

# BSC (HONS) BUSINESS MANAGEMENT (MARKETING)

Top-Up Degree



## Overview of BSc (Hons) Business Management (Marketing) Top-up

By studying core modules that are common between all our **BSc (Hons) Business Management** programmes, you will be exposed to key concepts in marketing and areas such as business law, leadership and people management, strategic management and information systems and big data. This solid foundation will support your advanced studies into specialist subjects including digital marketing strategy, marketing for E-commerce and global consumer behaviour.

## Why should I choose the Marketing Pathway?

The Marketing Pathway allows you to develop an insight into various Marketing concepts and teaches you how to apply them within your current or future career.

Developing your employability is a key focus of this dynamic and flexible programme. Real-life case studies, guest speakers and industry visits are designed to help you to understand the business environment and the needs of employers in local, national and international contexts.

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### Modules

- ✓ Business Project (BMP6000)
- ✓ Dissertation (BMP6001)
- ✓ Strategic Management (BMP6002)
- ✓ E Commerce and Contemporary Marketing Practice (BMP6006)
- ✓ Global Consumer Behaviour (BMP6007)
- ✓ Integrated Digital Marketing Strategy (BMP6008)

### Career Prospects

Students can flourish within many areas of Marketing as the industry has a lot to offer. You can explore different roles such as Account Executives, Social Media roles, mainstream marketing roles as well as a profession in public relations.

### Entry Requirements

You'll have successfully completed a Foundation Degree in Business Management, or another relevant qualification with **120 credits at HE4 and 120 credits at HE5**, such as a Higher National Diploma (HND) or Diploma of Higher Education (DipHE).

If English isn't your first language you'll also need IELTS 6.0 with no less than 5.5 in any band (or equivalent).

If you have non-traditional entry qualifications or relevant work experience we will be happy to consider your application. You'll be required to attend an interview as part of the admissions process.

### Course Specification

Duration:	<b>1 year</b>
Level:	<b>RQF Level 6</b>
Awarding Body:	<b>University of Bolton</b>
Assessment:	<b>Exams, essays, reports and presentations</b>
Timetable:	<b>Weekday / Evening / Weekend Classes</b>
Intake dates:	<b>September, January, April, June</b>
Fee:	<b>£8,000 per year</b>

**£9,250 per year from September 2021**

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