

- **Overview**

Our BA (Hons) Business and Marketing degree online equips you with a broad-based and thorough understanding of the rapidly changing environment and operations of modern business and market promotion.

The business modules introduce you to increasingly complex problems and encourage you to apply your knowledge and understanding to develop innovative solutions. The marketing modules further your understanding of the role of the marketing function in organisations and allow you to study specialist topics such as e-business marketing and business-to-business marketing.

This course contributes to your career development as you explore concepts such as consumer analysis and the planning and implementation of marketing programmes. The wider skills and knowledge gained from the business modules also prepares you for many different career paths as it provides you with a solid grounding in research, reporting, analysis and presentation.

- **Course structure**

The BA (Hons) Business and Marketing degree is made up of the following modules and, upon completion, is equal to a total of 360 credits.

- **Level 4 modules:**

Fundamentals of Effective Learning (15 credits) *
Business and Management Skills (15 credits) *
Fundamentals of Marketing (15 credits) *
Human Resource Management (15 credits) *
Introduction to Finance (15 credits) *
Business Environment (15 credits) *
Core Skills and Employability (30 credits) *

- **Level 5 modules:**

Business Planning (15 credits) *
Marketing and Sales Management (15 credits) *
Operations Management (15 credits) *
Consumer Behavior (15 credits) *
Marketing Communications (15 credits) *
Project Management (15 credits) *
Business Investigation (30 credits) *

- **Level 6 modules:**

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

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

- **Course Duration:** 48 Months
- **Mode:** Online
- **Entry requirements**

We have flexible entry requirements that look at both your academic and work-based experience. There are two entry routes onto our BA (Hons) Business and Marketing degree programme:

1. Academic Entry Route

In order to satisfy the Academic Entry Route requirements for our BA (Hons) Business and Marketing degree programme you must have the following qualifications as a minimum:

- Two A-levels, or equivalent; plus
- If English is not your first language, IELTS (Academic) 6.0 or equivalent.
- 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 are required to pass your initial assignment set during the first 21 days of the course in order to continue with your studies**

2. Work Experience Entry Route

To apply for the BA (Hons) Business and Marketing degree via our Work Experience Entry Route you must meet the following criteria:

- GCSE Maths and English at grade C or above, or equivalent;
- Three years' relevant work experience; plus
- If English is not your first language, IELTS (Academic) 6.0 or equivalent.
- If you do not hold an IELTS or equivalent qualification, we require students to pass a free online English test.

- Assessment

We adopt an assignment-based approach to assessment instead of exams. Business and Marketing assignments are based on real-life work experience and assessed by tutors on an ongoing basis.

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.

On successful completion of your Bachelors degree in Business and Marketing, you will be invited to attend a graduation ceremony at the University of Essex, Colchester Campus.