

# BA(Hons) in Business (Marketing)

## Aims and Rationale of the Programme

Knowledge of marketing and product or service promotion is the key differentiating factor in all contemporary firms. The BA in Business (Marketing) is part of a last generation programme that was updated through the University's recent quinquennial review, with the aim of structuring Business Studies around contemporary business processes, rather than traditional thematic areas largely devised in the academic world alone. Alongside with dealing with business processes, which encapsulate the full range of managerial activities, the successful candidate will gain a holistic perspective and in-depth understanding of concepts such as marketing management, product promotion techniques, interactive and direct marketing methods and all the knowledge and skill necessary for an individual wishing to follow a successful career as a Marketing executive.

## Structure of the Programme

The BA in Business (Marketing) is a 3-years full-time programme, taught exclusively in the English language. Courses are offered within a two-term period, with two exam periods in May and August. All courses are delivered during the weekday evenings to accommodate the needs of working students.

## Course Outline

### Year 1

Personal and Professional Development  
Introduction to Business Processes  
Business Planning and Development  
Context and Regulatory Framework of Business  
Organisational Behaviour I: Managing the Performance of Individuals

### Year 2

PPD II: Career Management  
Creativity and Decision Making in Business  
Value Chain Management  
Marketing Management  
Management and Information Systems

### Year 3

Managing Strategy  
Direct, Interactive and Digital Marketing  
International Business Management  
Dissertation

## Entry Requirements

- High School Certificate
- A minimum of TOEFL score of 213 (computer based test), IELTS 6.0, or a recognized equivalent (for example, successful completion of a programme of studies at HE or FE taught in English).

## Careers

Employment in brand/marketing management, marketing research, consultancy, advertising, marketing executive.

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## Indicative Course Descriptions

### Introduction to Business Processes

This course teaches you a systems approach to understand the core concepts in Marketing and Operations by placing business processes on centre stage. The aim of this course is to introduce the students to the principles of process management in all sectors of industry and commerce within a common conceptual framework.

### Personal & Professional Development

The aim of the course is to induct and support students in using the university's systems and processes effectively and to increase student ability to benefit from the academic process.

### Context and Regulatory Framework of Business

The purpose of this course is to introduce students to the various components of this analytical tool, with the objective of situating business in its broader context. The course will be international in outlook, under the unifying theme of current and recent global trends. Transitional & developing economies as well as the advanced economies will be covered.

### Value Chain Management

This course is designed to reveal more about the interdependent nature of real world business, and the increasing attention given to cross-functional decision making in a digitally enabled global market. The student will be offered current academic concepts and trends in modern business philosophy that signify a need for reassessing the changing nature of internal and external relationships in business.

### Management and Information Systems

This course covers a broad topic which consists of two main areas: (1) the use and relevance of information systems to managers and enterprises and (2) the management of information systems projects. Rather than providing an in depth technological treatment of information systems, the course prepares students, as future managers, to critically assess the impact of

information systems on the enterprise. It also introduces those skills required in order to manage information systems projects.

### Marketing Management

Marketing can be seen as having two integral parts - The philosophy of marketing and the management of marketing. The philosophy of marketing is very much seen as developing a marketing orientation, which aims to move towards marketing efficiency and effectiveness. However, Marketing Management, which is fundamentally functional, involves the process of analysis, planning, implementation and control. 'A market is never saturated with a good product, but it is very quickly saturated with a bad one.' (Henry Ford) The Course aims to provide an exciting and rewarding journey into the marketing management processes, which will form the cornerstone of your marketing knowledge throughout your degree

### Direct, Interactive and Digital Marketing

This course aims to provide students with an understanding of the tools of interactive and direct marketing; to develop a critical understanding of the theories, models and concepts pertaining to interactive and direct marketing and to apply these in a marketing context; to provide students with some of the skills necessary to develop appropriate communications plans using these tools; to understand the process of integrations of the tools of marketing communications.

### Dissertation

Aim: The Dissertation is a key element of the degree. It is the point where knowledge and understanding acquired through the earlier taught courses is synthesised and applied to a substantial management problem in the Marketing area. Students reaching this level of study will have successfully completed the taught unit concerned with research methods and design. The course is designed to build on that experience and provide a supported learning environment in which students can plan a more thorough-going research enquiry of their own choosing. The key outcome of the course is the report of an investigation into an issue of importance.