



The University of Law (Birmingham)

Business Management with Marketing

Study details

Course type: Bachelor's degree

Degree: BSc (Hons) Business Management with Marketing

Study mode: Full time

Duration: 48 Month

Cost of study

Cost : 17 550 GBP

Reg. fee : N/A GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Sep

Requirements

English language requirements

- **IELTS:** 6.0 overall (min. 5.5 in each component)
- **Cambridge First /Advanced/ Proficiency:** 169 overall (min. 162 in all skills)
- **TOEFL iBT (not 'MyBest Scores'):** 60 (min. 11 in L, 12 in R, 20 in W, 17 in S)

If you don't have any of the Alternative English Language Qualifications listed above, University of Law offers English Test (ULET) to meet your English Language condition.

- **The University of Law English Test (ULET):** 6.0 overall (min. 5.5 in all skills)

The Certificate of Complete Secondary General Education is not acceptable for entry to this degree.

Accommodation

FACILITIES

- Café
- Student Common Room

- Library
- Free Wifi
- Computer suites
- Silent study area
- Workshop rooms
- Mock courtroom

Average cost per week London: 200 – 300 GBP

Speciality

Foundation Year is available

Additional information

Course Details

The BSc (Hons) Business Management with Marketing is ideal for those interested in a future career in Business or Marketing. The programme offers students a detailed grounding in business and the more specialist concepts of marketing management. Students will study the relational nature of marketing and how strategic marketing planning and marketing communications can help aid the success of a business organisation.

Year One of the course will provide students with a clear understanding of the foundations of business alongside the fundamentals of marketing. In Years Two and Three we explore the more specialist concepts and applications of marketing management. In particular, students will examine business in a global context as well as digital marketing communications.

The teaching style and approach to learning will ensure that you graduate from this BSc Business Management with Marketing course with the required level of business management and marketing knowledge to add immediate value to any organisation. You may also prefer to continue your studies in this area by undertaking one of our postgraduate courses in:

- MSc Strategic Business Management
- MSc Project Management