

Marketing BA (Hons)

UCAS Code: N500 | Duration: 3 years | Full-time | Hope Park | 2024/2025

Placement year opportunities available



Course Overview

Marketing is one of the most challenging, fast-moving and exciting disciplines in the world of business. Our Marketing degree has a theoretical focus that is combined with practical examples of how companies apply the theory on a day-to-day basis, meaning that what you learn is not only academically sound but also rooted in the realities of today's dynamic marketplace.

During your degree, you will be provided with the key skills and knowledge that will enable you to understand the marketing context, marketing research and the discipline's central role to business success, while allowing you to reflect on the moral and ethical implications of marketing behaviour. The ever advancing fields of social media and Digital Marketing run through the Marketing curriculum as central themes and allow you to reflect on the many challenges and opportunities that these technological and cultural changes provide.

The degree is accredited by the Chartered Institute of Marketing (CIM) under its CIM Accredited Degree programme. This means that our graduates will receive significant exemptions from the institute's professional membership examinations. It has been designed so that you learn from research-active staff while at the same time being mentored and given masterclasses by industry leaders. Marketing focuses on a wide range of organisations, from SMEs to global multinational organisations and across all sectors. Studying such a comprehensive view of the marketing world prepares you for a career in organisations of any type and size.

Entry Requirements

This course follows the standard University entry requirements. Please see the website for further information.

Fees and Additional Costs

The tuition fees for 2024/2025 are £9,250 for full-time undergraduate courses.

On top of tuition fees, you also need to consider the cost of core textbooks, which we estimate to be around £100.

You will also need to consider the cost of your accommodation each year whilst you study at university.

Visit our accommodation webpages for further details about our Halls of Residence: www.hope.ac.uk/halls

Applicants will need access to a computer if course delivery is switched to online. The University has a laptop lending service if remote study is necessary.

Work Placement Opportunities

The Marketing team works very closely with the University's Business Gateway to source robust and exciting student placement opportunities, along with a wide range of company visits and other events where you come face-to-face with professional practitioners.



**LIVERPOOL
HOPE
UNIVERSITY**

1844



Accredited Degree



CONTACT

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www.hope.ac.uk

Marketing Curriculum

Year One

Introduction to Marketing

You will be introduced to the underlying principles of Marketing and the relationship between Marketing and the global business context. Study of this relationship can help to contextualise Marketing theory and practice and further help you understand the dynamics of contemporary marketing management, as you explore concepts such as the marketing mix, segmentation, targeting and positioning, and consumer behaviour.

You will also be introduced to the broader underlying principles of Business Management. You will study four component parts (4Cs) to understanding what a business is (the Company), how it interacts with its environment (the Context), how it serves its customers (the Customers) and how it manages its competition (the Competition). Additionally, in your first year, you will gain an appreciation of fundamental business structures and functions and the management challenges posed by the contemporary and ever complex business environment.

Year Two

Explorations in Marketing

Building on your first year, the curriculum in year two explores key issues and marketing concepts in greater depth, advancing your knowledge and understanding to an intermediate level.

What you will study:

Social Media

This examines the growing importance of social media marketing. It focuses on social communities and the role that influencers play in affecting consumers' decisions.

Marketing Planning

The process of organising and defining the marketing aims of a company and employing strategies and tactics to achieve them.

Consumer Behaviour

This studies the activities associated with the purchase, use and disposal of goods and services.

Integrated Marketing Communications

How organisations seek to create and effectively communicate a consistent message across a range of communication tools and channels.

Marketing Research

You will examine how organisations collect and analyse data in order to make effective, evidence-based decisions.

*If you study Marketing as a Single Honours degree, you will also study:

- Social Marketing
- Sales Management
- Relationship Marketing.

Year Three

Advanced Studies in Marketing

Building on previous years, the curriculum in the final year investigates key advances in the academic and professional marketing literature.

What you will study:

Quantitative and Qualitative Research Methods

You will study the various quantitative and qualitative data analysis methods.

New Product Development

You will analyse the many reasons why new products may fail and how organisations can implement systematic methods.

Brand Management

This block traces the evolution of branding from proto-brands in ancient times through its various incarnations.

Services Marketing

You will explore a number of strategies for designing and managing effective and efficient service processes.

*If you study Marketing as a Single Honours degree, you will also study:

- International Marketing
- Destination Marketing
- Sensorial Marketing
- Neuro Marketing.

Liverpool Hope Business School is an accredited member of AACSB International - The Association to Advance Collegiate Schools of Business.

COURSE STRUCTURE

Teaching on this degree is structured into lectures, where all students are taught together, and smaller groups of seminars and tutorials.

If you are studying a Single Honours degree, in your first year there are approximately 12 teaching hours each week, which will decrease to approximately 10 teaching hours per week in your second and third years. If you are studying a Combined Honours degree, in your first year there are approximately 6 teaching hours each week, which decreases to approximately 5 teaching hours in your second and third years. On top of teaching hours, you are also expected to spend approximately 15 hours studying independently each week, as well as studying in groups to prepare for any group assessments that you may have.

ASSESSMENT AND FEEDBACK

You will have a number of assessments throughout your studies, including multiple choice exams, group presentations and reports, individual academic reports, and written exams. Written feedback will be given to you within four working weeks of the deadline for submission of coursework.

If you would like feedback on your written exams, you can request this from your tutors once exam results have been released. You are also encouraged to make an appointment to personally discuss your feedback with your tutor.



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