

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 Placement Year (N505)

BA Marketing with Study Abroad (N507)

1. This programme is available at Durham City, in a full-time mode of study.

Level 1 (Certificate)

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

		Credit value
Introduction to Business Research #	BUSI1191	20
The Changing World of Business	BUSI1171	20
People, Management and Organisations	BUSI1141	20
Marketing Principles #	BUSI1131	20
Financial Information for Managers	BUSI1161	20

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

List A:		Credit value
Economics and Psychology of Decision-Making	BUSI1181	20
New Venture Creation	BUSI1151	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:

		Credit value
Integrated Marketing Communications #	BUSI2201	20
Consumer Psychology#	BUSI2211	20
Strategic Brand Management#	BUSI2171	20
Research Methods and Statistics #	BUSI2231	20

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

List B:		Credit value
Information Systems	BUSI2151	20
Operations Management	BUSI2181	20
Entrepreneurship	BUSI2141	20
Consulting in the Public Sector	BUSI2221	20
Human Resource Management	BUSI2161	20
Principles of Business Law	ECON2231	20
Managing in a Global Environment	BUSI2131	20
Marketing Decisions in Practice	BUSI2301	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:

		Credit value
Dissertation	BUSI3232	40
Strategic Management	BUSI3181	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 †

List C		Credit value
Global Marketing†	BUSI3191	20
Social Marketing†	BUSI3201	20
Retail and Services Marketing†	BUSI3221	20
Contemporary Issues in Management Research	BUSI3261	20
Leadership	BUSI3161	20
Corporate Responsibility	BUSI3241	20
Corporate Governance	BUSI3251	20
Corporate Entrepreneurship	BUSI3171	20
Asia and the Pacific Rim	BUSI3041	20
Design Thinking *	BUSI3271	20
Work, Organisation and Society	BUSI3281	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. Modules marked with a * are not available in 2019/20;
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 five years from 2017 and by the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2019.

Year 3 (Placement Year / Study Abroad)

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

Placement Year

14. Students will undertake an approved work placement of not less than 40 weeks. They must have successfully completed 240 credits at Levels 1 and 2 to progress to the placement. 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 Placement Year.

15. Students who the Board of Examiners for the Business School deem to have made satisfactory progress on the Placement Year will continue to Level 3 of the BA Marketing (with Placement Year) (N505). Students who have not made satisfactory progress on the placement year will not be permitted to continue on BA Marketing (with Placement Year) (N505), but must instead proceed to Level 3 of the BA Marketing (N501) programme.

Study Abroad

16. 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. Students should pass a minimum of 40 ECTS credits, or equivalent, to successfully complete the year, as set out in their Learning Agreement.
17. 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.