

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

BA Marketing with Placement (N502)

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:

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

Level 2 (Diploma)

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

		Credit value
Integrated Marketing Communications #	BUSS2181	20
Managing in a Global Environment #	BUSS2111	20
Market Research and Methods #	BUSS2131	20
Marketing Psychology #	BUSS2191	20
Strategic Brand Management #	BUSS2141	20

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

List A:		Credit value
Information Systems	BUSS2011	20
Operations Management	BUSS2031	20
Introduction to Entrepreneurship	BUSS1111	20
One 20 credit language module subject to the approval of the Director of Undergraduate Studies		

Year 3

Students will undertake an approved work placement of not less than 40 weeks or an approved study placement in an overseas university. Combinations of study and work placements will also be possible.

Student progress will be assessed at threshold level by continuous assessments of the student's performance during the placement and a final report. Assessment does not contribute to the marks used to determine the award of degree but successful completion is required to qualify for the BA Business and Management with Placement Year.

Level 3 (Degree)

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

		Credit value
Contemporary Issues in Management	BUSS3201	20
Dissertation	ECOS3032	40
Global Marketing	BUSS3251	20
Marketing Strategy	BUSS****	20
Social Marketing	BUSS3231	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.