### BA (Hons) MARKETING MANAGEMENT

**SINGLE HONOURS**

#### First Year - Study 8 module credits

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

#### Second Year - Study 8 module credits

- **Principles of Marketing Management** (2 module credits)
- **Digital Marketing**
- **Integrated Marketing Communication**
- **Applied Financial Skills**
- **Business Strategy for Competitive Advantage**
- **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

- **Strategic Marketing Management** (2 honours module credits)
- **Exploring and Enhancing Employability Skills**
- **Marketing Analytics**
- **Professional Practice**
- **Contemporary Consumer Behaviour**
- **Choose 2 modules from Lists B or C**

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**Elective modules List A**
- Business Economics and Financial Markets
- 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.

**Elective modules List B**
- Creating and Delivering the Retail Brand
- Creativity and Innovation
- Customer Experience Management
- Customer Relationship Management
- eBusiness
- Environmentally Sustainable Business
- 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)
- Developing the Contemporary Retail Experience
- Dissertation in Business and Marketing Management (2 module credits)
- Entrepreneurial Business Management (2 module credits)
- Independent Study
- International Marketing

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**MODULE KEY**

- COMPULSORY
- ELECTIVE
- WORK PLACEMENT
- HONOURS

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