

BA (Hons) **MARKETING MANAGEMENT**

SINGLE HONOURS

First Year - Study 8 module credits

Marketing in Context (2 module credits)	Foundations for Academic Success (2 module credits)
Marketing Research	Accounting and Financial Information
Choose 2 modules from List A	

Second Year - Study 8 module credits

Principles of Marketing Management (2 module credits)	Integrated Marketing Communications	Exploring and Enhancing Employability
Digital Marketing	Applied Financial Skills	Business Strategy for Competitive Advantage
Choose 1 module from List B		

Third Year

Optional Work Placement Year (includes a Placement Search and Preparation module in your second year)

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

Strategic Marketing Management (2 module credits)	Marketing Analytics	Contemporary Issues in Marketing Management
Choose 2 honours module credits from List C	Professional Practice	Contemporary Consumer Behaviour

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
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

MODULE KEY

COMPULSORY	OPTIONAL
WORK PLACEMENT	HONOURS