For the latest information visit: **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 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:

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)

***subject to reapproval**

What makes Marketing, Advertising & Public Relations 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 marketing, advertising and PR.
- 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.
- With a strong focus on innovation, creativity and contemporary issues, 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.

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.

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

<table>
<tr><td colspan="4">Level 4</td></tr>
<tr><td>Introduction to Business Management</td><td rowspan="2">Marketing and Enterprise</td><td>Responsible AI</td><td>Inclusive Practice</td></tr>
<tr><td>Fundamentals of Personal Effectiveness</td><td>Data Driven Decisions or modules from the Centre for Academic English and Skills</td><td>Financial Management</td></tr>
<tr><td colspan="4">Level 5</td></tr>
<tr><td>Leadership Theory and Practice</td><td rowspan="2">Integrated Marketing Communications</td><td>Market Insight</td><td>Essential PR</td></tr>
<tr><td>Management in Organisational Contexts</td><td>Lifestyle Marketing</td><td>PR & Campaigning</td></tr>
<tr><td colspan="4">Optional: Third Year Abroad or Work Placement or Overseas Work Placement</td></tr>
<tr><td colspan="4">Level 6</td></tr>
<tr><td>Applied PR</td><td rowspan="2">Digital & Social Media Marketing</td><td rowspan="2">Advertising and Digital Communications</td><td>Option (see table below)</td></tr>
<tr><td>Events Management</td><td>Option (see table below)</td></tr>
</table>

Marketing, Advertising & Public Relations BA (Hons) Options

Year	Core	Options
1	• Marketing and Enterprise (Double) • Responsible AI • Inclusive Practice • Fundamentals of Personal Effectiveness • Introduction to Business Management • Financial Management • Data Drive Decisions, Introduction to tutoring or optional modules from the Centre for Academic English and Skills	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	• Essential PR • PR & Campaigning • Market Insight • Lifestyle Marketing • Management and Organisational Contexts • Leadership Theory and Practice	All second-year modules are mandatory. This enables you to acquire specialist 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	• Applied PR • Events Management • Digital and Social Media Marketing • Advertising and Digital Communications	A wide range of optional modules are available, including: • Brand Management • Digital Transformation • International Marketing • Customer Experience Management • Work-Based Learning 2 • 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***