

BA (HONS) BUSINESS AND MARKETING (Single Honours)**BUSAMKT**

Duration:	3 years full-time
Total credit rating:	360
Code:	N1N5
Award:	BA (Hons) 360 credits
Subsidiary awards:	DipHE 240 credits CertHE 120 credits

Level 4 - with effect from September 2023

Please refer to the prospectus for entry requirements

Core:	Students are required to take:		
BMM4123	Marketing Fundamentals	Sem 1	30 credits
BMM4133	Principles of Accounting and Finance	Sem 1	30 credits
BMM4153	People and Organisations*	Sem 2	30 credits
BMM4143	Globalisation and Social Justice*	Sem 2	30 credits

*modules containing integrated assessment

Level 5

Progression requirements: 120 credits from Level 4

Core:	Students are required to take:		
BMM5402	Professional Development & Placement	Sem 1 & 2	20 credits
BMM5412	Financial Management	Sem 1	20 credits
BMM5422	Legal Issues for Management	Sem 1	20 credits
BMM5562	Marketing Communications	Sem 2	20 credits
BMM5582	Business Research	Sem 2	20 credits
BMM5292	Services Marketing	Sem 2	20 credits

Level 5 - with effect from September 2024

Progression requirements: 120 credits from Level 4

Core:	Students are required to take:		
XXXX	Integrated Marketing Communications	Sem 2	30 credits
XXXX	Global Business Environments	Sem 1	30 credits
XXXX	Professional Development and Placement	Sem 1 & 2	30 credits
XXXX	Business Research and Analytics	Sem 2	30 credits

Level 6

Progression requirements: 120 credits from Level 5

Core:	Students are required to take:		
BMM6242	Marketing Strategy & Planning	Sem 1	20 credits
BMM6422	Business & Management Strategy	Sem 1	20 credits
BMM6582	e-business and e-marketing	Sem 1	20 credits
BMM6452	Professional Learning through Work	Sem 1 & 2	20 credits

Option: **Students are required to choose 40 credits from:**

BMM6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
BMM6482	Leadership (<i>not available for study 2023-24</i>)	Sem 2	20 credits

BMM6402	Project Management	Sem 2	20 credits
BMM6502	International Marketing	Sem 2	20 credits
BMM6552	Financial Reporting	Sem 2	20 credits

Level 6 - with effect from September 2025

Progression requirements: 120 credits from Level 5

Core:	Students are required to take:		
XXXX	Professional Learning and Practice	Sem 2	30 credits
XXXX	Strategic Marketing	Sem 1 & 2	30 credits

Options:	Students are required to choose 60 credits from the following modules		
XXXX	International Marketing	Sem 2	30 credits
XXXX	Creative Entrepreneurship and Innovation	Sem 2	30 credits
XXXX	Contemporary Issues in Sustainability	Sem 2	30 credits
XXXX	Project Management	Sem 2	30 credits
XXXX	Money, Banking and Finance	Sem 2	30 credits
XXXX	Research Project	Sem 2	30 credits