



## Bangor University

### Business & Marketing

#### Study details

**Course type:** Master's degree

**Degree:** MA (Hons) Business & Marketing

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 19 500 GBP

**Reg. fee :** Included GBP

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Sep

#### Requirements

- A 2(II) undergraduate degree, or equivalent, in a relevant subject (e.g. Business, Management, Finance).
- Applicants with equivalent professional qualifications and/or relevant practical experience and applications from working professionals with non-graduate qualifications will be considered on an individual basis.

If your native language is not English, you must provide satisfactory evidence that you have an adequate knowledge and understanding of written and spoken English:

- IELTS: 6.0 (with no element below 5.5)
- Pearson PTE: a score of 56 (with no element lower than 51)
- Cambridge English Test – Advanced: 169 (with no element lower than 162)

#### 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

MA: 1 year full-time; Diploma: 30 weeks full-time. This programme offers both January and September start.

Pre-master's (Business and Management)

## Additional information

### Degree Overview

This degree is designed for graduates wishing to start, or further develop, careers in marketing. This Degree explores the principles, theoretical concepts and practice of marketing within the context of business and management and will focus on developing academic and applied skills in Marketing including advertising, brand management and loyalty, customer service, public relations and market research. The programme will also develop students' knowledge and skills across a wide range of business and management subjects, including organisations, their management and the changing external environment in which they operate and develop students' ability to take a strategic overview of business and organisational issues.

### Study Reasons

- The programme will prepare students for a career in marketing or in business and management
- Students may choose to undertake a dissertation in a business or marketing topic