**BA (Hons) MARKETING COMMUNICATIONS MANAGEMENT**

**SINGLE HONOURS**

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

### Second Year - Study 8 module credits
- **Principles of Marketing Management** (2 module credits)
- **Exploring and Enhancing Employability**
- **Integrated Marketing Communications**
- **Applied Financial Skills**
- **PR and Branded Content in the Social Media Age**
- **Digital Marketing**
- **Choose 1 module from list B**

### Third Year
- **Optional Work Placement Year (includes a Placement Search and Preparation module in your second year)**

### Fourth Year - (Third Year if not undertaking a Work Placement) - Study 8 module credits
- **Campaign Management and Development** (2 module credits)
- **Strategic Marketing Management** (2 module credits)
- **Professional Practice**
- **Choose 3 modules from List C**

#### Optional modules List A
- Creativity for Marketing
- Developing and Planning Events
- Digital Technology and Maths for Business
- Raising Individual Financial Awareness
- Plus language options

#### Optional modules List B
- Business Strategy for Competitive Advantage
- Creating and Delivering the Retail Brand
- Environmentally Sustainable Business
- Independent Study in Business
- Managing Non-Profit Organisations
- Managing the Digital Business
- Managing the Customer Experience
- Product and Brand Management
- Plus language options

#### Optional modules List C
- Contemporary Issues in Marketing Management
- Developing the Contemporary Retail Experience
- Dissertation in Business and Marketing 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**

*Updated 11 March 2019*