

Marketing BA (Hons)

UCAS Code: N500 | Duration: 3 years | Full-time | Hope Park | 2021/2022

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 their Graduate Gateway 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

The standard offer level is 112 UCAS tariff points.

Fees and Additional Costs

The tuition fees for 2021/2022 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

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.

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



LIVERPOOL
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UNIVERSITY

1844



Graduate Gateway



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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. 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, stakeholder marketing, 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.

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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