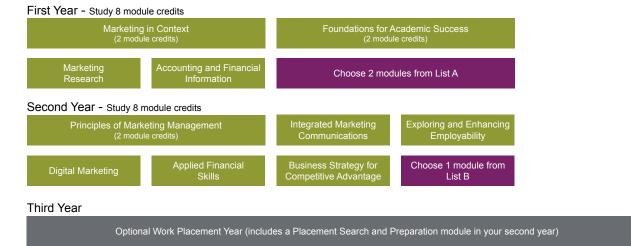
BA (Hons) MARKETING MANAGEMENT

SINGLE HONOURS





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 Creativity and Innovation Environmentally Sustainable Business Independent Study in Business Managing Non-Profit Organisations Product and Brand Management Managing the Customer Experience Managing the Digital Business PR and Branded Content in the Social Media Age

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

