

BSC (HONS) BUSINESS MANAGEMENT (MARKETING)

Bachelor's Degree



Overview of BSc (Hons) Business Management (Marketing)

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.

Apply now: www.rcl.ac.uk

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Modules

- ✓ Professional and Academic Skills Development (BMP4001)
- ✓ Business Law (BMP4002)
- ✓ Business Environment (BMP4003)
- ✓ Contemporary Issues in Marketing (BMP4004)
- ✓ Information Systems and Big Data Analysis (BMP4005)
- ✓ People and Performance (BMP4006)
- ✓ Business Management and Career Development (BMP5001)
- ✓ Leading and Managing Teams (RBM5004)
- ✓ Project Management (BMP5004)
- ✓ Enterprise, Innovation and Creativity (BMP5005)
- ✓ Financial Management and Decision Making (BMP5006)
- ✓ 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.

Once the degree has been completed, you will also receive the CMI Level 5 Diploma in Leadership and Management.

Entry Requirements

UCAS points:	104
Level 3:	Any subjects are acceptable
GCSEs:	Five at grade C or above / grade 4 to 9
IELTS:	6.0 with no less than 5.5 in any band (non-native speakers)

If you didn't study GCSEs / A-Levels and 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.

If you don't meet the entry requirements for this course, please consider applying for our **BSc (Hons) Business Management (Marketing) with Foundation Year** (UCAS code: **N551**).

Course Specification

Duration:	3 years
Level:	RQF Level 4-6
Awarding Body:	University of Bolton
Assessment:	Exams, essays, reports and presentations
Delivery:	Full Time
Timetable:	Week Days / Evenings / Weekends
Intake dates:	September, January, April, June, July
Fee:	£8,100 per year £9,250 per year from September 2021

Delivered in partnership with:



London Academic Centre