

N509: Marketing and Management



Undergraduate BA 2021

Essentials

UCAS code	N509
Degree	BA
Mode of study	Full Time
Duration	3 years
Location	Durham City (www.durham.ac.uk/study/location/durham.city)
A-Level	AAA
BTEC	DDD
International Baccalaureate	37
Alternative qualifications	<ul style="list-style-type: none"> • Other UK qualifications (www.dur.ac.uk/resources/undergraduate/apply/UK.pdf) • EU qualifications (www.dur.ac.uk/resources/undergraduate/apply/EU.pdf) • International qualifications (www.dur.ac.uk/international/country.information/)
Contextual Offers	You may be eligible for an offer which is one or two grades lower than our standard entry requirements. Find out more (www.durham.ac.uk/study/ug/apply/contextualoffers/).
More information	Still have questions? (www.durham.ac.uk/study/askus/)
Department(s) Website	www.durham.ac.uk/business

Course Summary

Description

Marketing at Durham is varied and dynamic. Our programmes adopt an interdisciplinary approach, drawing on knowledge from fields such as psychology, sociology, anthropology, philosophy and economics. In addition to understanding functional aspects of the subject which include areas such as strategy, consumer behaviour, branding, market research and communications; you will have the opportunity to develop specialisms in areas that interest you.

Flexibility – subject to successful completion of your first year – it may be possible to change your degree path to Business and Management. (Students who require a Tier 4 visa will need to check this is in accordance with the Tier 4 regulations which are in place at that time).

Year 1

This year aims to develop a foundation of knowledge and skills in marketing and management. Students not only study the principles of marketing but have the opportunity to develop competencies in research, analysis and investigation, as well as achieving a foundational knowledge in the functions of business at both an environmental and organisational level. There are five core modules and a choice of further business, economics or language optional module. The modules work together to build your knowledge and develop key skills and techniques.

Year 2

The second year sees the Business and Marketing degrees separate and students build towards their specialist areas, though half of the modules remain common. Investigative and key marketing skills are developed further and integrated across the entire second year as well as forming a basis for the third year.

The second year consists of four compulsory marketing modules and a further two optional management modules are chosen from a range which in the past has included Operations Management and Managing in Global Environment, for instance, as well as a foreign language.

Optional modules:

You will study a further two elective modules which are chosen from a range which in the past has included modules in accounting, law, human resource management, entrepreneurship, for instance, as well as a foreign language.

Year 3

Central to Year 3 is the Dissertation. The other core module is Strategic Management which brings together student knowledge, experience and skills from all three years to look at how organisations develop their strategy. The Dissertation and three optional modules allow you considerable opportunities to focus your studies on areas of special interest and to engage more closely with the School's research groups through seminars and guest speaker programmes.

We review course structures and core content (in light of e.g. external and student feedback) every year and will publish finalised core requirements for 2021 entry from September 2020.

Placement Year

You may be able to take a work placement. Find out more (www.durham.ac.uk/placements/).

Admissions Process

Subject requirements, level and grade

A proficiency in Mathematics is required. If not taken as an A level, a grade 7 (or grade A) in Mathematics at GCSE is required. We also accept the Core Mathematics Qualification at grade B in lieu of our GCSE Mathematics requirement.

A level offer – AAA

BTEC Level 3 National Extended Diploma/OCR Cambridge Technical Extended Diploma – DDD

IB Diploma score – 37

With 666 in higher level subjects. If Mathematics is not taken at higher level, then it is required at standard level 5.

- We consider all A Level subjects, with the exception of General Studies – therefore General Studies would not be included in any offer.
- We consider each application holistically, on an individual basis and against the other applications we receive. Whilst academic achievement is important, it is not the only factor that we consider when assessing applications and applicants who have achieved, or are predicted to achieve, close to our typical offer, but who have not met it exactly, will be welcome to apply if they have a strong application in other key elements, for example if they can demonstrate merit and potential through their personal statement or their reference.
- We welcome applications from those with other qualifications equivalent to our standard entry requirements and from mature students with non-standard qualifications, please email us for more information.
- Applicants for whom English is not their first language will be required to offer IELTS of 6.5 (no component under 6.0); or the University approved equivalent. We also require proof of English Language proficiency for students from the European Union.
- We are willing to consider applications for deferred entry from those who have well-structured plans for work or travel, for example. We may, however, need to restrict the number of deferred entry offers we make because we have to be careful not to fill too many of next year's places in advance. However, if you do apply for a deferred place and are unsuccessful, you are welcome to reapply the following year.
- You are welcome to apply if you are taking resits; we do not make higher offers to students who declare resits.

- If you do not satisfy our general entry requirements, the Foundation Programme (www.dur.ac.uk/dcad/study/foundation/) offers multidisciplinary degrees to prepare you for a range of specified degree courses.

English Language requirements

Please check requirements for your subject and level of study (www.durham.ac.uk/learningandteaching.handbook/1/3/3/)

How to apply

www.durham.ac.uk/undergraduate/apply

Information relevant to your country

www.durham.ac.uk/international/country.information/

Fees and Funding

Full Time Fees

EU Student	£22,900.00 per year
Home Student	£9,250.00 per year
Island Student	£9,250.00 per year
International non-EU Student	£22,900.00 per year

The tuition fees shown for **home** students are for one complete academic year of full time study and are set according to the academic year of entry. Fees for subsequent years of your course may rise in line with an inflationary uplift as determined by the government.

The tuition fees shown for **overseas and EU** students are for one complete academic year of full time study, are set according to the academic year of entry, and remain the same throughout the duration of the programme for that cohort (**unless otherwise stated**).

Please also check costs for colleges and accommodation (www.durham.ac.uk/undergraduate/accommodation/costs/).

Scholarships and funding

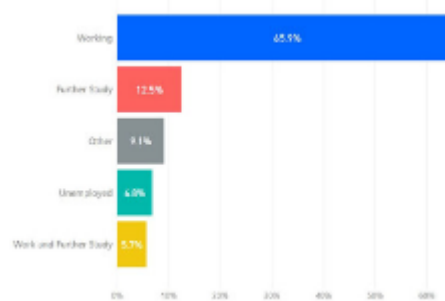
www.durham.ac.uk/undergraduate/finance

Career Opportunities

Business School (School of Economics, Finance and Business)

"A degree from Durham University truly opens up windows of opportunity, I managed to secure a Graduate Accounts position with an international marketing company prior to graduation."

Claudine Andrew BA (Hons) Accounting & Finance



Of those students that left in 2017:

- 84% are in employment or further study

Of those in employment:

- 98% are in graduate-level employment
- Median salary £29,500

(Source: Destinations of Leavers from Higher Education (DLHE) survey of 2016/17 graduates. The DLHE survey asks leavers from higher education what they are doing six months after graduation. Full definitions for the DLHE Record can be found here: www.hesa.ac.uk/support/definitions/destinations)

Employment development opportunities

The Careers, Employability and Enterprise Centre (www.durham.ac.uk/careers/) works closely with the Undergraduate Business Department to ensure that students receive information, advice and vacancies relevant to their needs. A Careers Adviser delivers talks focused on ensuring that students receive the most relevant and up to date advice about professions that are of interest to students in the department.

A wide range of work is carried out in conjunction with the Careers, Employability and Enterprise Centre (www.durham.ac.uk/careers/) to develop students' employability skills, including presentations/workshops on CVs, applications, assessment centres, interviews, commercial awareness, leadership, etc.

Many recruiters of Durham Undergraduate Business School students attend careers fairs and run presentations on campus, including: Ernst & Young, KPMG, Deloitte, PWC, Rolls Royce, Lloyds TSB, Unilever, Procter &

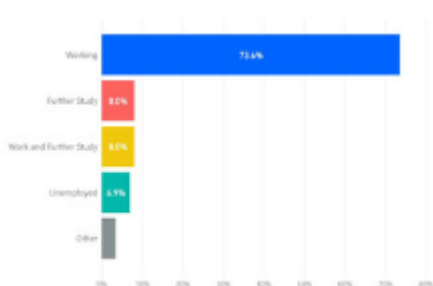
Gamble, IBM, Accenture, to name a few. Professional bodies like CIM (Chartered Institute of Marketing) and CIMA (Chartered Institute of Management Accountants) also attend events on campus.

"We have had a number of students from the Undergraduate Business School join our Summer Internship Programme who have made a real impact due to their enthusiasm and strong interpersonal skills. These candidates have then gone on to join in Graduate roles."

Neil McGuire, Graduate Recruitment, Ernst & Young

Examples of career destination:

- Finance/Accountancy/Associate/Deloitte
- Retail/Management/Trainee Manager/Marks & Spencer
- Diplomat/ British Government
- Finance/Investment Management/Analyst/Blackrock
- Health/ Management/Graduate Management Trainee /NHS
- Finance/Accountancy/ Trainee Chartered Accountant/ TindlesLLP
- Car rental/Management Graduate Trainee Programme /Enterprise Rent-a-Car
- Finance/Banking/ Business Advisor/Royal Bank of Scotland
- Engineering & Construction/Graduate Scheme/Balfour Beatty
- British Armed Forces/Officer/Army
- HM Treasury/Policy Advisor/ British Government



Of those students that left in 2017:

- 93% are in employment or further study

Of those in employment:

- 100% are in graduate-level employment
- Median salary £27,000

(Source: Destinations of Leavers from Higher Education (DLHE) survey of 2016/17 graduates. The DLHE survey asks leavers from higher education what they are doing six months after graduation. Full definitions for the DLHE Record can be found here: www.hesa.ac.uk/support/definitions/destinations)

A significant number of students progress on to higher level study following their degree; notably at Durham, but also at other prestigious institutions. Some remain within their academic field and pursue higher level research,

others take a different role and pursue professional postgraduate programmes, including teaching, law, accountancy, marketing and mathematics.

Open days and visits

Pre-application open day

Pre-application open days are the best way to discover all you need to know about Durham University. With representatives from all relevant academic and support service departments, and opportunities to explore college options, the open days provide our prospective undergraduates with the full experience of Durham University.

Please see the following page for further details and information on how to book a place:

www.durham.ac.uk/opendays

Discover Durham Tours

Discover Durham tours offer a brief introduction to the University. The tour begins at one of our undergraduate colleges, where you will receive an introductory talk from a member of college staff, followed by a tour of the college by current students.

www.durham.ac.uk/undergraduate/live/visit/discoverdurham

Overseas Visit Schedule

www.durham.ac.uk/international/office/meetus

Department Information

Business School (School of Economics, Finance and Business)

Overview

The best start to a career in business begins with learning from the best in the business. As one of the UK's longest established business schools, we know you need to combine theory and practice to achieve success.

Taught at Durham City, our degrees are designed to help you understand essential and advanced concepts of business, finance, economics, accounting, marketing and management. Offered by a research-led business school and one of the longest established in the UK, our degrees provide learning that is stimulating and challenging.

Study with us and prepare to stand out from the crowd. With our rigorous curriculum and exceptional teaching, you will build world-class foundations for graduate employment or further study. You will also get a taste of real business – learning from expert faculty members and guest speakers, as well as through hands-on work placements and international study opportunities. With our flexible programmes, you are in control and can choose a route that suits your own interests and career aspirations.

The Business School is one of an elite group of institutions in the UK to be accredited by all three major bodies – the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS).

Rankings

- 9th in *The Complete University Guide 2020*.

Staff

For a current list of staff, please see the Business School web pages. (www.dur.ac.uk/business/about/our-people/)

Facilities

Durham City offers superb library and IT services, including a large open access computer area. The library's excellent collection of books, journals and original source materials in business and finance is complemented by access to online electronic information resources.

You will also use duo (Durham University Online), Durham's virtual learning environment, an integrated online solution to manage and improve your learning duo offers structured learning content (web pages, lecture notes, interactive applications, audio and video clips) along with communication and assessment tools.

Website

www.durham.ac.uk/business

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