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www.ucas.com

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 inclusive and authentic assessment methods including case studies, reports, presentations, business simulations, podcasts, artifacts 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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BA (Hons) Business & Marketing

*subject to reapproval



UNIVERSITY of
WORCESTER

What makes Business & Marketing at Worcester special?

We pride ourselves on our community, our focus on employability, and our commitment to inclusivity. This course:

- Connects you to a close-knit community from day one. Small group teaching and a personal academic tutor mean you're supported every step of the way, while learning alongside students from diverse, international cultures enriches your experience. With the backing of our network of academic staff, business leaders, and the Chartered Management Institute (CMI), you'll be well placed to launch an exciting career in business and marketing.
- Embeds three pillars of sustainability, digital skills, and entrepreneurship throughout your studies, ensuring consistent opportunities to develop the skills and competencies needed for success in a modern, evolving workplace.
- Provides an inclusive approach to assessment throughout the course, using projects, portfolios, presentations, and other authentic assessment types to support your learning.
- Gives you the freedom to tailor your studies to your own interests and career aspirations through work-based and negotiated learning modules.

Accreditation



- This course has been mapped for dual accreditation with the Chartered Management Institute (CMI). You will be awarded a CMI Level 5 Certificate in Management and Leadership, in addition to your degree, upon the successful completion of the entire degree.
- You will gain Associate Membership which gives access to resources on the CMI website including but not limited to, webinars and business learning resources.
- Chartered Institute of Marketing Accredited Degree status has been awarded to the BA (Hons) Business and Marketing
- The modules in this course underpin the accreditation by ensuring coverage of key marketing themes consistent with CIM requirements and standards. As a result, students enrolled on these courses are eligible for exemptions that reduce the number of assessments required to achieve a CIM qualification.

Employability features

Fundamental to our ethos is working closely with business communities across the private, public and third sectors. Working with local, national and international companies helps build professional relationships and networking opportunities for our students.

- Achieve a qualification that is designed in consultation with employers, aligned with industry standards, and taught by experienced professionals.
- Explore the latest thinking in advertising, artificial intelligence, economics, entrepreneurship, finance, human resources, leadership, marketing, project management, public relations, and sustainability.
- Experience international cultures and develop a global mindset through options to study abroad.
- Opportunity to undertake an optional work placement year, either in the UK or abroad, between your second and third year of study.
- Take advantage of multiple short-term paid work experience opportunities through the Springboard Programme. Worcester Business School matches talented Business students with local businesses, providing valuable real-world experience throughout your studies.
- Our courses are designed to support you on 'Your Journey Towards Professional Success'. Throughout your studies, you will develop the knowledge, skills, and behaviours valued by employers through a series of professionally focused modules.
- Optional work-based and negotiated learning modules allow you to tailor your studies to your own interests and career aspirations, with the flexibility to learn in ways that suit your individual needs and circumstances.

BA (Hons) Business & Marketing Course Structure

Level 4			
Introduction to Business Management	Marketing and Enterprise	Responsible AI	Inclusive Practice
Fundamentals of Personal Effectiveness		Data Driven Decisions or modules from the Centre for Academic English and Skills	Financial Management
Level 5			
Management in Organisational Contexts	Integrated Marketing Communications	Market Insight	Option (see table below)
Leadership Theory and Practice		Social Commerce OR Lifestyle marketing	
Optional: Third Year Abroad or Work Placement or Overseas Work Placement			
Level 6			
International Business Strategy	Customer Experience Management	Brand Management	Digital Transformation
	International Marketing	The Next Big Thing	Option (see table below)

BA (Hons) Business & Marketing Options

Year	Core	Options
1 (Level 4)	- Introduction to Business Management - Fundamentals of Personal Effectiveness - Marketing and Enterprise - Financial Management - Responsible AI - Inclusive Practice	Most 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. Optional modules are: - Data Driven Decisions; or - Modules from the Centre for Academic English and Skills
2 (Level 5)	- Management in Organisational Contexts - Leadership Theory and Practice - Integrated Marketing Communications - Market Insight	Optional modules are: - Responsible Business - Entrepreneurship
3 (Level 6)	- International Business Strategy (Double) - Customer Relationship Management - International Marketing - The Next Big Thing - Brand Management - Digital Transformation	Optional modules are: - Work-Based Learning - Negotiated Learning

Regular updates mean that exact module titles may differ. For a complete list of available modules, please visit our website: www.worcester.ac.uk