

BA (Hons) Business and Marketing

Applications:	For full-time study please apply through UCAS Institution code: B25 Course code: NN15
Duration:	Three years (Four years with placement year)
Location:	Curzon Building, City Centre Campus

WHY CHOOSE US?

- Study at one of the UK's most established and respected business schools.
- The School boasts its own student marketing agency and so offers the opportunity to work on real life case studies with real clients.
- 96 per cent of students felt that the assessment markings are fair for this course (Source: National Student Survey, 2014).
- 91 per cent of students are satisfied overall with Birmingham City Business School (Source: National Student Survey, 2014).
- Co-curricular activity with our Leadership Challenge programme provides you with the opportunity to develop your skills and work on real life projects.
- There is no fee for the additional placement year.
- Like all first year business students, you and your team put together an integrated business plan focusing on a real business problem, which you pitch to industry experts 'Dragons' Den'-style.
- You will have 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 and organisations such as Mercedes Benz, Royal Bank of Scotland, Birmingham Midshires, and Sainsbury's.

ENTRY REQUIREMENTS

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least two GCSEs at grade C or above, including English language and mathematics or equivalent qualifications.

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

COURSE OVERVIEW

- 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 business start-up project.
- Studying a core first year, before moving to subject-specific modules, gives subject flexibility and increases your employability. The course is a perfectly balanced study of how organisations operate, their contemporary challenges and the business-focused creativity needed to market them.
- It combines effective application of business theory, with exciting specialist marketing themes, such as new media channels and the vital importance of a positive consumer experience. Teaching includes case studies that look at the published results of real companies, and high profile guest speakers share experience and insight.



COURSE STRUCTURE

FIRST YEAR		
Autumn	Spring	Credits
Accounting and Finance <i>(this module is studied over two terms)</i>		30
Economic Environment	New Venture Creations	15 each
Marketing Fundamentals <i>(this module is studied over two terms)</i>		30
Managing Organisations People and Self <i>(this module is studied over two terms)</i>		30
SECOND YEAR		
Autumn	Spring	Credits
Creative Problem Solving	The Business Entrepreneur	15 each
Business Logistics and Operations	Contemporary Business Issues	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
PR Planning	Contemporary Advertising	15 each
Business Start Up Project or Management Consultancy Project or Dissertation or Placement Project		30

ASSESSMENT

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

WORK PLACEMENTS

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

The course offers entry onto the CIM Professional Diploma in Marketing. Other further study opportunities include postgraduate courses such as MBA, 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.

FIND OUT MORE

Telephone 0121 331 5595 or contact us online at www.bcu.ac.uk/enquiries.

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