

MARKETING (Joint Honours)

Duration: 3 years full-time / 6 years part-time
Total credit rating: 360

Level 4 (formally Level 1) – no longer available for study

Core:	Candidates are required to take:		
BAM 4022	Management and Organisational Behaviour	Sem 1&2	20 credits
BAM 4202	Professional Development and Placement 1	Sem 1&2	20 credits
MKT 4252	Marketing Fundamentals	Sem 1&2	20 credits
MKT 4282	Marketing Communications	Sem 1&2	20 credits
MKT 4272	History of Marketing Thought	Sem 1&2	20 credits

and are required to choose 20 credits from:

BAM 4012	Business Economics	Sem 1&2	20 credits
BAM 4042	General Legal Principles	Sem 1&2	20 credits

Level 5 (formally Level 2) – no longer available for study

Progression requirements: min. of 100 credits from Level 4 including BAM 4202 (BAM1202) or MKT4262 (MKT1262) equivalent

Core:	Candidates are required to take:		
BAM 5102	Marketing & Business Research	Sem 1&2	20 credits
MKT 5232	Real World Marketing	Sem 1&2	20 credits
MKT 5282	Practical Marketing Communications	Sem 1&2	20 credits

and are required to choose 20 credits from:

BAM 5202	Professional Development and Placement II	Sem 1&2	20 credits
FAS 5002	Volunteering	Sem 1&2	20 credits

and are required to choose 20 credits from:

BAM 5062	Marketing Law	Sem 1&2	20 credits
MKT 5272	Consumer Behaviour	Sem 1&2	20 credits
MKT 5292	Service Marketing	Sem 1&2	20 credits

Level 6 (formally Level 3) – available for study 2010/11 only

Progression requirements: min. of 100 credits from Level 4 including BAM1202 or MKT1262 equivalent and 100 credits from Level 5 including BAM 5202 (BAM2202) or MKT5262 (MKT2262), or equivalent

Core:	Candidates are required to take:		
BAM 6022	Research Project	Sem 1&2	20 credits
BAM 6012	Business and Management Strategy	Sem 1&2	20 credits
MKT 6242	Marketing Strategy & Planning	Sem 1&2	20 credits

and are required to choose 60 credits from:

MFC 6042	Television Documentary Production	Sem 1&2	20 credits
BAM 6132	Business Ethics	Sem 1&2	20 credits
BAM 6142	E Business & E Marketing	Sem 1&2	20 credits
BAM 6202	Contemporary Business & Marketing Issues	Sem 1&2	20 credits
BAM 6212	Managing Change	Sem 1&2	20 credits
MKT 6202	International Marketing	Sem 1&2	20 credits