

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

## BA Marketing (N501)

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

### Level 1 (Certificate)

- 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)

- 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
Marketing Research Methods #	<a href="#">BUSS2131</a>	20
Marketing Psychology#	<a href="#">BUSS2191</a>	20
Strategic Brand Management#	<a href="#">BUSS2141</a>	20

- 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
Entrepreneurship	<a href="#">BUSS2201</a>	20
Principles of Business Law	<a href="#">BUSS2051</a>	20
A credit-bearing language module such as those offered by the University's <a href="#">Centre for Foreign Language Study</a>	-	20

### Level 3 (Degree)

- Candidates shall study and be assessed in the following modules:

		<b>Credit value</b>
Dissertation	<a href="#">ECOS3032</a>	40
Strategic Management	<a href="#">BUSS3261</a>	20

- Candidates shall also study and be assessed in modules to the value of 60 credits from List B – a minimum of 40 credits must be selected from those modules marked †

<b>List B</b>		<b>Credit value</b>
Global Marketing†	<a href="#">BUSS3251</a>	20
Social Marketing†	<a href="#">BUSS3231</a>	20
Retail and Services Marketing†	<a href="#">BUSS3281</a>	20
Contemporary Issues in Management	<a href="#">BUSS3201</a>	20
Leadership	<a href="#">BUSS3241</a>	20
Corporate Responsibility	<a href="#">BUSS3191</a>	20
A credit-bearing language module such as those offered by the University's <a href="#">Centre for Foreign Language Study</a>	-	20

**Assessment, progression and award**

7. Modules marked with a # must be at 40% or above in order to progress to the ordinary degree at the next Level;
8. The Research Project at Level 4 must be an approved subject relevant to the degree for which the student is registered;
9. 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;
10. 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**

11. Durham University Business School is accredited by the European Quality Improvement System (EQUIS) for a period of three years from 2010 and by the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2009.