

- **Overview**

Our 100% online and part-time BA (Hons) Business and Marketing (Top-up) allows students who have previously completed a Foundation Degree or HND (or equivalent) in a Business-related field to top up their existing qualification and achieve a specialised BA Business and Marketing degree from a top UK university.

Developed by subject experts, the course provides students with a coherent study of business management and marketing activities within the context of an increasingly globalised environment. The topics covered also equip students with a broad knowledge of the key aspects of business and marketing as they apply to a range of business sectors.

Suitable for anyone wishing to pursue a career in business, and marketing in particular, this course will enable students to study areas such as the global business environment, business strategy, international marketing strategy and eBusiness and marketing.

- **Course structure**

The BA (Hons) Business and Marketing (Top-up) is made up of the following modules and, upon completion, is equal to a total of 120 credits.

- **Level 6 modules:**

International Marketing Strategy (15 credits) *
Business Strategy (15 credits) *
Global Business Environment (15 credits) *
Marketing Research (15 credits) *
Advanced Business Project (30 credits) *
eBusiness and Marketing (15 credits)
Services Marketing (15 credits)
Business Law (15 credits)

**\* These modules are core and must be passed in order to achieve the award.**

- **Course Duration:** 16 Months
- **Mode:** Online

- **Entry requirements**

In order to start the BA (Hons) Business and Marketing (Top-up) course, you must have completed one of the following within the last five years:

- A relevant Foundation degree from University of Essex Online or another recognised institution
- Two years of a relevant BA (Hons) degree from a recognised institution
- A relevant Higher National Diploma (HND) from a recognised institution

If English is not your first language, your English ability should be equivalent to IELTS (Academic) 6.0. If you do not hold an IELTS or equivalent qualification, we require students to pass a free online English test.

You don't need to prove your knowledge of English if you're a national of, or if you have completed a qualification equivalent to a UK degree in, any of these countries.

You must pass your first assignment set during the two-week induction period in order to continue with your studies.

**\*You are required to pass your initial assignment set during the first 21 days of the course in order to continue with your studies**

- **Assessment**

We adopt an assignment-based approach to assessment instead of exams.

You are always aware of your current provisional grade right from the start of the programme, allowing you to evaluate the success of your current study methods and clearly identify areas to improve.

We believe that this transparency gives you the information you need to make the most of your course. We achieve this by:

- showing your marks clearly in your gradebook, which can be viewed whenever you log onto the learning platform
- the rapid turnaround of work assessed to ensure that your gradebook is always up to date
- assessing your work throughout the module rather than waiting for end of year exams
- ensuring you have regular contact with your Student Adviser
- the simplicity and transparency in the design of our assessment criteria

We also have a policy of ensuring that work submitted by students is authentic. As well as the fact that all work is frequently assessed, we use a well-established electronic monitoring system to check for plagiarism.