



UNIVERSITY  
of  
GREENWICH

BUSINESS SCHOOL

# Advertising and Marketing Communications

BA Hons



Greenwich Campus

[www.gre.ac.uk/business](http://www.gre.ac.uk/business)

## Why study this programme?

This exciting programme concentrates on the skills and techniques associated with the specialist area of advertising and marketing communications. The focus is on preparing students for employment in management positions in advertising and public relations agencies, as well as marketing positions within blue-chip companies. The programme provides the student with detailed knowledge of the advertising and marketing communications profession.

Though a specialist degree, the programme offers a range of generic marketing skills, such as analysis and strategy formulation and implementation, as well as people management, useful for any marketing-related role within a company. Areas covered include multimedia advertising, public relations, sales promotion and personal selling, as well as advertising.

Students benefit from innovative teaching methods provided by a range of specialist

tutors. Top executives from the world of advertising and marketing are brought in during the programme to advise on graduate opportunities. The outcome of your study will be the ability to analyse target audiences and implement integrated marketing communications campaigns. This programme offers a passport to a creative career in marketing management.

## Why study with us?

Our programmes are constantly revised to reflect current business priorities and demands of employers through business forums with local business leaders. This ensures students are trained in relevant business application.

Our staff's wealth of international business knowledge and teaching experience is combined with a commitment to support the learning of each student. Staff are involved with businesses and the local community, so they provide practical experience as part of their teaching.



The School delivers innovative ways to learn as traditional teaching is supported by online resources, within the virtual learning environment and this is supplemented by business simulation exercises and practical games. Students also have access to industry experts through guest presentations and lecturers, and the opportunity to visit companies.

All our undergraduate students have the opportunity to undertake a placement year. This enables students to establish good career prospects and earning potential. We have a dedicated team to find suitable and beneficial placement opportunities to provide work experience and valuable industry insight.

Students work on real marketing problems, as well as gaining valuable experience working in teams. Students can gain exemptions from Chartered Institute of Marketing, Market Research Society and Institute of Direct Marketing examinations. Students study at the Greenwich Campus, a collection of magnificent heritage buildings 20 minutes by train from central London. Halls of residence are close to the campus.

## What courses will you study?

Please note that courses are subject to change, so course content may be amended.

### Year 1

- The Marketing Profession (30 credits)
- Personal and Professional Development: The Marketer (30 credits)
- Marketing Principles and Planning (30 credits)
- One option from: Event Planning, Health, Safety and Risk; Business Planning and Development; Context and Regulatory Framework of Business; Introduction to Economics; Applied Business Law (30 credits)

### Year 2

- Marketing Research Tools (15 credits)
- Customer Insight and Research (30 credits)
- Marketing Communications Management (30 credits)
- Personal and Professional Development: The Marketing Practitioner (15 credits)
- One option from: Planning Events; Global Marketing Management; Marketing Management (30 credits)

### Optional sandwich year

#### Final year

- Contemporary Issues in Marketing Communication (15 credits)
- Direct, Interactive and Digital Marketing (30 credits)
- Advertising Campaign Management (15 credits)
- One or two options totalling 30 credits from: Contemporary Issues in Events Management (30); Innovation and Creativity in Marketing (15); Strategic Brand Management (15); Social Marketing (15); Global Operations and Logistics in a Marketing Context (15); Public Relations Management (15)
- One option from: Personal and Professional Development: The Marketing Manager: Dissertation; Personal and Professional Development: The Marketing Manager: Thematic Independent Studies; Personal and Professional Development: The Marketing Manager; Work Based Project (30 credits)

## Career opportunities

Advertising, public relations, sales promotions, direct marketing and marketing departments.

## Teaching and assessment

This programme is taught by a combination of lectures, tutorials, seminars, case studies and presentations. Courses combine a strong commercial orientation with academic rigour. Students are assessed through assignments, examinations and presentations. Courses are taught by University of Greenwich lecturers who combine strong industry and commercial experience with excellent academic credentials.

## Financial information

For up-to-date information on tuition fees, bursaries and scholarships, visit [www.gre.ac.uk/finance](http://www.gre.ac.uk/finance).

“The programme provided me with an excellent grounding in, and understanding of, marketing communications. This enabled me to win a place on the Institute of Direct Marketing Graduate and Supplier Scheme, working for the advertising agency Evans Hunt Scott. Joining them has given me the best possible start to my direct marketing career.”

**Sarah Cohen**

BA Hons Advertising and Marketing Communications graduate





## Key facts

**UCAS code:** NN25 G BA/MC

**Attendance:** 3 years full-time, 4 years sandwich, 4-6 years part-time

### Entry requirements:

For a full list of entry requirements, including UCAS points, please visit [www.gre.ac.uk/programmes](http://www.gre.ac.uk/programmes).

- We welcome applications from mature students and/or students with professional work backgrounds.

### How to apply:

- Full-time students apply through UCAS. For further information and UCAS deadlines, please visit [www.ucas.ac.uk](http://www.ucas.ac.uk).
- Part-time students apply online at [www.gre.ac.uk/apply](http://www.gre.ac.uk/apply).
- Applicants applying from outside the United Kingdom and Republic of Ireland should apply online at [www.gre.ac.uk/apply](http://www.gre.ac.uk/apply). For further information, e-mail [international@gre.ac.uk](mailto:international@gre.ac.uk).

## Your next step

University Open Days are held several times a year. They include a programme of talks and offer you the opportunity to speak to staff and students. You may also be given a tour of the campus. A list of dates can be found at [www.gre.ac.uk/opendays](http://www.gre.ac.uk/opendays), or contact the Enquiry Unit or International Office for further information.



Why not sign up as a Greenwich VIP and create your own Greenwich webpage, personalised to

your choice of programme and interests? Becoming a Greenwich VIP is a fast route to ordering our publications, booking an Open Day and finding out more about the university. You can also take part in chat sessions with staff and students, receive text and e-mail alerts, and enter our online competitions. Sign up at [www.gre.ac.uk/study](http://www.gre.ac.uk/study).

## For further information

To find out more about studying at the university, please contact:

Website: [www.greenwich.ac.uk](http://www.greenwich.ac.uk)

### UK students

#### Enquiry Unit

Telephone: 020 8331 9000

Fax: 020 8331 8145

E-mail: [courseinfo@gre.ac.uk](mailto:courseinfo@gre.ac.uk)

### International/EU students

#### International Office

Telephone: +44 20 8331 8136

Fax: +44 20 8331 8625

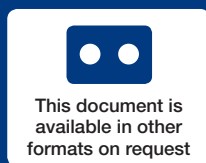
E-mail: [international@gre.ac.uk](mailto:international@gre.ac.uk)



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