



# Business & Marketing

BSc (Hons)

## Quick Facts

**Campus:** London

**Duration:** 3 Years or 4 years with foundation year

**Available Starts:** September, January

**UCAS Code:** NN15 - 3 years, NN13 - 4 years with foundation year

**Tariff Points:** 104 UCAS tariff points

**Institution code:** L63

# People with marketing know-how are vital to just about every business or organisation.

There is always a high demand for skilled marketing graduates. Study for our honours degree and you'll gain the skills and knowledge businesses really need, opening up your career options.

At ARUL we realise that the marketing function of an organisation is a dynamic, creative and fast moving process. The syllabus evaluates the key marketing skills of forward thinking, communication, and originality, whilst building core knowledge in the areas of branding, brand management, market research methods, consumer behaviour and digital marketing. Our lecturers are experts in their fields and all have industry experience.

With the growing importance of the online campaign, you will also consider the role of digital marketing in marketing strategy and the key metrics for measuring effectiveness. With marketing knowledge and skills grounded in key business concepts, this degree lays the balanced foundations for a successful career.

## Associated careers

In today's tough jobs market, graduates need to stand out from the crowd to successfully secure that all important first full-time job after university. We believe your degree from ARU London will definitely enhance your employability. The course will prepare you for a career in marketing management in sectors such as FMCG, financial services, telecoms and tourism. You might choose to focus on a specialist area such as advertising and sponsorship, brand and product management or digital marketing. On the other hand, some roles involve the whole marketing mix, job titles to look for include Marketing Executive, Marketing Officer, Marketing Assistant and Brand Manager.

## Assessment

We'll assess your progress through a variety of methods from coursework, group assignments, activity-based assignments and exams. You can expect to partake in on-going problem-solving activities, projects and presentations. You'll also be able to access support material through our ARU Virtual Learning

## Module Guide

### Year 1

- Business Environment
- Academic and Professional Skills
- Economics for Business
- Business Finance

### Year 2

- Legal Aspects of Business
- Managing Human Resources
- Principles and Practice of Marketing
- Marketing Communications

### Year 3

- Consumer Behaviour
- Business Strategy
- Digital Marketing
- Major Project

Environment (VLE). All assignments are designed with your career progression in mind and give you opportunities to develop and improve transferable skills employers look for.



## Skills & development

Key marketing skills of forward thinking, communication and originality.

Core knowledge in the areas of brand management, digital marketing and market research methods.

Growing importance of online campaign and social media marketing.

The key metrics for measuring effectiveness.

Marketing knowledge and skills grounded in key business concepts.

## You will benefit from

Balanced foundations of skills and knowledge for a successful career.

Understanding of current marketing trends and campaigns.

Ability to think outside the box.

To be creative, innovative and at the same time strategic.

During your studies there will be the opportunity to participate in the Employability Scheme with the specific objective of enhancing your future employment prospects. This includes CV workshops, interview techniques, career counselling and visits from prospective employers.