

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 and Management (N509)

BA Marketing and Management with Placement Year (N510)

BA Marketing and Management with Study Abroad (N511)

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 Advertising < #	BUSI1261	20
Marketing Principles < #	BUSI1131	20
Managing Behaviour and Organisations <	BUSI1251	20
Financial Information for Managers >	ACCT1011	20
Introduction to Digital Marketing >	BUSI1221	20
Marketing Strategy in Practice > #	BUSI1241	20

Level 2 (Diploma)

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

		Credit value
Brand Strategies, Identity, Culture and Society # <	BUSI2171	20
Behavioural Science for Marketers # >	BUSI2211	20
Marketing Research Methods # <	BUSI2351	20
Integrated Marketing Communications >	BUSI2201	20

4. Candidates shall also study and be assessed in modules to the value of 40 credits from **List A**:

List A		Credit value
Information Systems <	BUSI2151	20
Operations Management <	BUSI2181	20
Applied Brand Strategy >	BUSI2321	20
Entrepreneurship >	BUSI2141	20
Digital Marketing: Tools and Techniques <	BUSI2361	20
Innovation Management >	BUSI2341	20
EITHER a credit-bearing language module offered by the University's Centre for Foreign Language Study		20

Level 3 (Degree)

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

List B:		Credit value
Dissertation in Marketing	BUSI3242	40
Behavioural Science Marketing Project	BUSI3322	40

6. Candidates shall also study and be assessed in modules to the value of 40 credits from **List C**:

List C:		Credit value
Corporate Responsibility and Sustainability <	BUSI3241	20
Leadership <	BUSI3161	20
Global Sport Business >	BUSI3351	20

How to Read Business >	BUSI3361	20
Work, Organisation and Society >	BUSI3281	20
A credit-bearing language module offered by the University's Centre for Foreign Language Study	-	20

7. Candidates shall also study and be assessed in modules to the value of 40 credits from **List D**:

List D		Credit value
Retail and Services Marketing <	BUSI3221	20
Global Marketing <	BUSI3191	20
Social Marketing <	BUSI3201	20
Consumer Power >	BUSI3431	20
Influencer Marketing Strategies >	BUSI3371	20

Assessment, progression and award

8. Modules marked with a # must be at 40% or above in order to progress to the next level of study;
9. Modules marked with a < will be delivered in Term 1, while modules marked with a > will be delivered in Term 2;
10. In line with the Core Regulations for Undergraduate Programmes, where undergraduate modules are delivered entirely in a single term, students undertaking such modules should be permitted to take no more than 70 credits in total in a single term.

Professional accreditation

11. Durham University Business School is accredited by the European Quality Improvement System (EQUIS) for a period of five years from 2022 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 and Management (N509) are able to apply to transfer to the BA Marketing and Management (with Placement Year) programme (N510) or the BA Marketing and Management (with Study Abroad) programme (N511).
13. Candidates wishing to transfer to the BA Marketing and Management (with Placement Year) (N510) or the BA Marketing and Management (with Study Abroad) (N511) must:
 - a. have successfully completed Level 1 of the BA Marketing and Management (N509) and progressed to Level 2 of the honours programme, and;
 - b. during the first term of Level 2 study, apply to the Chair of the Board of Studies to be admitted to the BA Marketing and Management (with Placement Year) (N510) or the BA Marketing and Management (with Study Abroad) (N511) and have their application approved by the Chair of the Board of Studies; and
 - c. successfully complete Level 2 of the BA Marketing and Management (N509) so as to be eligible to progress to Level 3 of the BA Marketing and Management (N509) Honours programme.

Placement Year

14. Students will undertake an approved work placement or work placements of not less than 40 weeks in total. 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 and Management 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 and Management (with Placement Year) (N510). Students who have not made satisfactory progress on the year

abroad will not be permitted to continue on BA Marketing and Management (with Placement Year) (N510), but must instead proceed to Level 3 of the BA Marketing and Management (N509) 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 and Management 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 and Management (with Study Abroad) (N511). Students who have not made satisfactory progress on the year abroad will not be permitted to continue on BA Marketing and Management (with Study Abroad) (N511), but must instead proceed to Level 3 of the BA Marketing and Management (N509) programme.