

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

## **BA Marketing (N501)**

## **BA Marketing with Business Placement (N505)**

## **BA Marketing with Study Abroad (N507)**

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
Accounting and Finance in Business	<a href="#">ECOS1141</a>	20

3. 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>
Economics and Psychology of Decision-Making	<a href="#">BUSS1161</a>	20
Creating New Businesses	<a href="#">BUSS1171</a>	20
The Global Economy	<a href="#">ECOS1221</a>	20
A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study	-	20

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

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

		<b>Credit value</b>
Integrated Marketing Communications #	<a href="#">BUSS2181</a>	20
Marketing Research Methods #	<a href="#">BUSS2131</a>	20
Consumer Psychology#	<a href="#">BUSS2191</a>	20
Strategic Brand Management#	<a href="#">BUSS2141</a>	20

5. Candidates shall also study and be assessed in modules to the value of 40 credits from List B:

<b>List B:</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
Consulting in the Public Sector	<a href="#">BUSS2221</a>	20
Human Resource Management (Level 2)	<a href="#">BUSS2211</a>	20
Principles of Business Law	<a href="#">BUSS2051</a>	20
Managing in a Global Environment	<a href="#">BUSS2111</a>	20
A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study	-	20

### Level 3 (Degree)

6. 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

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

<b>List C</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
Human Resource Management	<a href="#">BUSS3151</a>	20
Corporate Responsibility	<a href="#">BUSS3191</a>	20
East Asian Business	<a href="#">BUSS3301</a>	20
Corporate Governance	<a href="#">BUSS3101</a>	20
Corporate Entrepreneurship	<a href="#">BUSS3271</a>	20
A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study	-	20

### Assessment, progression and award

8. Modules marked with a # must be passed at 40% or above in order to progress to the ordinary degree at the next Level;
9. The Research Project at Level 4 must be an approved subject relevant to the degree for which the student is registered;
10. 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, shall be permitted to transfer subject to the approval of the Director of Undergraduate Studies;
11. 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

12. Durham University Business School is accredited by the European Quality Improvement System (EQUIS) for a period of three years from 2014 and by the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2013.

### Year 3 (Business Placement / Study Abroad)

13. Students admitted to the BA Marketing (N501) are able to apply to transfer to the BA Marketing (with Business Placement) programme (N505) or the BA Marketing (with Study Abroad) programme (N507).
14. Candidates wishing to transfer to the BA Marketing (with Business Placement) (N505) or the BA Marketing (with Study Abroad) (N507) must:
  - a. have successfully completed Level 1 of the BA Marketing (N501) and progressed to Level 2 of the honours or Ordinary programme, and;
  - b. during the first term of Level 2 study, apply to the Board of Studies in the Business School to be admitted to the BA Marketing (with Business Placement) (N505) or the BA Marketing (with Study Abroad) (N507) and have their application approved by the Chair of the Board of Studies in the Business School; and

- c. successfully complete Level 2 of the BA Marketing (N501) so as to be eligible to progress to Level 3 of the BA Marketing (N501) Honours programme.

### **Business Placement**

15. Students will undertake an approved work placement of not less than 40 weeks. 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 Marketing with Business Placement.
16. Students who the Board of Examiners for the Business School deem to have made satisfactory progress on the Business Placement will continue to Level 3 of the BA Marketing (with Business Placement) (N505). Students who have not made satisfactory progress on the year abroad will not be permitted to continue on BA Marketing (with Business Placement) (N505), but must instead proceed to Level 3 of the BA Marketing (N501) programme.

### **Study Abroad**

17. Students will undertake an approved study placement in an overseas university. Student progress will be assessed at module level by the host University. Assessment does not contribute to the marks used to determine the award of degree but successful completion is required to qualify for the BA Marketing with Study Abroad.
18. Students who the Board of Examiners for the Business School deem to have made satisfactory progress on the year abroad will continue to Level 3 of the BA Marketing (with Study Abroad) (N507). Students who have not made satisfactory progress on the year abroad will not be permitted to continue on BA Marketing (with Study Abroad) (N507), but must instead proceed to Level 3 of the BA Marketing (N501) programme.