BA (Hons) MARKETING MANAGEMENT

SINGLE HONOURS

First Year - Study 8 module credits

<table>
<thead>
<tr>
<th>Marketing in Context (2 module credits)</th>
<th>Foundations for Academic Success (2 module credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Research</td>
<td>Accounting and Financial Information</td>
</tr>
<tr>
<td>Choose 2 modules from List A</td>
<td></td>
</tr>
</tbody>
</table>

Second Year - Study 8 module credits

<table>
<thead>
<tr>
<th>Principles of Marketing Management (2 module credits)</th>
<th>Integrated Marketing Communications</th>
<th>Exploring and Enhancing Employability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing</td>
<td>Applied Financial Skills</td>
<td>Business Strategy for Competitive Advantage</td>
</tr>
<tr>
<td>Choose 1 module from List B</td>
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</table>

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

<table>
<thead>
<tr>
<th>Strategic Marketing Management (2 module credits)</th>
<th>Marketing Analytics</th>
<th>Contemporary Issues in Marketing Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose 2 honours module credits from List C</td>
<td>Professional Practice</td>
<td>Contemporary Consumer Behaviour</td>
</tr>
</tbody>
</table>

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

- Creating and Delivering the Retail Brand
- Creativity and Innovation
- Environmentally Sustainable Business
- Independent Study in Business
- Managing Non-Profit Organisations
- Product and Brand Management
- Managing the Customer Experience
- Managing the Digital Business
- PR and Branded Content in the Social Media Age
- Plus language options

Optional modules List C

- Campaign Management and Development (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

MODULE KEY

- COMPULSORY
- OPTIONAL
- WORK PLACEMENT
- HONOURS

Updated 11 March 2019