

Marketing

BA Hons



Why study this programme?

As a new student entering university life, there are probably thousands of questions running through your mind. Probably at the forefront: "Which degree and where?" We at the University of Greenwich Business School have recently re-designed our marketing programmes in line with the changing environment.

We have consulted important stakeholders, such as the Chartered Institute of Marketing, Market Research Society, Institute of Direct Marketing, and students (past, current and potential), to ensure that our new BA Hons Marketing programme provides value to our students, by offering clear employability skills.

We fully understand the need for marketing students to have enhanced employability skills and, therefore, have ensured that all our courses are geared to develop those skills that employers deem essential. These include presentation, analysis, research, teamwork, communication and a knowledge of relevant software.

The BA Hons Marketing programme has been re-designed so that Year 1 covers essential marketing principles, thus building a strong foundation which can be developed and enhanced in Years 2 and 3.

Year 2 focuses on the implementation of principles laid out in Year 1. The perspective is more on the operational side of marketing, where students are expected to develop marketing mixes and undertake research. Simulation games enable students to put into virtual practice skills they have developed.

Year 3 takes a more strategic perspective and offers scope for students to specialise in specific marketing disciplines.

In designing the programme, we have considered the need for flexible learning and ensuring that students are stimulated

throughout the degree. This has been made possible with the use of WebCT (our virtual learning platform) and the use of innovative learning tools such as simulation games and research software.

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 the Chartered Institute of Marketing, Market Research Society and Institute of Direct Marketing examinations. Students on this programme study at the Old Royal Naval College buildings on the university's 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?

Year 1

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

Year 2

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

Optional sandwich year

Final year

- Personal and Professional Development: The Marketing Manager (30 credits)
- Direct, Interactive and Digital Marketing (30 credits)
- Strategic Decision Making for Marketers (15 credits)
- Contemporary Issues in Marketing (15 credits)
- Plus one or two options totalling 30 credits from: Public Relations (15); Innovation and Creativity in Marketing (15); Global Operations and Logistics in a Marketing Context (15); Strategic Brand Management (15); Social Marketing (15); Contemporary Issues in Events Management (30)

Career opportunities

Graduates from this programme can pursue careers in brand/marketing management, marketing research, consultancy or as advertising and marketing executives. Many of our recent graduates are also forging successful careers in the cutting-edge world of direct, interactive and digital marketing.





Key facts

UCAS code: N501 G BA/M

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

Entry requirements:

For a full list of entry requirements, including UCAS points, please visit 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.
- Part-time students apply online at 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. For further information, e-mail international@gre.ac.uk.

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.



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, 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.

For further information

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

Website: www.greenwich.ac.uk

UK students

Enquiry Unit

Telephone: 020 8331 9000

Fax: 020 8331 8145

E-mail: courseinfo@gre.ac.uk

International/EU students

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