Business (if without Business A-level)
- Marketing Research
- Foundations for Academic Success (2 module credits)
- Accounting and Financial Information
- Choose 2 modules from List A (1 if without Business A-level)

Second Year - Study 8 module credits
- Essentials of Marketing Communication
- Applied Consumer Behaviour
- Business Strategy for Competitive Advantage
- Choose 1 module from List B

Third Year
Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits
- Strategic Marketing Management (2 honours module credits)
- Marketing Analytics
- Contemporary Issues in Marketing Management
- Choose 2 honours module credits from List C
- Choose 2 modules from Lists B or C

Elective modules List A
- Business Economics and Financial Markets
- Digital Technology and Maths for Business
- Planning a Successful Event
- Raising Individual Financial Awareness
- Or choose any 1st year modules from across the university, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese or Japanese.

Elective modules List B
- Buying, Merchandising and Store Design
- Creating and Delivering the Retail Brand
- Creativity and Innovation
- Customer Experience Management
- Customer Relationship Management
eBusiness
- Environmentally Sustainable Business
- Independent Study (Community Engagement)
- Independent Study in Business
- Managing Business Projects
- Managing Non-Profit Organisations
- Mathematics for Decision Making
- Product and Brand Management
- Purchasing and Supply Chain Management
- Research Methods
- Plus language options

Honours modules List C
- Campaign Management and Development (2 module credits)
- Consultancy Project (2 module credits)
- Dissertation in Business and Marketing Management (2 module credits)
- Entrepreneurial Business Management (2 module credits)
- Independent Study
- International Marketing
- Managing the International Retail Business
- Professional Practice

MODULE KEY
- COMPULSORY
- ELECTIVE
- WORK PLACEMENT
- HONOURS

These modules were correct at the time of printing but are subject to change.