

# BA (Hons) BUSINESS AND MARKETING MANAGEMENT

## SINGLE HONOURS

### First Year - Study 8 module credits



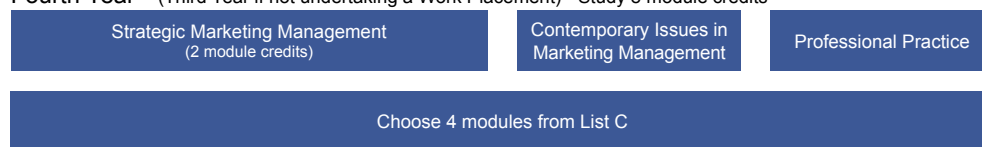
### Second Year - Study 8 module credits



### Third Year



### Fourth Year - (Third Year if not undertaking a Work Placement) - Study 8 module credits



#### 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

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

#### Optional modules List C

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 Analysis  
Contemporary Consumer Behaviour

#### MODULE KEY

