



University of Roehampton (London)

Business Management and Marketing

Study details

Course type: Bachelor's degree

Degree: BSc (Hons) Business Management and Marketing

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 15 000 - 17 000 GBP

Reg. fee : N/A GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Sep

Requirements

Entry requirements

Roehampton English Language Test

- Undergraduate degrees - mapped to IELTS scores

TOEFL IBT

- Undergraduate degrees - 80 overall with a minimum of 17 in listening and writing, 18 in reading and 20 in speaking

IELTS Academic

- Undergraduate degrees – 6.0 overall with a minimum 5.5 in each component

Cambridge Advanced Certificate

- Undergraduate degrees – 169 overall with a minimum of 162 in each component

Cambridge Proficiency Certificate

- Undergraduate degrees – 169 overall with a minimum of 162 in each component

All applicants that require a Tier 4 visa must also meet the minimum English Language requirements before we can issue a Certificate of Acceptance for Study (CAS) that is needed to apply for a Tier 4 visa.

Academic requirements

Along with a complete application, EU and international applicants are required to submit various supporting documents. These include:

- Academic qualifications (certificate and transcript)
- Valid English language qualification
- Personal statement
- Two references

Accommodation

Facilities

- 24-hour computer room. Whitelands is able to boast an on-site 24-hour computer room for all Whitelands students to use.
- Quiet Study Area and Manresa Hall.
- College Kitchen & Student Lockers.
- Sports Field and Grounds.
- Catering On-Site.

Accommodation Fees

- £163.00 to 210.00 pw

Speciality

Pathways International Foundation Programme and International Year One are available

4 years : Full-time - with Foundation Year entry

Additional information

Degree Overview

The course focuses primarily on how businesses need to present themselves in increasingly competitive and disruptive customer environments. Alongside specialist marketing knowledge, you will build your understanding of managing people, operations, logistics and finance. You will learn how businesses need to operate effectively and responsibly in culturally diverse markets. You will have the opportunity to focus on your future employability by building your academic, leadership and management skills and practicing them in problem-based team activities and scenarios. You will

acquire an understanding of consumer behaviour, and develop expertise in digital marketing a key growth area in a knowledge-based economy. You will also cultivate a deeper understanding of the key areas of branding and marketing in a global context, learning to tailor the delivery of your messages to your chosen target market. This programme is dual accredited to a CMI qualification. Upon successful completion of the programme, Roehampton on-campus students, will be eligible for a CMI L5 qualification in Management and Leadership (subject to passing the required mapped CMI modules and CMI moderation. In addition, we are a Graduate Gateway institution with the Chartered Institute of Marketing (CIM) and our degree has been mapped against CIM qualifications to apply exemptions for modules. This provides you with an opportunity to gain a professional marketing qualification alongside your degree.

Study Reasons

- You will be equipped to work in a wide range of marketing roles, either in an agency or the marketing functions of an organisation. You will have the skills to work as an advertising executive, marketing manager or communications manager or in another marketing-related role.
- Our careers team is available to support you from the start of your studies until after you graduate. They will help you build your CV, prepare for interviews, and meet and learn from successful graduates working at the top of their careers. You'll also have opportunities to work with our partners across London and beyond, and to attend a Roehampton jobs fair where you can find out about graduate opportunities and meet employers.