



## University of Roehampton (London)

### Marketing

#### Study details

**Course type:** Bachelor's degree

**Degree:** BSc (Hons) 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

You'll learn all about how to use marketing to respond to the needs of the digital economy and the constantly changing expectations of social media-savvy consumers. You'll gain in-depth knowledge of a range of marketing strategies and tactics used by organisations to achieve their business goals. You will learn about the theories behind key marketing decisions, such as the pricing of goods and services and will develop the skills to turn your creative ideas into a reality, with opportunities

to develop briefs and work to timelines and restrictive budgets. Covering the fundamentals of branding, you'll also learn about marketing communications strategies, ethical issues in global marketing, and the evolving nature of digital marketing. Over the course of your degree, you will develop the skills needed to run your own marketing communication campaigns, create unique brand identities and foster competitive advantage, while also considering the ethical and sustainability issues that come into play in devising effective marketing campaigns. University of Roehampton is 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 an industry recognised, professional qualification alongside your marketing degree. Our academic staff have extensive experience of business and will support you to connect your learning to the realities of marketing. Your Academic Guidance Tutor will also be there to guide your learning and career development, and you'll have access to our extensive employability events.

## Study Reasons

- You will be well equipped to work in a marketing role, either in a communications agency or an in-house marketing department. You could also progress to further study with us on our MSc Global Marketing.
- In preparation for your future career, you'll develop many skills employers value, including the ability to identify and solve business problems, and communicate your ideas with impact. When you graduate you will have a deeper understanding of the key areas of sales, advertising and PR in a global context, and learn how to tailor the delivery of your messages to your chosen target market.
- 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.