

Business and 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

**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