



Manchester  
Metropolitan  
University

Business School

# BA (Hons) Marketing Management

Full-time, Sandwich and Exchange  
2012 Entry



The Chartered  
Institute of Marketing

Dual Award Accredited



**The BA (Hons) Marketing Management degree is designed to enable you to develop general marketing skills and acquire specialist skills in marketing communications, brand management, consumer research and relationship marketing.**

Marketing is an established profession and offers a variety of career opportunities in advertising, public relations, brand management, media planning and buying, event management, consumer research and product testing, and customer relationship management. It is a profession that brings together teams of people with diverse skill sets - from the research, project management and budgeting skills required to scope out and plan a communications campaign to the creative inspiration behind attention-grabbing images, engaging copy and memorable advertising materials.

You will study all the main marketing disciplines to enable you to determine which aspects of the profession best suit your skills set and personality. Your studies will cover both the theoretical concepts that underpin marketing practice, for example how sociological

studies have helped inform our understanding of the development of consumer culture, and assignments that will test and develop your practical marketing skills. This degree also examines the strategic and operational dimensions of international marketing and the importance of cross-cultural communication. In recent years, the media landscape has changed significantly and you will analyse traditional communication channels (newspapers, magazines, television and radio), digital media (viral marketing, search engine optimisation, html emails and social media codes) and integrated marketing campaigns that draw on a range of media.

### Special Features

- This programme has been approved and accredited by The Chartered Institute of Marketing (CIM) and counts towards 50% of the CIM Professional Diploma in

Marketing. For more information visit [www.cim.co.uk/learningzone/dualaward](http://www.cim.co.uk/learningzone/dualaward)

- The sandwich route provides the opportunity to work for a year, applying your studies to real-life marketing campaigns and 'testing' possible career paths.
- The exchange route enables you to spend a year studying abroad at one of our partner universities in the USA, Australia, Canada, China (Hong Kong), France, Germany, The Netherlands, Denmark, Italy or Spain, Cyprus, Lithuania and Holland. You can also choose to include a language as part of your degree. Arabic, Chinese, English as a Foreign Language (for students whose first language is not English), French, German, Italian, Japanese and Spanish are available through the Uniwide language scheme.

## Fact File

### Full/Part-time:

Full-time

### UCAS Codes and Duration:

N502 – 3 year full-time programme

N500 – 4 year sandwich programme

N505 – 4 year exchange programme

### Institution Code:

M40

## Course Content and Structure

The diagram below shows the structure and indicative content of this degree. We are in the process of confirming the optional units and information will be posted to the University's eProspectus when it is ready, [www.mmu.ac.uk/study](http://www.mmu.ac.uk/study)

<b>Year 1</b>			
Principles of Marketing	The Responsible Marketer	Marketing Communications Theory and Practice	Optional Unit
<b>Year 2</b>			
Consumer Behaviour and Culture	Brand Management	Direct and Interactive Relationship Marketing	Optional Unit
<b>Placement or Exchange</b> (if you take the sandwich or exchange routes)			
<b>Final Year</b>			
Strategic Marketing Management	Core Optional Unit or Research Project	Strategic Communications, Theory and Planning	Optional Unit

We regularly check the content of our courses and adapt them to ensure they prepare our students for graduate careers. Consequently, the information provided here and throughout this brochure is indicative and may change.

## Sandwich Placements

A course with a sandwich route provides the opportunity to work for an organisation as part of your degree. This work experience is commonly referred to as a placement and you are usually paid a salary by your placement employer. The placement must be a minimum of 36 weeks but will usually last for 12 months and takes place after your second year of study.

If you choose the sandwich route, our Placement Office will help you find your placement. Our dedicated team has over 25 years' experience of matching students with employers and has been rated by students as one of the top four placement services in the UK (National Placement and Internship Awards 2010 and 2011).

The services they provide include:

- Organising an annual placement and career development fair where you can meet employers who have placement opportunities and graduate vacancies.
- Advertising over 1,000 vacancies from local, national and international employers each year.
- Delivering CV workshops that provide advice and tips about what to include in a CV and how to present yourself to your best advantage.
- Providing one-to-one advice about writing cover letters, CVs and application forms for the jobs you are interested in.

- Conducting mock interviews so that you can practice your interview technique and receive feedback on your performance.

It is your responsibility to be pro-active and apply for placement opportunities. The placement jobs market is competitive and we recommend that you start researching companies and opportunities during your first year and apply for positions from the start of your second year.

When you are on placement, one of our tutors will keep in contact with you and will liaise with your employer. The placement is not formally assessed but it must be satisfactorily completed.

Research indicates that students who undertake a sandwich year as part of their studies are more employable. In 2010, 93% of Business School graduates who had completed a placement and were in employment were in graduate occupations.

For more information about our Placement Office please see [www.business.mmu.ac.uk/placements](http://www.business.mmu.ac.uk/placements)

## Assessment

This course is assessed through assignments and examinations and there may be individual and group work. Types of assessment may include report writing, essays, presentations, business reports/scenarios/case studies, poster presentations, portfolio work and reflective study activities. From the second year onwards, your marks may go towards determining the final classification of your degree from Manchester Metropolitan University. The placement year is not formally assessed but must be completed satisfactorily.

There will be a mixture of individual and group work throughout the two years of study. Types of assessment will include report writing, essay writing, presentations, business reports, scenarios and case studies, poster presentations, portfolio work and reflective activities.

“I specifically wanted to study marketing but felt that a wider range of business knowledge and skills would be beneficial. The BA (Hons) Marketing Management degree provided this opportunity, covering the principles and practices of marketing in its entirety complemented by wider learning about business management practices and commerce.”

Amy Wallace, BA (Hons) Marketing Management graduate

## Exchange

If you choose the exchange route you will spend a year studying at one of our partner universities in the USA, Australia, Canada, China (Hong Kong), France, Germany, The Netherlands, Denmark, Italy, Spain, Cyprus, Lithuania and Holland. For certain European countries (France, Germany, Italy and Spain) it is advisable that you have some basic knowledge of the language before you travel although language lessons are provided by our partner institutions.

There are many benefits to the exchange route including broadening your cultural understanding, studying at another university, having the opportunity to travel in your chosen country before or after the academic year, and developing your language and communication skills.

If you choose to study in a European country you are likely to be eligible\* for Erasmus funding and no fees are payable for the year.

*\*Students (classed as International for tuition fee purposes) undertaking any part of their academic year abroad under the Erasmus scheme will be charged full fees as stated in the University fees list.*

## Students' Experiences

“I had a brilliant experience on my placement; Lidl pushed my managerial learning to a top level which I do not feel I would have received anywhere else. It is a massive achievement to be able to put on my CV for future employment, in which I have already secured a conditional offer with Lidl.”

**Suzanna Jones,**

BA (Hons) Marketing Management  
Placement year at Lidl.

“Working for IBM has widened my knowledge of the technology sector and shown me that this is an area that I would like to work in. It has also given me experience of working in a professional environment with deadlines to meet which is valuable and should hopefully work in my favour when I come to apply for graduate positions. It has opened several doors for me career wise, whether it be further down the road with IBM, with a business partner or with another company in the technology sector.”

**Daniel Jones,**

BA (Hons) Marketing Management  
Placement year at IBM.

“A placement year at Marks & Spencers Financial Services, as a business analyst, enabled me to put theory into practice. With a combination of self determination and constant support and encouragement from tutors, I graduated with a First Class Honours, but wish I could repeat my experience over again!”

**Amy Wallace,**

BA (Hons) Marketing Management  
graduate.

## Career Development Opportunities

This course is designed to prepare you for careers such as a marketing executive within the marketing department of an organisation. A few examples of the types of first jobs graduates have gone onto and the companies employing them are:

Sainsbury's  
Marketing Graduate Trainee  
Marks and Spencer  
Business Analyst  
O2  
Marketing Assistant  
HSBC  
Equity Analyst  
Asda  
Graduate Trainee  
Toni and Guy  
Opticians Co-Creator

If you are considering starting your own business, you can use the Business School's graduate incubator, Innospace, to get you started. Visit [www.innospace.co.uk](http://www.innospace.co.uk) for more information.

## Tuition Fees and Financial Support 2012 Entry

We passionately believe that going to university is a real investment in your future. If you wish to follow a professional or vocational career and benefit from all the opportunities and rewards that this can offer, then going to university remains the best and most direct way of achieving this

### UK/EU students

Tuition fees have increased for 2012 entry because government funding for higher education has been cut. However, the existing system of loans and grants has also been extended and improved to assist students in going to university. Your fees can be paid for by applying for a tuition fee loan and you will not have to pay any fees upfront. You do not have to start making repayments on student loans until the April after you graduate and only then if you are earning over £21,000.



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The tuition fee for this programme for 2012 entry will be £8,000. If you are following the sandwich route, the cost of your placement year in 2014/15 is still to be determined. As a guide, the placement fee was £680 in 2012/13, and has historically increased by around 2.5% each year. This is subject to change, so please check our website [www.finance.mmu.ac.uk/students](http://www.finance.mmu.ac.uk/students) to determine the exact fee before you start your sandwich year.

Further information about fees, funding support and the University's £3,000 student support package for first year, full-time, first degree undergraduates whose household income is up to and including £25,000 is available from [www.mmu.ac.uk/fees](http://www.mmu.ac.uk/fees)

#### International students

The tuition fees for students who do not qualify for UK or European Union (EU) status is £10,000 (2012 entry).

There are a number of organisations that award scholarships to international students. Many of these scholarships are awarded a year in advance so you are advised to start your research at least 18 months before you plan to start your course. In addition, the University has a limited number of partial scholarships which are made through the Vice-Chancellor International Scholarships scheme. Please see [www.mmu.ac.uk/international/scholarships](http://www.mmu.ac.uk/international/scholarships) for more information.

#### Typical Entry Requirements

##### UCAS tariff points

280 at A2 or an acceptable alternative such as BTEC National at Level 3

##### Non tariffed qualifications

A relevant Access to HE Diploma will be considered for entry to this course

##### International Baccalaureate

28 points

##### Specific subjects required

##### Level 2 (eg GCSE)

GCSE grade C, or acceptable alternatives, in English language and mathematics.

##### International students

Country-specific information about many international qualifications is available on our website at [www.mmu.ac.uk/international](http://www.mmu.ac.uk/international)

##### English language requirements

International students must achieve IELTS 6.0 with a minimum score of 5.5 in each unit (or an equivalent standard in an acceptable alternative such as TOEFL).

#### How to Apply

Application for all of our full-time undergraduate programmes is through UCAS. Please submit your application online at [www.ucas.com](http://www.ucas.com).

Please contact UCAS' applicant helpline on **0871 468 0 468** if you have any queries or problems using the online application system.

#### Further Information

For information about our staff and the £75 million Business School in which you will be studying, please see [www.business.mmu.ac.uk](http://www.business.mmu.ac.uk)

Additional course and study information is available on our eProspectus, [www.mmu.ac.uk/study](http://www.mmu.ac.uk/study)

Full contact details for our Course Enquiries team, including telephone numbers and email addresses, are available from [www.mmu.ac.uk/study/undergraduate/contact](http://www.mmu.ac.uk/study/undergraduate/contact)