BA (Hons) BUSINESS AND MARKETING MANAGEMENT
SINGLE HONOURS

First Year - Study 8 module credits
- Marketing in Context (2 module credits)
- Foundations for Academic Success (2 module credits)
- Marketing Research
- Accounting and Financial Information
- Choose 2 modules from List A

Second Year - Study 8 module credits
- Principles of Marketing Management (2 module credits)
- Business Strategy for Competitive Advantage
- Exploring and Enhancing Employability
- Product and Brand Management
- Applied Financial Skills
- Choose 2 modules from List B

Third Year
Optional Work Placement Year (includes a compulsory non-credit Placement Search and Preparation 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)
- Contemporary Issues in Marketing Management (1 honours module credit)
- Professional Practice (1 honours module credit)
- Choose 2 modules from Lists B or C
- Choose 2 modules from List C

Optional modules List A
Business Economics and Financial Markets
Developing and Planning Events
Digital Maths and Information for Business
Raising Individual Financial Awareness
Or choose 1st year modules from across the university, for example introductory modules in languages.

Optional modules List B
Creating and Delivering the Retail Brand
Creativity and Innovation
Customer Experience Management
Customer Relationship Management
Digital Marketing
eBusiness
Environmentally Sustainable Business
Ethics in business
Independent Study in Business
Managing Business Projects
Managing Non-Profit Organisations
Mathematics for Decision Making
Purchasing and Supply Chain Management
Research Methods
Plus language options

Optional modules List C
Campaign Management and Development (2 module credits)
Consultancy Project (2 module credits)
Developing the Contemporary Retail Experience
Dissertation in Business and Marketing Management (2 module credits)
Entrepreneurial Business Management (2 module credits)
Independent Study
International Marketing
At least one from the following two:
Marketing Analytics
Contemporary Consumer Behaviour

MODULE KEY
- COMPULSORY
- OPTIONAL
- WORK PLACEMENT
- HONOURS

As our courses are reviewed regularly as part of our quality assurance framework, the module lists you choose may vary from the ones shown here.