

**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**
- **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

- **Campaign Management and Development** (2 honours module credits)
- **Professional Practice** (1 honours module credit)
- **Strategic Marketing Management** (2 honours module credits)
- **Choose 1 module from Lists B or C**
- **Choose 2 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
- Or choose 1st year modules from across the university, for example introductory modules in languages.

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

**Honours 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**

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