

COURSE CONTENT

COURSE OVERVIEW

- 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.

WHAT OPPORTUNITIES ARE AVAILABLE TO ME?

- 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 in a 'Dragons' Den' style.
- Have the chance to work with new facilities, such as a dedicated interactive marketing room.
- You have the chance of a twelve month exchange programme in the second year at one of our international partner institutes.

WHY STUDY BUSINESS AND MARKETING IN BIRMINGHAM?

- Birmingham City Business School welcomes around 3,000 students from over 80 countries, so you have a whole world of experiences – business and social – on your doorstep.
- There are several clubs and societies that students can join at Birmingham City University, and those with an interest in setting up a business can join our very own Entrepreneurship Society, started by business students.
- Birmingham is a multicultural city full of exciting opportunities, with a vibrant student population. We believe our city is a great place for you to live, study & work.

MODULES STUDIED

Typical modules include:

Business Economics, Business Logistics, Managing People and Organisations, Marketing and Business Operations, Marketing, Advertising and Public Relations Practice, Marketing Research, International Business, Managing the Brand, Global Marketing, Selling and Sales Management, Marketing Strategy and International Business Strategy.

PLACEMENTS

- Taking an optional work placement year between your second and final year is a great way to see the realities of the business world and develop skills and contacts for your future career.
- It means you get inside the business world, pick up key transferable skills, and put theory into practice.
- Our Placement Office takes you through the placement process, calling on years of experience to assist you with issues such as advice on CVs and application forms, and mock interviews.
- Students on this course have successfully obtained placements over the past two years at organisations including DHL, Epson and Hewlett Packard.

EMPLOYABILITY

- Don't underestimate the value of work experience - many students have sufficiently impressed their placement organisation to be offered a full-time position or further work on a part-time basis.
- Local companies respect and often recruit our graduates.
- 82% of our graduates are in employment or further study; with an average full-time salary of £23,677* (*Source: Destinations Survey 2008/2009)

FURTHER STUDY

Your higher education does not have to finish at the end of your degree. As a graduate of this course, you can progress to postgraduate study on a range of Birmingham City Business School courses including:

- MSc Management (with Finance, Human Resource Management, International Business and Marketing pathways)
- A range of professional qualifications including the Chartered Institute of Marketing (CIM) Professional Diploma in Marketing

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