

# BA (Hons) Business (Marketing)

## 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

You will acquire knowledge, understanding and a range of practical skills relating to key business disciplines applicable to a range of commercial and non-commercial sectors, and in a variety of geographical and cultural settings. In particular, 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)

#### Level 4

- Developing Personal and Management Skills
- Understanding the Business Environment
- Business Analysis
- Principles of Marketing
- Introduction to Finance
- People and Organisations

#### Level 5

- Managing Across Cultures
- Business Processes
- Enterprise and Entrepreneurship
- Approaches to Business Research
- Market Intelligence
- Marketing Communications

#### Level 6

- Contemporary Management Issues
- Strategic Management
- Managing Self and Others
- Marketing Planning
- Marketing Strategy
- Dissertation

#### Assessment

You will complete 23 assessments in total, comprising a mixture of assignments and exams, as well as a Personal Development Plan and a learning diary. A number of the assignments and exams will be based on a case study. You will also complete a final dissertation of 10,000 words.

#### Duration of Programme

The minimum period of registration is three years, but this may be extended to suit your individual needs for up to a maximum of six years.

#### Entry Requirements

For the full degree:

- Two 'A' level passes (or equivalent) and three GCSE passes (or equivalent), or:
- Completion of a recognised Access Programme (or equivalent).
- English language ability equivalent to IELTS 6.0, where the medium of schooling was not English.

Or, for the final year top-up:

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

Applications without these qualifications may be considered on their own merits, and you are encouraged to submit an application.

#### 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 your fellow students.

#### Workload

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

#### Exemptions

We may be able to offer you exemptions based on prior study, as this degree is also available as a final year top-up.

#### 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