

Marketing Communications Management

BA (Hons) SINGLE HONOURS

YEAR 1

Marketing in Context
(2 module credits)

Developing Academic Skills

Developing Marketing Skills

Accounting and Financial Information

Marketing Research

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

Exploring and Enhancing Employability

Integrated Marketing Communications

Applied Financial Skills

Digital Marketing

PR and Branded Content in the Social Media Age

Choose 1 optional module from the list:

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

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)

Campaign Management and Development
(2 module credits)

Strategic Marketing Management
(2 module credits)

Professional Practice OR Placement Learning

Choose 3 optional modules from the list:

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:

Marketing Analytics

Contemporary Consumer Behaviour