

AY 2011/12 Programme Structure

BUSINESS WITH MARKETING

Duration: 3 years full-time/6 years Part time
Total credit rating: 360
UCAS Code: N1N5

Level 4

Please refer to the Prospectus for entry requirements:

Core: Candidates are required to take:

BAM 4012	Business Economics	Sem 1&2 20 credits
BAM 4032	Finance for Business and Management	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

and are required to choose 20 credits from:

BAM 4022	Management & Organisational Behaviour	Sem 1&2 20 credits
BAM 4052	Business History	Sem 1&2 20 credits

NOTE: Students identified as requiring specialist language support will take the following module in place of BAM4202 (Professional Development and Placement 1)

SML 4012	English Language, professional and Academic Development (international)	Sem 1 & 2 20 credits
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Level 5

Entry in order after 2012/13: Progression requirements: 120 credits from Level 4, or equivalent.

Entry prior to 2012/13: Progression requirements: A minimum of 100 credits from Level 4 including BAM4202 or SML4012, or equivalent.

Core: Candidates are required to take:

BAM 5022	Financial & Management Accounting	Sem 1&2 20 credits
BAM 5102	Introduction to 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
BAM 5202	Professional Development and Placement II	Sem 2 20 credits

and are required to choose 20 credits from:

BAM 5062	Marketing Law	Sem 1&2 20 credits
BAM 5082	Business Economics for Decision Making	Sem 1&2 20 credits

Level 6

Entry in or after 2013/14: 120 credits from Levels 4 and 5, or equivalent.

Entry prior to 2013/14: Progression requirements: A minimum of 100 credits from Level 4 including BAM4202 (BAM1202) and 100 credits from Level 5 including BAM5202 (BAM2202) or FAS5002 (FAS2002), or equivalent.

Core: Candidates are required to take:

BAM 6012	Business and Management Strategy	Sem 1&2 20 credits
BAM 6022	Research Project	Sem 1&2 20 credits
MKT 6202	International Marketing	Sem 1&2 20 credits
MKT 6242	Marketing Strategy and Planning	Sem 1&2 20 credits

and are required to choose 40 credits from:

BAM 6062	Financial Management	Sem 1&2 20 credits
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BAM 6132	Business Ethics	Sem 1&2 20 credits
BAM 6142	E Business and E Marketing	Sem 1&2 20 credits
BAM 6212	Managing Change	Sem 1&2 20 credits
BAM 6202	Contemporary Business and Marketing Issues	Sem 1&2 20 credits
BAM 6002	Leadership	Sem 1&2 20 credits