University of Hertfordshire UH

Hertfordshire Business School

Marketing

BA (Hons)

First Year (Level 4)

Semester A	Marketing Data Analysis	Principles of Marketing (CIM)	Digital Marketing Essentials *or* Language	Professional Development for Marketers
Semester B	Foundations of Economics for Marketers	Introduction to Marketing Communications	Creativity, Technology and Innovation *or* Language	

Second Year (Level 5)

Semester A	Managing People	Enhancing Employability in Marketing	Strategic Marketing Planning	Business Analysis Tools **/** Understanding Customers *or* Language
Semester B	Consumer Behaviour	Enterprise	Product Innovation (International)	Service Marketing *or* Language

Placement Year (Optional)

12-month work placement *or* two semesters study abroad *or* one semester study abroad and 6-month work placement. Examples of placement companies include: Walt Disney, BMW, Porsche, Microsoft, Toyota, Ford, Noah's Ark, BskyB and House of Commons

Final Year (Level 6)

Semester A	Business to Business Marketing	Strategic Brand Management	Market and Social Research	Option from List A
Semester B	Global Marketing Ethics and Culture	Contemporary Issues in Marketing		Option from List B

List A	List B
Language (Semester A + B)	Language (Semester A + B)
Industry Practice in Marketing	Forecasting Methods for Managers
	Sales and Key Account Management
Managing Media and Communications	
Small Business and Entrepreneurship	
Dissertation – Marketing (including Research Methods)	
Advanced Integrated Marketing Internship (including Research Methods)	

We offer five different languages – French, German, Spanish, Mandarin Chinese and Japanese – all with the option of starting at beginners level.
Students who take a language throughout their degree graduate with an award title which reflects the language studied,
e.g BA (Hons) Marketing with Spanish