

BA Marketing Management

The Marketing Management programme is accredited by the QCA and awarded by the ABE. The programme provides students with knowledge needed to communicate effectively in a Marketing context.

Duration

This is a two year programme covering the following modules;

Course structure; Year 1-December Examinations

- ✚ Organisational Behaviour
- ✚ Principles of Marketing.
- ✚ Quantitative Methods for Business and Management
- ✚ Economics Principles and their Application in Business

Year 1-June Examinations

- ✚ Marketing Policy, Planning and Communication.
- ✚ Human Resource Management.
- ✚ Principles of Business Law
- ✚ Marketing in Action
- ✚ Marketing Information Systems
- ✚ People Planning and Resourcing
- ✚ Systems Analysis and Design.

Year 2-December Examinations

- ✚ Corporate Strategy and Planning
- ✚ Strategic Marketing Management.

Year 2-June examinations

- ✚ Contemporary Issues in Marketing
- ✚ International Marketing
- ✚ Intergrated Marketing Communications

Assessment

- ✚ An externally written and marked examination.

PROGRESSION:

On completion students will progress to University of Derby for a one year top-up degree.

