



De Montfort University

Advertising and Marketing Communications

Study details

Course type: Bachelor's degree

Degree: BA (Hons) Advertising and Marketing Communications

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 16 250 GBP

Reg. fee : N/A GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Apr/Jan/Nov/Sep

Requirements

English language requirements

If English is not your first language an IELTS score of 6.0 overall with 5.5 in each band (or equivalent) when you start the course is essential.

- IELTS 6.0 for Art and Design, Business, Computing and Engineering courses
- IELTS 6.5 for Law courses
- IELTS 6.0-6.5 for Humanities and Media courses
- IELTS 6.5-7.5 for Science courses

Certificate of Secondary School Education

Accommodation

Whether you are hosting an international conference, a live music performance, organising a meeting or arranging a celebration, you'll find the perfect space conveniently located with service to match.

- Dance Studio Hire
- Conferences
- Exhibitions and fairs
- Filming & production locations
- Meetings, workshops & training rooms
- Performances and productions
- Special occasions and celebrations

Speciality

Placement fee: £1,850

Pathways Available

International Foundation Certificate | International Year One | International Year Zero

Additional information

Degree Overview

Providing a solid theoretical underpinning of marketing as a discipline and how organisations use it, this programme will build upon contemporary techniques to provide knowledge and skills that are directly relevant and applicable to employers and industry best practices.

Accredited by the Chartered Institute of Marketing (CIM), the Institute of Data & Marketing (IDM) and the Chartered Institute of Public Relations (CIPR), this programme provides live industry campaigns on which you can apply your learnings and demonstrate your creativity, on top companies and brands such as Pall-Ex, Aston Martin, Samsung and Next. With opportunities to participate in creative pitch competitions such as X-Culture and the CIM The Pitch, students from this course have reached the finals of these cross-university competitions every year for the last two years.

Taught by industry practitioners with real-world experience, our lecturers have worked both agency and client-side at big-name companies across business and consumer brands. You will also have the opportunity to take a placement year in industry, with previous students having secured placements at the likes of Bosch and Samsung.

Study Reasons

CIM and IDM accreditations offer opportunities to gain significant exemptions from professional qualifications, depending on your module choice.

With a marketing degree you could find yourself developing new products, analysing buyer behaviour, deciding the future marketing strategy for many household names or developing a digital communications campaign for a big brand.

A degree in Marketing opens up a whole range of career opportunities such as digital marketing, brand management, advertising and marketing communications, public relations, customer insight or market research.