



LONDON
METROPOLITAN
UNIVERSITY

IN PARTNERSHIP WITH



Business Management and Marketing BA (Hons)

2020/21

Business Management and Marketing BA (Hons)

About this course

This innovative degree will provide an in-depth understanding and expertise in both business management and marketing.

With special insights into how marketing and business work simultaneously, you will develop the skills and knowledge required for a business management career, or a role as a professional marketer.

Why study with London Metropolitan University?

- Study in the heart of London, Birmingham or Manchester.
- Small and personal class sizes.
- Evening and weekend study options available.
- Careers and ACE (Academic Community of Excellence) teams available for advice and support

What you'll study

During this three-year course, you will study a range of modules to broaden your knowledge of business management and marketing. Academic and personal skills will also be developed, such as academic writing and project management.

Modules include The Business Environment, Principles and Practices in Marketing, Theory and Practice of Selling, and Marketing Planning and Strategy. Once you have completed your modules, you will have the chance to develop a business plan and complete a research project (dissertation) at the end of your course.

Careers and further study

On completion of this course, you'll have improved your career opportunities in commercial, third and public sector organisations. The course is the perfect preparation for entry into graduate schemes in business and marketing.

Roles you could go into include:

- Business development manager
- Digital marketing executive
- Business research consultant
- Recruitment consultant
- Marketing communications executive
- Sales manager
- Human resources manager
- Marketing communications executive and many more

Our course will also prepare you for postgraduate studies, including possible study for a specialist masters in marketing or an MBA.

Contact us

Our helpful admissions team is happy to talk to you about your study options including student finance and course details.

Email: home.enquiries@qa.com

Tel: (+44) 020 3925 1206

Business Management and Marketing BA (Hons)

Level	Undergraduate degree
Duration	Three years
Location	London, Birmingham and Manchester
Intakes	November, March, July
Tuition fee	£9,250 (per annum)
Mode of study	Full-time: Daytime, or evening and weekend Classroom based*
Teaching hours	You will have lectures, workshops and tutorials totalling nine to 12 hours per week. You are also expected to complete independent study totalling 28 to 31 hours per week.
Assessment method	Coursework only
Entry requirements	96 UCAS points: <ul style="list-style-type: none"> • Minimum of grades CCC in three A Levels in academic or business subjects (or equivalent level 3 qualification) • GCSE Mathematics at Grade C/4 or equivalent
English language requirements	IELTS 6.0 with no component less than 5.5 in each band, or equivalent. English Language GCSE at grade C/grade 4 or above (or equivalent). Note: Applicants will be accepted on the basis of achieving the equivalent of IELTS 6.0 on the QA English test and a minimum score of 8 on the QA maths test.

Example modules

All modules are worth 30 credits unless stated otherwise.

Year one

- Business Decision Making
- Principles and Practices in Marketing
- Fundamentals of Management
- Personal and Academic Development (15 credits)
- The Business Environment (15 credits)

Year two

- Business Research Methods
- Communications and Digital Marketing
- Serving Customers in Global Markets
- Theory and Practice of Selling (15 credits)
- Creating a Winning Business 1 (15 credits)

Year three

- Achieve your Potential (15 credits)
- Management Dissertation
- Marketing Planning and Strategy
- The Practice of Management
- Project Management (15 credits)

Teaching locations

London*, Birmingham and Manchester.

*Your classes will be taught at one of our centres in central London.

For more information on our teaching locations please visit:

qahighereducation.com/locations

All teaching locations are easily accessible via Tube, rail and bus networks. Our team will contact you with any changes to teaching locations at the earliest possible opportunity.

The information provided within this publication is accurate at the time of print in May 2020 and London Metropolitan University and QA will use all reasonable efforts to deliver the programmes as described.

London Metropolitan University partnership

The Business Management and Marketing BA (Hons) is awarded by London Metropolitan University. The programme is taught by QA, a UK higher education provider.

Ready to apply?

To apply and for any questions regarding the programme, entry requirements, or studying with London Metropolitan University and QA, please contact us and one of our team members will be happy to help.



Contact us

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qahighereducation.com/londonmet-bmm