

# Business and Marketing

## BA (Hons)

### First Year (Level 4)

Semester A	Accounting for Managers	Economics for Business	Principles of Marketing (CIM)	Professional Development for Marketers
Semester B	Quantitative Methods for Business	Global Perspectives in Business	Introduction to Marketing Communications	

### Second Year (Level 5)

Semester A	Managing People	Enhancing Employability in Marketing	Exploring Business Ethics	Strategic Marketing Planning
Semester B	Consumer Behaviour	Project Planning and Control	Marketing for the Small Enterprise	Cross-Cultural Management

### Placement Year (Optional)

12-month work placement or two semesters study abroad or one semester study abroad and a 6-month work placement. Examples of placement companies include: Placement companies might typically include: BSKyB Ltd, Europcar Group Ltd, Hitachi Europe, Volkswagen UK and Lee Valley Regional Authority.

### Final Year (Level 6)

Semester A	Strategic Brand Management	Leadership and Organisations	Business and Commercial Awareness	Market and Social Research
Semester B	Business Strategy	Digital Economy	Contemporary Issues in Marketing	