



De Montfort University

Business and Marketing

Study details

Course type: Bachelor's degree

Degree: BA (Hons) Business and Marketing

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

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

Effective marketing strategies and up-to-date business knowledge are key to the success of any modern company, which is what you will be studying in this degree course.

In the first year you will ground your learning in the field, covering a broad range of skills. During your second and third years you will have the opportunity to tailor your degree to suit your interests and career aspirations, in areas such as contemporary business practice, contemporary marketing, market research, and advertising.

This is an accredited course by the Chartered Institute of Marketing (CIM), which means graduates leave with a degree that is recognised by one of the world's leading professional marketing bodies that's respected industry wide.

Employability is a key feature of what DMU offers and students are given the tools to boost their prospects through the dedicated faculty careers and placement team, which helps students gain work experience ranging from short-term internships to year-long placements and graduate jobs.

Study Reasons

The chance to study at a CIM Accredited Study Centre and an Institute of Data and Marketing Key Educational Partner. Studying this course will allow you to gain significant exemptions from CIM professional qualification on top of your degree (subject to module choice)

Placement?opportunities with local, national and global companies. Previous students have landed roles in brand marketing at Goodyear Dunlop and Puma, as a sales intern with Tata Technologies and in product marketing at Vauxhall.