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#### UCAS Codes:

NN15 – 3-Year

NN51 – 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:

[Marketing Manager](#)

[Product Manager](#)

[Marketing Analyst](#)

[Events Manager](#)

[Sales Consultant](#)

#### Application Enquiries

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Course Leader](#)  
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# Business & Marketing BA (Hons)

## What makes Business & Marketing at Worcester special?

Set yourself up for an exciting career in marketing. Supported by regular coaching and our professional network of academic staff, business leaders and the Chartered Institute of Marketing (CIM), you will be well placed to launch your graduate marketing career – whether you aspire to work in a marketing role or in a marketing agency. You can also develop your own business idea with our start-up support and access to our network of business mentors.

Subject expertise in marketing, alongside a grounding in contemporary business issues (such as globalisation, digital communications and the growth of social media), signal that you are a creative, customer-oriented and commercially focussed graduate. Active experience through applied projects, placement, internships and study abroad will enable you to demonstrate the business knowledge and skills valued by employers. You will work with academics and marketing specialists who have extensive experience of management, consultancy or running their own business.



## Key Features of Business & Marketing BA (Hons)

- Gain a broad insight into general management and access a wide range of optional modules that complement your development as a marketing professional
- Work with academics and marketing specialists who have extensive experience of management, consultancy or running their own business
- Contribute to knowledge creation through a research project supported by a member of our Customer Interactions Research Group
- Enhance your employability through internships, consultancy projects, a one-year paid placement and integrated coaching from experienced business leaders
- Gain experience of working on digital marketing campaigns for commercial clients through the Business School's Media Lab
- Experience international cultures and develop a global mindset through options to work and study abroad
- Gain Associate Membership of the Chartered Management Institute and accreditation through the Chartered Institute of Marketing
- Study within a supportive learning community with access to excellent learning resources in purpose-built facilities

## 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



## Business & Marketing BA (Hons) Course Structure

Level 4			
Introduction to Business Management	Customer Insight and Marketing	Data Driven Decisions (or Tutoring or LANG)	Generation Digital
Fundamentals of Personal Effectiveness		Financial Management	
Level 5			
Management in Organisational Contexts	Integrated Marketing Communications	Market Insight	Option
Leadership Theory and Practice		Social Commerce	Option
Optional: Third Year Abroad or Work Placement or Overseas Work Placement			
Level 6			
International Business Strategy	Customer Experience Management	Brand Management	Option
	International Marketing	The Next Big Thing	Option

## Business & Marketing BA (Hons) Options

Year	Core	Options
1	<ul style="list-style-type: none"> <li>• Introduction to Business Management</li> <li>• Fundamentals of Personal Effectiveness</li> <li>• Customer Insight and Marketing (Double)</li> <li>• Data Driven Decisions, Introduction to Tutoring or optional modules from the Centre for Academic English and Skills</li> <li>• Financial Management</li> <li>• Generation Digital (Double)</li> </ul>	<p>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.</p>
2	<ul style="list-style-type: none"> <li>• Management in Organisational Contexts</li> <li>• Leadership Theory and Practice</li> <li>• Integrated Marketing Communications (Double)</li> <li>• Market Insight</li> <li>• Social Commerce</li> </ul>	<p>A wide range of option modules are available, including:</p> <ul style="list-style-type: none"> <li>• Consultancy &amp; Research Methods (Double)</li> <li>• Cultivating the Entrepreneurial Mindset</li> <li>• Essential PR</li> <li>• Impactful Communications Content</li> <li>• Digital Content Systems &amp; Ecommerce</li> <li>• New Venture Formation</li> <li>• Financial Markets &amp; Investments (Double)</li> <li>• PR &amp; Campaigning</li> <li>• Responsible Business (Double)</li> <li>• Selling &amp; Sales Management</li> <li>• Lifestyle Marketing</li> <li>• Macro Economics</li> <li>• Managing Successful Projects</li> <li>• Creating a High Performance Workforce</li> </ul>
3	<ul style="list-style-type: none"> <li>• International Business Strategy (Double)</li> <li>• Customer Relationship Management</li> <li>• International Marketing</li> <li>• The Next Big Thing</li> <li>• Brand Management</li> </ul>	<p>A wide range of option modules are available, including:</p> <ul style="list-style-type: none"> <li>• Advertisement &amp; Digital Communication (Double)</li> <li>• Business Innovation &amp; Entrepreneurship (Double)</li> <li>• Consultancy or Research Project (Double)</li> <li>• Digital &amp; Social Media Marketing (Double)</li> <li>• Digital Business</li> <li>• Business Intelligence &amp; Analysis</li> <li>• Applied Economics (Double)</li> <li>• Intercultural Business Perspectives (Double)</li> <li>• Saving the Planet, One Organisation at a Time</li> <li>• Applied PR</li> <li>• Events Management</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)*