

BA (Hons) Business (Marketing)

(Final Year top-up)

Anglia Ruskin University

Qualification

On successful completion of the programme you will be awarded a BA (Hons) Business (Marketing)

Awarding Body

Anglia Ruskin University

Course Description

Individuals who have successfully completed BTEC HND (Marketing), or equivalent, are eligible to apply for admission onto the BA (Hons) Business (Marketing) (Final Year top-up). You will develop skills and understanding specific to marketing planning and strategy, marketing communications and the role of marketers as sources of management intelligence to support effective decision making. You will also develop a range of transferrable skills that will aid you to pursue a business career or further relevant study.

Mode

Online distance learning

Course Content (Modules)

1. Contemporary Management Issues

This module seeks to introduce you to a range of contemporary issues in management and to provide you with a critical understanding of related management decision making and pressures for organisational change. The module will focus upon four decision making pressures relating to: Globalisation and the changing balance of economic power; Social and Demographic Change; Sustainable Business Practice; Ethical and social responsibility.

2. Strategic Management

This module will help you develop knowledge at the forefront of the strategic management discipline and a strategic awareness by analysing and evaluating strategic options and issues of implementation within the context of an increasingly volatile, turbulent and interconnected environment.

3. Managing Self and Others

This module will help you nurture and facilitate the development of those skills associated with

personal development and work relationships and gain an appreciation of the underlying theory linked to the module content. In particular, this will take a more advanced look at the field of CPD and managing self, and will explore the skills required to manage and lead others effectively towards performance goals.

4. Marketing Planning

This module will develop your understanding and knowledge of the marketing planning processes. You will be introduced to the processes and theoretical constructs relevant to the creation of an effective marketing plan, and will examine how to critically analyse the marketing planning process and identify recommendations for improvement.

5. Marketing Strategy

This module will introduce you to the idea of marketing as a key strategic function in contemporary organisations. Starting with an initial exploration of marketing concepts, you are then encouraged to consider the relationship between marketing and the wider corporate and business strategies.

6. Dissertation

This module will help you develop skills as an independent learner and apply research competencies to design, undertake and evaluate independent research in an organisational setting. You will be required to prepare a 10,000 word dissertation on an applied topic of your choice. This involves the application of managerial concepts and research techniques to a significant organisational issue or problem.

Assessment

You will complete five assignments of 2,000 to 4,000 words each, a learning diary and a 10,000 word dissertation.

Duration of Programme

The final year top-up has a minimum registration period of one year. The maximum study period is three years.

Entry Requirements

- BTEC Level 5 HND Diploma in Business (Marketing), or equivalent.
- English ability equivalent to an IELTS score of 6.0.

What's Included

RDI's virtual learning environment ilearn is used to deliver all resources for this course including:

- Study materials - Access electronic copies of your learning materials and important information, such as assessment instructions, whenever and wherever you are.
- Tutor support - Tutors use live chats and forums to stimulate discussions, request input and highlight external sources.
- External resources - Links to external sources can include key journal articles, your university's online library, sites of topical interest, etc.
- Discussion with other students - Forums allow students to come together, share thoughts and ideas and you can initiate topics that you want to discuss with fellow students.

Workload

We recommend an average of 12 hours study time per week for this programme.

Exemptions

No exemptions are allowed for this programme.

How to Apply

In addition to a completed application form:

- A personal statement
- Certified copies of your relevant certificates and transcripts
- Copy of your CV detailing your work history and one professional reference (if applying without A-levels)
- English language ability equivalent to an IELTS score of 6.0

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What You Could Study Next

Successful completion of the programme may allow you entry to:

University of Bradford MBA

Anglia Ruskin University MBA

BTEC Level 7 Diploma/Extended Diploma in Strategic Management & Leadership