

# Marketing BA (Hons)

UCAS Code: N500 | Duration: 3 years | Full-time | Hope Park | 2018/19

Work placement opportunities | International students can apply



## 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 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 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 we also have close interaction with the Chartered Institute of Marketing (CIM). Studying a comprehensive view of the marketing world prepares you for a career in organisations of any type and size.

## 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.

## Fees and Additional Costs

The tuition fees for 2018/19 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](http://www.hope.ac.uk/halls)

## Entry Requirements

The standard offer level is between BBB-BBC from A levels or DDM-DMM from BTEC, or 120-112 UCAS tariff points.

*This degree has been validated by the University, but may be subject to change or amendment.*



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# Marketing Curriculum

## Year One

### Introduction to Marketing

In the first year you will study a common core (together with students studying Business Management and Accounting & Finance). This gives a sound introduction to the world of business; how businesses trade, how they function and how they understand and control their finances. Only with this appreciation of the relationship between marketing and the global business context can marketers contextualise marketing theory and practice and understand the dynamics of contemporary marketing management.

You will be introduced to a historical context from the industrial revolution to the birth of the British Empire, to the globalised markets of today. You will understand financial statements and how marketers use these to understand business strategy and competitive forces. You will be introduced to economics and trading blocks, before you begin to explore marketing management, the marketing mix and consumer behaviour, in a dynamic world of mass media promotions and advertising.

## 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. You will become adept at the use of a number of marketing tools such as the Marketing Plan, Ansoff's Growth Matrix, The Boston Consultant Group Grid, as well as statistical tools such as SPSS.

On successful completion of this year, you will have developed a critical knowledge and understanding of

marketing communications (including Advertising, PR, and social media), marketing information and research. In particular, you will have gained a critical understanding of what shapes consumers buying behaviour and how companies harness and exploit these forces to create and capture value from their customers.

Single Honours students will develop a deeper understanding of social media and critically examine the increasingly current area of social marketing and how marketing can be used to influence and change behaviour of both individuals and companies. The areas of retail and relationship marketing will also be investigated.

## 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. You will deepen your knowledge and understanding of contemporary issues facing marketers today, as well as increase your knowledge of the leading edge theory and practice being developed for the future.

Examples include the move towards smart living and smart cities, mobile marketing, Big data, developments in conceptualisation of brands, usage and social media influence, and neuro-marketing.

Single honours students will also consider how societal and business innovations such as 3D imaging and drone technology will impact on marketing and communications. In order to apply knowledge and skills developed to date on the degree and to allow you to explore an area of marketing that is of particular interest to you, a marketing research project is undertaken.

## COURSE STRUCTURE

Teaching on this degree is structured into lectures, seminars and tutorials. You also have the opportunity to have a one-to-one meeting with your tutor each week.

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.

You will be given written feedback on your assessments, and you will have the opportunity to discuss this with your tutor in more detail.



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