

B.Sc. (Hons) Business Administration with Marketing

Marketing is a social science that emphasises the social and cultural dimensions of marketing practices. The focus of the degree delves into the technical approaches and historical developments that have shaped contemporary consumer markets. The Marketing specialisation provides students who aim for a marketing career the ability to understand consumers and realise efficient means of communication. Areas such as marketing strategy in contemporary marketing environment, consumer and organisational buyer behavior, marketing segmentation, targeting and positioning, customer relationship marketing, branding and product development, advertising and promotion, pricing and distribution and corporate social responsibility together with brand activism are covered.

As a graduate of the degree, the learner will be able to:

- use conceptual tools to analyse and evaluate marketing management issues;
- converse with the historical, political, cultural and institutional forces shaping modern marketing procedure;
- illustrate skills and competencies in creative thinking and decision-making capabilities based on contemporary marketing issues;
- build and understanding through discussion of the challenges facing marketing managers in SMEs and international business organisations;
- adapt learning to practice in the work environment.

UOL Course Code	SMI Course Code	Course Details	
BA251O	SMb20112	Employability	A
	SMb20113	Human Resource Management	W
BA252O	SMb20114	Strategic Management	A
	SMb20115	Accounting	W
BA253O	SMb20116	Operations Management	A
	SMb20117	Marketing Strategy	W
BA255O	SMb20118	Marketing Research	A
	SMb20119	Digital Marketing	W
BA351O	SMb31228	Integrating Management: Responsible Management	A
	SMb31225	Integrating Management: Innovation	W
BA352O	SMb31216	Consumer Behaviour	A
	SMb31234	Global Marketing	W
BA357O	SMb31212	European Business	A
	SMb31231	International Competition	W
BA353O	SMb31232	Brand & Branding	A
	SMb31233	Advertising and Promotion	W

MQF Level 6
Qualification

Total Credits 180
ECTS

Duration
minimum

FULL-TIME 2 years
(18 months)

Delivery Mode
In person

Conferred By



Job Opportunities

Marketing Manager
Campaign Manager
Advertising Strategy Manager
Marketing Agency Account Manager
General Manager

Structure of the Programme

A: Autumn Trimester (Oct - Dec)

W: Winter Trimester (Jan - Mar)

S: Spring Trimester (Apr - Jun)

SU: Summer Trimester (Jul - Sept)

The trimester, in which the study units are taught, may change at the discretion of the Institute.

Assessment

Each module is assessed by one two-hour written examination and one item of coursework.