

Business and Marketing Management*

BA (Hons) SINGLE HONOURS

YEAR 1

Introduction to Marketing in a Digital World
(2 module credits)

Developing Academic Skills

Developing Digital Marketing Skills

Marketing Research

Accounting and Financial Information

Choose 2 optional modules from the list:

Creativity for Marketing

Developing and Planning Events

Digital Technology and Maths for Business

Raising Individual Financial Awareness

Plus language options

YEAR 2

Aspects of Marketing

Marketing Planning

Business Strategy for Competitive Advantage

Exploring and Enhancing Employability

Product and Brand Management

Applied Financial Skills

Choose 2 optional modules from the list:

Creating and Delivering the Retail Brand

Digital Marketing

Environmentally Sustainable Business

Independent Study in Business

Managing the Digital Business

Introduction to People Management

Managing the Customer Experience

Managing Business Operations

Integrated Marketing Communications

Plus language options

YEAR 3

Optional Work Placement Year

(includes a Placement Search and Preparation module in Year 2)

YEAR 4 (or YEAR 3 if no placement year)

Strategic Marketing Management
(2 module credits)

Contemporary Issues in Marketing Management

Professional Practice OR Placement Learning

Choose 4 module credits from the list:

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

Marketing Analytics

Contemporary Consumer Behaviour

*Subject to changes for 2023 entry

■ Compulsory module □ Optional module

All details correct at the time of printing