

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