

These programme regulations should be read in conjunction with the University's [core regulations for undergraduate programmes](#).

## **BA Marketing (N501)**

1. This programme is available at Queen's Campus, in a full-time mode of study.

### **Level 1 (Certificate)**

2. Candidates shall study and be assessed in the following modules:

		<b>Credit value</b>
Analysis, Research and Business Skills I #	<a href="#">BUSS1121</a>	20
The Changing World of Business	<a href="#">BUSS1131</a>	20
People, management and organisations	<a href="#">BUSS1141</a>	20
Marketing Principles #	<a href="#">BUSS1151</a>	20
Business, Accounting and Finance	<a href="#">ECOS1141</a>	20
Introduction to Business Decision Making	<a href="#">BUSS1161</a>	20

### **Level 2 (Diploma)**

3. Candidates shall study and be assessed in the following modules:

		<b>Credit value</b>
Integrated Marketing Communications #	<a href="#">BUSS2181</a>	20
Managing in a Global Environment #	<a href="#">BUSS2111</a>	20
Market Research and Methods #	<a href="#">BUSS2131</a>	20
Marketing Psychology#	<a href="#">BUSS2191</a>	20
Strategic Brand Management#	<a href="#">BUSS2141</a>	20

4. Candidates shall also study and be assessed in modules to the value of 20 credits from List A:

<b>List A:</b>		<b>Credit value</b>
Information Systems	<a href="#">BUSS2011</a>	20
Operations Management	<a href="#">BUSS2031</a>	20
Introduction to Entrepreneurship	<a href="#">BUSS1111</a>	20
One 20 credit language module subject to the approval of the Director of Undergraduate Studies		

### **Level 3 (Degree)**

5. Candidates shall study and be assessed in the following modules:

		<b>Credit value</b>
Contemporary Issues in Management	<a href="#">BUSS3201</a>	20
Dissertation	<a href="#">ECOS3032</a>	40
Global Marketing	<a href="#">BUSS3251</a>	20
Marketing Strategy	BUSS****	20
Social Marketing	<a href="#">BUSS3231</a>	20

### **Assessment, progression and award**

6. Modules marked with a # must be at 40% or above in order to progress to the ordinary degree at the next Level;
7. The Research Project at Level 4 must be an approved subject relevant to the degree for which the student is registered;
8. A student who is registered for the BA Marketing (N501) programme and who wishes to transfer to the Masters in Marketing (N500) programme and is suitably qualified to do so, in accordance with the Core Regulations, shall be permitted to transfer subject to the approval of the Director of Undergraduate Studies;
9. A student who is registered for the Masters in Marketing (N500) programme and who wishes to transfer to BA Marketing (N501) shall be permitted to transfer subject to the approval of the Director of Undergraduate Studies.

### **Professional accreditation**

10. Durham Business School is accredited by the European Quality Improvement System (EQUIS) until Dec 2013.