

# BA (Hons) Business (Marketing) (Final Year Top-up) University of Wales



Online-based  
distance learning

## Qualification

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

## Awarding Body

This scheme is validated and awarded by the University of Wales. For further details regarding the University and its validation services, please visit [www.wales.ac.uk/validation](http://www.wales.ac.uk/validation).

## Course Description

The University of Wales BA (Hons) in Business (Marketing) is designed as a top-up for holders of the BTEC HND Business (Marketing), or equivalent, to progress to full undergraduate honours. You will undertake a rigorous study of theories, business techniques and issues and acquire the practical skills that are essential within the changing business environment to enable you to pursue a business career of further academic study.

## Mode

Online distance learning

## Course Content (Modules)

Comprises an induction and six modules:

### 1. Strategic Management

This module will help you develop the skills needed to create business plans in line with corporate strategic plans and communicate them to stakeholders. An international case-based approach to tracking businesses through the cycle of growth from start-up to mature market will be taken.

### 2. Marketing Planning

This module will provide you with understanding and knowledge of the development and use of the marketing process in different contexts. You will critically analyse the marketing process for a range of products or services.

### 3. Marketing Communication

This module will demonstrate the significance of communication as part of the marketing process. You will effectively implement a consumer focused marketing plan.

### 4. Marketing Strategy

This module will enable you to appreciate how marketing strategies can contribute to the success of the business. You will consider the 'mechanics' of marketing strategy i.e. the models and concepts that are used in developing and implementing valid strategies. In exploring how marketing strategies are developed you will engage with contemporary marketing themes and issues such as relationship marketing, branding and e-marketing.

### 5. Project Management

This module will enable you to understand the processes of project planning, financing and implementation using a variety of techniques covering:

- Effective project definition
- Activity and time planning
- Cost and quality evaluations
- Risk management
- Management and leadership of project teams

This module will introduce a good mix of operational skills and analysis of major strategic projects from around the world. This is an integrative module drawing down from a range of business functions and skills typical of the way businesses are increasingly being managed today.

### 6. Emerging Business Themes

In this module you will explore some of the current trends in business and management. These will include globalisation, sustainability, corporate governance, and the not for profit sector

### Assessment

You will complete one 24-hour assessment, which you will complete within a very short timescale similar to that undertaken in an examination and four assignments of not less than 4,000 words each. You will also complete a Learning Diary, which will require you to collect evidence and log events in your life that relate to the attainment of the learning outcomes of the module. This will be completed as part of the induction at the beginning of the programme but the assessment will be handed in towards the end of the programme.

### Duration of Programme

This programme can be studied over a minimum of 12 months, this may be extended to suit your individual needs for up to a maximum of three years.

### Entry Requirements

- HND in Business (Marketing) or equivalent.
- English ability equivalent to an IELTS score of 6.5

## What's Included

RDI's Online University **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

For this qualification we may allow you to count credit for relevant study you have already done elsewhere. Exemptions are considered on an individual basis when you submit an application form. Please note that we cannot consider work experience alone for exemptions.

## How to Apply

In addition to the completed application form:

- Copies of your relevant certificates and/or transcripts
- One suitable reference (reference form attached). Please note we can only accept academic and/or professional work references.
- Copy of your CV detailing your work history (covering the last five years)

**W** **Apply online**  
Visit our website [www.rdi.co.uk](http://www.rdi.co.uk)

**@** **Email us**  
Email [applications@rdi.co.uk](mailto:applications@rdi.co.uk)

**☎** **Call us**  
Contact us today on **FREEphone**  
**0800 COURSES / 0800 268 7737**

## What You Could Study Next

Successful completion of the programme may allow you entry to:

University of Bradford MBA  
University of Bradford MSc Marketing & Management  
University of Sunderland MBA  
University of Wales MBA  
BTEC Diploma in Management Studies (DMS)

