



## De Montfort University

### Marketing

#### Study details

**Course type:** Bachelor's degree

**Degree:** BA (Hons) 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

On this degree programme you will be introduced to the key principles and practice of effective marketing. You'll be taught how to analyse real business problems, come up with research-informed, creative marketing solutions, create campaigns with realistic and achievable targets and learn how to evaluate the success of your marketing activities.

Throughout your studies you'll gain real-world experience using simulations, case studies and project pitches. On this course you will be taught by lecturers with extensive industry expertise and will build the key skills and knowledge to stand out in the field and produce outstanding work.

In the first year you will develop a broad overview through core marketing modules. Optional modules in years two and three allow you to tailor your studies to your interests and career goals – from Global Marketing Strategies to Customer Management, Digital and Direct Marketing and EMarketing.

The Marketing BA course is accredited by the Chartered Institute of Marketing (CIM) and the Institute of Direct Marketing (IDM), ensuring that you gain experience aligned with the needs of industry. These accreditations allow you to gain exemptions from professional qualifications, meaning you can obtain them more quickly and advance faster in your career (subject to module choice).

## Study Reasons

CIM and IDM accreditations offer opportunities to gain significant exemptions from professional qualifications, depending on your module choice.

With a marketing degree you could find yourself developing new products, analysing buyer behaviour, deciding the future marketing strategy for many household names or developing a digital communications campaign for a big brand.

A degree in Marketing opens up a whole range of career opportunities such as digital marketing, brand management, advertising and marketing communications, public relations, customer insight or market research.