

# Marketing, Advertising & Public Relations BA (Hons)

## What makes Marketing, Advertising & Public Relations at Worcester special?

Equip yourself for a challenging career in the fast-paced and fast growth marketing communications industry. It is also recognised by the Chartered Institute of Public Relations (CIPR) as career-relevant. You will learn from our team of specialist academic staff and marketing communications professionals and be supported by regular career coaching. You'll engage with the Chartered Institute of Marketing (CIM) as you position yourself to enter this highly creative sector.

With its strong focus on innovation, creativity and contemporary issues (such as digital communications, social media, instant gratification and globalisation), this highly-specialised degree will signal that you are creative, focused and commercially-driven. You will be able to demonstrate your marketing communications expertise alongside the skills most valued by employers.



## Key Features of Marketing, Advertising & Public Relations BA (Hons)

- Gain insight into the related marketing communications disciplines of marketing, advertising and public relations and how they contribute to the creation of brand value
- Enhance your employability through internships, consultancy projects, a one-year paid placement and integrated coaching from experienced business leaders
- Experience international cultures and develop a global mindset through options to work and study abroad
- Work with academics and marketing communications professionals who have experience such as management consultancy or running their own businesses
- Study within a supportive learning community with access to excellent learning resources in purpose-built facilities
- A degree which is dual accredited by the Chartered Management Institute (CMI)
- Recognised from the Chartered Institute of Marketing (CIM) and Chartered Institute of Public Relations (CIPR)
- Associate Membership with the Chartered Management Institute and Chartered Institution of Marketing (CMI)
- Opportunities to engage in additional professional certifications throughout the degree

## Worcester Business School: Transforming individuals to thrive in the 21<sup>st</sup> Century

- Through a flexible, work-related curriculum that develops knowledge, skills, the ability to continually learn, think critically, reflect, innovate, act responsibly, and adapt to volatile, ambiguous, and complex situations
- Through applied learning that empowers individuals to optimise their potential
- Through meaningful engagement with business to develop professional behaviours
- Through a focus on creativity, innovation and promoting entrepreneurial thinking
- Through exposure to intercultural and international contexts to develop a global mind-set
- Through applying contemporary research, scholarship, and the latest thinking
- Through a supportive and collaborative learning community
- Through accessible learning resources and purpose-built facilities

For the latest information visit: [www.ucas.com](http://www.ucas.com)

### UCAS Codes:

NP5F – 3-Year

N5P2 – 4-Year  
[placement year]

### Requirements

112 UCAS Tariff Points,  
GCSE Maths and English  
at Grade C/4 or above

Access to HE Diploma  
Welcome

### Assessment

A wide variety of methods including case studies, market profile research projects, reports, presentations, business simulations and examinations.

### Your Career

This degree will prepare you to work on either the client or agency side of the marcomms industry. A wide range of roles exist in this sector, including:

Market Researcher

Marketing Executive

Media Buyer/Planner

Public Affairs Consultant

PR Executive

Sales Promotion

### Application Enquiries

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## Marketing, Advertising & Public Relations BA (Hons) Course Structure

Level 4			
Introduction to Business Management	Customer Insight & Marketing	Generation Digital	Data Driven Decisions (or LANG*)
Fundamentals of Personal Effectiveness			Financial Management
Level 5			
Leadership Theory and Practice	Integrated Marketing Communications	Market Insight	Essential PR
Management in Organisational Contexts		Lifestyle Marketing	PR & Campaigning
Optional: Third Year Abroad or Work Placement or Overseas Work Placement			
Level 6			
Spin Doctors & Other Persuaders	Digital & Social Media Marketing	Advertising and Digital Communications	Option

## Marketing, Advertising & Public Relations BA (Hons) Options

Year	Core	Options
1	<ul style="list-style-type: none"> <li>Customer Insight and Marketing (Double)</li> <li>Generation Digital (Double)</li> <li>Fundamentals of Personal Effectiveness</li> <li>Introduction to Business Management</li> <li>Financial Management</li> <li>Data Drive Decisions, Introduction to tutoring or optional modules from the Centre for Academic English and Skills</li> </ul>	All first-year modules are mandatory. This enables you to acquire the core knowledge and skills that you need and identify specialist topics which you will want to select in Years 2 and 3. It also means that you can switch to a different course at the end of Year 1.
2	<ul style="list-style-type: none"> <li>Management and Organisational Contexts</li> <li>Leadership Theory and Practice</li> <li>Essential PR</li> <li>PR &amp; Campaigning</li> <li>Market Insight</li> <li>Lifestyle Marketing</li> </ul>	All second-year modules are mandatory. This enables you to acquire cool marketing, advertising and public relations knowledge and skills. It will also help you identify the specialist topics which interest you going into year three.
3	<ul style="list-style-type: none"> <li>Spin doctors and other persuaders</li> <li>digital and social media marketing</li> <li>advertising and digital communications</li> </ul>	<p>A wide range of option modules are available, including:</p> <ul style="list-style-type: none"> <li>Brand Management</li> <li>Digital Business</li> <li>International Marketing</li> <li>Business Intelligence &amp; Analysis</li> <li>The Next Big Thing</li> </ul>

*Regular updates mean that exact module titles may differ. For a complete list of available modules, please visit our website: [www.worcester.ac.uk](http://www.worcester.ac.uk)*