

Marketing Management

BA (Hons) SINGLE HONOURS

YEAR 1

Marketing in Context
(2 module credits)

Developing Academic Skills

Developing 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

Integrated Marketing Communications

Exploring and Enhancing Employability

Digital Marketing

Applied Financial Skills

Business Strategy for Competitive Advantage

Choose 1 optional module from the list:

Creating and Delivering the Retail Brand

Creativity and Innovation

Environmentally Sustainable Business

Independent Study in Business

Managing Non-Profit Organisations

Managing the Digital Business

Product and Brand Management

Managing the Customer Experience

PR and Branded Content in the Social Media Age

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)

Marketing Analytics

Contemporary Issues in Marketing Management

Professional Practice OR Placement Learning

Contemporary Consumer Behaviour

Choose 2 optional modules 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)

International Marketing

Independent Study