



University of Greenwich

Marketing Management

Study details

Course type: Bachelor's degree

Degree: BA (Hons) Marketing Management

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 18 150 GBP

Reg. fee : N/A GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Sep

Requirements

Country specific academic qualifications:

- Achieving Specialist Diploma or Bakalavr grade Pass
- UKVI IELTS 5.5 with no less than 5.5 in each skill

Accommodation

Accommodation at Greenwich

- Four halls within walking distance of campus.
- Live close to the heart of London.
- Dedicated postgraduate accommodation.
- Free shuttle bus.
- Facilities include an on-site gym, café, shop and laundrette.

Free gyms: Includes free on-campus gym membership (Avery Hill and Greenwich) and access to ActiveGRE activities.

24/7 security: Security staff on site.

24/7 residential support: Residential support staff on-call for advice and welfare.

Additional information

Degree Overview

Based on essential marketing principles, our degree in marketing and brand management provides the skills and knowledge you will need to start your marketing career. Modules include customer insight, brand management and social media analytics. Work on live briefs from businesses such as the Institute of Data and Marketing, providing you with practical experience using digital simulation games. Popular career options for our marketing graduates include marketing management, branding specialists, marketing research and consultancy. Recent graduates have gained positions with companies such as Google, Coca Cola and OgilvyOne.

Study Reasons

- University of Greenwich in this subject is ranked 2nd in London for graduate prospects (The Complete University Guide League Tables 2022)
- This degree programme has 94% student satisfaction in our Marketing programmes (National Student Survey 2020)
- Graduates may find careers as advertising account executives organising advertising campaigns, social media managers engaging with social media channels, marketing executives promoting products and services, and copywriters communicating business messages.