



BA with Honours in Marketing and Business – 2018 entry

Duration of programme: 4 years (where students join the programme in year 1)

Award on successful completion: Bachelor of Arts with Honours

Location of delivery: Abertay University, Bell Street, Dundee

Accreditation: Accreditation from the Chartered Institute of Marketing

Composition of the programme: 120 SCQF (Scottish Credit and Qualifications Framework) credits in each academic year, delivered in modules of 20 credits each, with 3 modules taken in term 1, and 3 in term 2 each year. In years 1 and 2, students have the opportunity to take modules outside their main subject. A 40 credit independent dissertation is included in the final year.

Contact hours and workload: Each academic year typically requires 1200 hours of student effort; on average across the 4 years of this programme, 23% of that time is in lectures, seminars and similar activities; the remainder is independent study.

Assessment methods: A variety of assessment methods are used, which include portfolios, commercial reports and pitches, class tests, exams, coursework and presentations.

Academic staff: This programme is delivered by staff in the Division of Business and Management in Dundee Business School. Staff profiles can be viewed at <http://www.abertay.ac.uk/studentlife/schools/dbs/staff/>

Core modules in the programme:
Accounting
Marketing
Understanding the Customer
Business Economics
Digital & Social Media Marketing
Marketing Research in Practice
Brand Management
Sales & Selling
Communications & Creative Design
Customer Relationship Marketing
Strategic Marketing
International Business & Management
Dissertation
Other modules that may be offered, but are subject to change over time:
Managing Ideas and People
The Business Environment (from an Economics perspective)
Project Management
Sociology of the Media
Creativity, Innovation & Marketing
The Future of Work (from an organisational and HR perspective)
Business Analytics

Work Placement
Operations & Supply chain Management
Practice-based Innovation (industry engagement module)

Developments in the discipline

This programme will change over time on the basis of new developments within the field of marketing and business. This is particularly likely in areas such as the use of technology for information sharing, technological change in relation to business need and organisation, and the impact of globalisation on marketing and business.