

BSC (HONS) BUSINESS AND MARKETING WITH FOUNDATION YEAR

Awarding Institution: **ANGLIA RUSKIN UNIVERSITY**

Awarded Degree: **BSC (HONS) BUSINESS AND MARKETING WITH FOUNDATION YEAR**

Duration: **4 YEARS**

COURSE OVERVIEW

Study to become a highly-skilled marketing graduate with a Business and Marketing degree. Gain the skills and knowledge businesses need, opening up your career options.

At ARU London, they know that the marketing function of any organisation is dynamic, creative and fast-moving.

Their curriculum evaluates the key marketing skills of communication, originality and 'forward-thinking', while building your core knowledge in the areas of branding, brand management, market research methods, consumer behaviour and digital marketing.

With the growing importance of the online campaign, you'll also consider the role of digital marketing in marketing strategy and key metrics for measuring effectiveness.



MODULES

Year 0 (Foundation Year)

- Research Skills 1 + 2
- Professional Communications
- Data Skills
- Global Debates
- The Pitch Project
- Personal Development

Year 1

- Sustainable Business in the Contemporary Environment
- Academic and Professional Skills
- Business Finance
- Economics for Business

Year 2

- Sustainability in Career Development
- Business and Corporate Law
- Managing Human Resources
- Resourcing the Organisation
- Principles and Practice of Marketing

Year 3

- Executing Business Strategy
- Consumer Behaviour
- Digital Marketing
- Undergraduate Major Project Leadership

JOB PROSPECTS

- Human Resource Officer
- Office Manager
- Marketing Executive
- Marketing Officer
- Marketing Assistant
- Brand Manager

