



## Bangor University

### Marketing

#### Study details

**Course type:** Bachelor's degree

**Degree:** BSc (Hons) Marketing

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 19 000 GBP

**Reg. fee :** Included GBP

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Sep

#### Requirements

GCSE Maths at grade C/4 required if not demonstrated by the Level 3 qualification.

Offers are tariff based, 104 - 136 tariff points from a Level 3 qualification\* e.g.:

- A Levels: General Studies and Key Skills not normally accepted
- BTEC National Extended Diploma: DMM - DDD
- Cambridge Technical Extended Diploma: DMM - DDD
- International Baccalaureate Diploma: accepted
- Access: pass required
- Welsh Baccalaureate: We will accept this qualification in conjunction with other level 3 qualifications
- T Levels: T Levels in a relevant subject considered on a case-by-case basis
- Extended Project Qualification: Points can include a relevant Extended Project (EPQ) but must include a minimum 2 full A-levels, or equivalent.
- International Candidates: International Candidates: school leaving qualifications that are equivalent to A levels/Level 3 and/or college diplomas are accepted from countries worldwide (subject to minimum English Language requirements)

#### Accommodation

- Individual single study bedrooms.
- Single sex only, alcohol-free and quiet accommodation available.
- Choice of en-suite private bathroom or shared bathrooms.
- Fully equipped self-catered facilities, allowing you to prepare your own meals.
- Option to purchase meals on-campus at a variety of cafes/restaurants.

- All Halls within walking distance of the campus.
- Senior Wardens on duty, plus, a team of friendly student 'Mentors' and 24/7 Security Staff (24 hours a day, 7 days a week).
- All-inclusive rent includes internet, heating, electricity, water bills, all maintenance and contents insurance.
- Rent also includes gym membership and Campus Life events programme. Campus Life events like sports events, movie nights, BBQ's, cooking classes, quiz nights, exciting trips etc to help students get the most from their time in Halls.

## Speciality

This course is available with a Placement Year option where you will study for 1 additional year. The Placement Year is undertaken at the end of the second year and students are away for the whole of the academic year.

IY0 (Business and Management)

## Additional information

## Marketing

By undergoing this module at Bangor University for a degree in Marketing, students will develop skills and knowledge of the essential strategic and operational aspects of marketing, and you will obtain an awareness of the external marketing environment.

## Degree Overview

Strategic and operational aspects of marketing involve the formulation of marketing strategies, managing the marketing function and its positioning related to other key business functions, advertising and branding, customer relations management, applications of information technology, and e-marketing. The external marketing environment surrounds consumer behaviour and consumer psychology, marketing communication, public relations, and market research. This course programme also provides coverage across a wide range of business and management subjects, developing knowledge and understanding of organisations, their management, and the changing external environment in which they operate.

## Study Reasons

- All single honors students taking degrees within Bangor Business School, including this Marketing degree, follow the same modules in year 1, so students are allowed to change to another Business School degree anytime up to the start of year 2.
- Bangor University arrange a varied programme of guest lectures. Recent speakers have included the Chief Executive of the Scottish Premier League, the Chief Operating Officer of No. 10 & 11 Downing Street, and the Head of IT Security at HSBC.