



## University of Kent

### Business and Marketing

#### Study details

**Course type:** Bachelor's degree

**Degree:** BSc (Hons) Business and Marketing

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 20 700 EUR

**Reg. fee :** N/A EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

Apr/Jan/Sep

#### Requirements

### GCE/GCSE

The minimum requirements are:

- five passes at GCSE grade C (or grade 4) or above, including English Language or Use of English (IGCSE English as a Second Language, grade B or grade 6), and at least two subjects at A level OR
- three passes at GCE A level and a pass at grade C (or grade 4) or above in GCSE English Language or Use of English.

Offers are normally based on achieving three A levels or equivalent at Level 3, although some University subject areas may specify differently. You must have a minimum of two A level equivalents at Level 3 in two subjects (ie two A levels or one vocational double award).

We base offers on a combination of GCSE/AS/VCE A level/A level/other qualifications or predicted grades, your personal statement and reference.

See our GCSE conversion table to understand how A\* to C grades are matched with the numerical system.

### Other qualifications

We are happy to consider other qualifications on a case-by-case basis, including the following qualifications, providing they demonstrate a satisfactory standard and include a pass in English at the equivalent of GCSE:

- Scottish (SQA) higher/advanced higher qualifications
- Irish Leaving Certificate
- European Baccalaureate Diploma
- Certificate in Education
- university degree
- Advanced International Certificate of Education
- Advanced Placement (AP) – a minimum of two full APs is required
- Overseas certificates (including some other European Union (EU) countries)
- Higher School Certificate of Matriculation of approved overseas and EU authorities
- American High School Diplomas if accompanied by two full AP passes
- School Certificates and Higher School Certificates awarded by a body approved by the University
- matriculation from an approved university, with a pass in English Language at GCSE/O level or an equivalent level in an approved English language test
- Kent's foundation programmes, provided you meet the subject requirements for the degree course you intend to study

## Subjects accepted for the General Entry Requirement

- Kent generally accepts any A level syllabus approved by the AQA, OCR, WJEC and Edexcel and CIE awarding bodies, though we regard some subjects as more suitable than others.
- We do not accept the more vocational subjects if offered as one of only two A level passes.
- We count subjects with a significant overlap as one subject.
- We may accept two mathematical subjects at the same level provided that the course syllabuses were substantially different (for example, a combination of Pure and Applied Mathematics or of Mathematics and Further Mathematics). We will accept papers in Mathematics and Further Mathematics set on the SMP syllabus. A level 'Use of Mathematics' is not accepted by some degree subjects as meeting requirements for a specific grade in A level Mathematics.
- Some academic schools **may** take into consideration passes in Level 2 functional skills communication and numeracy where you cannot meet the matriculation requirements for English and Maths at GCSE level. However, you are advised to try to retake GCSE English and Mathematics as these will provide a better preparation for studying at university.

## English Language Requirements

Level	CEFR	IELTS Equivalent
Good	B2	6.0 with a minimum of 5.5 in each component
Very Good	B2	6.5 with a minimum of 5.5 in each component
Excellent	C1	7.0 with a minimum of 7.0 in each component

## Accommodation

### Accommodation

- Fully furnished room
- Self-catered or meal plan options available
- Wi-Fi and utility bills included
- Free membership to Kent Sport
- 24/7 security and support
- UoK is partnered with UniKitOut for students essentials

## Speciality

**Pathways Available:** International Foundation Year | International Year Zero

## Additional information

### Degree Overview

A BSc in Business and Marketing will kickstart your career in marketing whilst keeping your options open to develop expertise in other areas of business too.

This course will help you to develop an understanding of cutting edge theory and industry-relevant practical skills in handling social media, web material, advertising, and broader brand development. Alongside marketing topics you'll also learn essential areas of general business like HRM or operations management to putting the role of a marketer in context.

You'll learn through a mix of lectures, seminars, and practical sessions delivered by our world-leading academics giving you the right mix of skills to succeed no matter your career path.