



University of
Central Lancashire
London

BSc (Hons)

Business and Marketing

ENTRY REQUIREMENTS

96 UCAS tariff points
from 3 A Levels or
equivalent, eg CCC.

DURATION

3 Years

START

September, January, May

DELIVERY

Campus Taught

Course Overview

Our Business and Marketing degree provides a comprehensive foundation in business principles while honing your skills in key marketing areas such as digital marketing, consumer behavior, and branding. You'll gain practical experience in business finance, human resources, and marketing communications, helping you discover your ideal career path in the dynamic fields of business and marketing.

Key Features

- Our teaching is guided by current industry practices and research in business management and marketing, ensuring you receive relevant and up-to-date knowledge.
- The program offers a comprehensive curriculum that combines core business principles with specialized marketing skills, preparing you for diverse roles in business and marketing sectors.
- You will benefit from a variety of assessment methods that reflect real-world business and marketing scenarios, such as campaign development, market research, and strategic planning.
- The course includes practical experience with modern marketing techniques, digital tools, and business management strategies to develop solutions that address industry needs.
- You will engage with industry professionals and gain insights into current market trends and practices, enhancing your networking opportunities and career readiness.
- The program emphasizes employability skills and personal development through tailored support, career-focused assignments, and opportunities to earn the Employability Award.

Modules

Year 1

- Academic & Professional Skills
- Introduction to Business
- Economics for Business
- Business Finance

Year 2

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

Year 3

- Executing Business Strategy
- Consumer Behaviour
- Digital Marketing
- Undergraduate Project (Business Contexts)

Career Paths

The BSc (Hons) Business and Marketing Course offers you choices to pursue a wide range of careers, or to specialise as a postgraduate, including:

- Advertising Account Manager
- Copywriter
- Market Researcher
- Marketing Executive
- Media Planner or Buyer
- Social Media Manager
- Event Manager
- Public Relations Account Manager
- Product Manager