



**BA (Hons)**

# **Business (Marketing)**



**A partner of the  
University of  
Northampton**

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<b>Location</b>	London
<b>Available starts</b>	September, January, May
<b>Entry Criteria</b>	London.northampton.ac.uk/programmes
<b>Fees</b>	£9,250 (full-time, per year)

## About this programme

This degree will develop a comprehensive and in-depth understanding of the role and function of marketing within an organisation with specific reference to Marketing Communications, Consumer Behaviour, Business to Business Marketing and International Marketing.

Throughout this degree, students will gain an understanding of the principles and functions within organisations including marketing, managing and developing people, accounting and finance, operational and project management and the use of Information Systems. This will be underpinned by developing an appreciation of a range of other contemporary issues such as sustainability, globalisation, corporate social responsibility, diversity, entrepreneurship and risk management that can influence the marketing of an organisation.

Upon completion of this degree, successful students will complete with a sound foundation in business and marketing. This understanding of how to successfully market organisations will act as an excellent foundation for a career in marketing.

## Careers

Graduate employment opportunities that might be available to graduates of the programme could include:

- Advertising Executive
- Marketing Executive
- Social Media Manager
- Event Manager

## Key Features

- Understanding a variety of organisational types, objectives, operational behaviour and managerial and strategic approaches, both within and between organisations
- Exploring the range of influences, both internal and external, including the marketplace, on the development of corporate strategy and the organisation's performance, overall effectiveness, and the ability to meet all stakeholder needs and interests
- Understanding social awareness in analysing socio-cultural issues, and through positive engagement devising and justifying chosen solutions to address complex problems
- Analysing different approaches necessary for working and communicating effectively, creating a successful professional relationship and actively engage through the provision of meaningful contributions.

## Modules

### Year 1

- Business Environment
- Academic and Professional Skills
- Economics for Business
- Business Finance

### Year 2

- Managing Human Resources
- Principles and Practices of Marketing
- Legal Aspects of Business and Marketing
- Marketing Communications

### Year 3

- Digital Marketing
- Business Strategy
- Consumer Behaviour
- Undergraduate Major Project (Business Contexts)