

Applications:	For full-time study please apply through UCAS Institution code: B25 Course code: N500
Duration:	Three years (Four years with placement year)
Location:	City North Campus, Perry Barr

- Study at one of the UK's most established, respected and largest business schools.
- The School has its own student marketing agency and so offers the opportunity to work on real life case studies with real clients
- Co-curricular activity with our Leadership Challenge programme provides you with the opportunity to develop your skills and work on real life projects.
- 91 per cent of students agreed that staff are good at explaining things (Source: Unistats)
- 90 per cent of students were in work or further study six months after finishing this course (Source: Unistats)
- 87 per cent of students were satisfied overall with this course (Source: Unistats)
- There is no fee for the additional placement year.
- Teaching includes case studies that look at the published results of real companies, and you get the chance to listen to high profile guest speakers who will share their experience and insight, to help you further understand your chosen field.
- Students who previously studied this course have gone on to work at companies such as Unilever, Disney and Goodyear Dunlop.

Please note: You must already have the required GCSE grades stated above at the point of application.

- This course aims to provide you with knowledge of the business and marketing environment in which managers work. During the final year of the course you will learn the skills necessary to develop business strategies and even create your own marketing campaigns.
- As you will in your marketing career, you work as part of team to develop and communicate a new product concept, or design and implement a marketing research study. The course shares a core first year with BA (Hons) Marketing, Advertising and Public Relations giving you the flexibility to transfer to that course at the end of Year 1.
- Modules on this course cover relevant, real-life issues, such as digital marketing, event management and the importance of a positive customer experience, and you will have the chance to draft marketing plans in response to actual business scenarios.



COURSE STRUCTURE

FIRST YEAR		
Autumn	Spring	Credits
Business Fundamentals <i>(this module is studied over two terms)</i>		30
Design in Marketing	Understanding Consumer Behaviour	15 each
	Service Design	15
	Creative Concepts	15
Marketing Fundamentals <i>(this module is studied over two terms)</i>		30
SECOND YEAR		
Autumn	Spring	Credits
Channel Marketing	Retail Marketing	15 each
Digital Communications	Financial Metrics for Marketers	15 each
Marketing Research	MAPR Practice Project	15 each
Managing the Brand <i>(this module is studied over two terms)</i>		30
OPTIONAL PLACEMENT YEAR		
THIRD YEAR		
Autumn	Spring	Credits
<i>In the final year you undertake a choice of modules totalling 90 credits from the list below. (The modules stated as 'core' are compulsory).</i>		
Marketing Strategy and Planning (core) <i>(this module is studied over two terms)</i>		30
Sustainable Marketing	Social Marketing	15 each
Digital Marketing	Creative Industries Marketing	15 each
Global Marketing	Relationship Marketing	15 each
Dissertation or Placement Project or Management consultancy project <i>(this module is studied over two terms)</i>		30

ASSESSMENT

Assessment is through a combination of coursework, examinations, presentations and coursework portfolios, both individually and in groups.

WORK PLACEMENTS/STUDY VISITS

As part of this course, you have the opportunity to undertake a placement year in an industry of your choice. Full support with applications and interviews will be given by the placements office.

FURTHER STUDY

This course offers entry onto and exceptions towards the CIM Professional Diploma in Marketing. Other further study opportunities include postgraduate courses such as MA Public Relations, MSc Management and Marketing, MSc Leadership and Organisational Performance and many more.

EMPLOYABILITY

There are a range of activities available to improve your employability skills such as the Leadership Challenge and your placement year. You can also earn while you learn with the on campus 'OpportUNITY – Student Jobs on Campus' scheme and Student Academic Partnership projects.

Graduates have been able to pursue careers in a wide range of marketing roles including product and project management, sales, advertising, press and public relations, market research and communications. Some students have started their own agencies and other businesses.

FIND OUT MORE

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F: <https://www.facebook.com/birminghamcitybusinessschool>

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