

BA (Hons) International Marketing (Top-Up)

Applications:	For full-time study please apply through UCAS Institution code: B25 Course code: N550
Duration:	Full time, one year
Location:	City North Campus, Perry Barr

WHY CHOOSE US?

- Study at one of the UK's most established, respected and largest business schools with a strong focus on practice based learning.
- Birmingham City Business School collaborates with industry, meaning that our courses are updated and relevant to the current marketplace expectations.
- The university is in the top 30 for placing students in graduate employment (Source: Sunday Times University Guide 2013).
- The school has its own student marketing agency which is an excellent opportunity to work on real life case studies with real clients.

ENTRY REQUIREMENTS

At least 240 UK university credits or 120 ECTS credits in a business-related field with five GCSEs at grade A-C (including mathematics) or equivalent. You must also have an English language qualification.

For further details please visit; www.bcu.ac.uk/bcbs/courses/international-marketing-ba-hons.

COURSE OVERVIEW

- The International Marketing top-up degree is designed to build and combine your knowledge of marketing.
- You will be put in a range of scenarios such as an international marketing manager, and will investigate customer-focused management within an international business environment.
- The specialist marketing modules will give you the opportunity to strengthen and prepare you to move towards a career in the marketing industry.
- There are a range of modules available to tailor your specific needs on this course. In total you will study 8 modules, with assessments taking place at the end of each term.



COURSE STRUCTURE

Modules offered on the programme may include:

- Contemporary Advertising
- Customer Relationship Management
- Digital Marketing
- Digital Marketing Strategy
- Global Marketing
- International Business Strategy
- International Marketing
- Marketing Strategy and Planning
- Relationship Marketing
- Social Marketing
- Sustainable Marketing
- Web Marketing

ASSESSMENT

You will encounter a wide range of innovative assessment styles according to the module being studied, including business reports, academic papers, case studies, individual and group presentations, portfolios and projects, as well as conventional examinations.

FURTHER STUDY

On completion of your degree you can progress your studies with Birmingham City Business School with a postgraduate qualification. We have a range of courses available such as MA Public Relations and MSc Management and Marketing.

EMPLOYABILITY

There are a range of activities available for you to participate in alongside your studies that will enhance your employability skills and help make you stand out from the crowd.

- The Leadership challenge can increase and develop your teamwork and leadership capabilities. It incorporates a series of workshops and seminars on a range of topics from IT skills, how to complete application forms and CV's and gives you the opportunity to participate in events and challenges.

Find out more; www.bcu.ac.uk/leadershipchallenge.

- You can also earn while you learn with the university's 'OpportUNITY: Student Jobs on Campus' scheme. This is designed to give our students the first opportunity to undertake part-time and temporary positions within the university. This may include working at university events such as open days.

Find out more; www.bcu.ac.uk/about-us/celt/student-engagement/student-employment-opportunity.

- Previous graduates have pursued their career in areas including finance, management and marketing.

CONTACT US

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