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.

2. The last intake of students for this programme was October 2025.

**Level 1 (Certificate)**

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

| | | Credit value |
|---|---|---|
| Marketing Principles # < | BUSI1131 | 20 |
| Managing Behaviour and Organisations < | BUSI1251 | 20 |
| Marketing Professionals # < + | BUSI1301 | 20 |
| Introduction to Digital Marketing # > | BUSI1221 | 20 |
| Marketing Strategy in Practice # > | BUSI1241 | 20 |
| Financial Information in Business > | ACCT1011 | 20 |

**Level 2 (Diploma)**

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

| | | Credit value |
|---|---|---|
| Social Marketing, Ethics and Sustainability < | BUSI2381 | 20 |
| Integrated Marketing Communications # > | BUSI2201 | 20 |
| Marketing Research Methods # < + | BUSI2351 | 20 |
| Behavioural Science for Marketers # > | BUSI2211 | 20 |

5. Candidates shall also study and be assessed in modules to the value of 40 credits, a maximum of 20 credits per term, from **List A**:

| **List A:** | | **Credit value** |
|---|---|---|
| Digital Marketing: Tools and Techniques < | BUSI2361 | 20 |
| Branded Identity, Culture and Society < | BUSI2171 | 20 |
| Applied Brand Strategy > | BUSI2321 | 20 |
| Entrepreneurship > | BUSI2141 | 20 |
| A credit-bearing language module offered by the University's Centre for Foreign Language Study | | 20 |

**Level 3 (Degree)**

6. Candidates shall study and be assessed in the following module:

| | | Credit value |
|---|---|---|
| Business Analytics for Artificial Intelligence < | BUSI3541 | 20 |

7. 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 |

8. Candidates shall also study and be assessed in modules to the value of 60 credits across **Lists C and D.** A maximum of 20 credits can be selected from List D:

| List C: | | Credit value |
|---|---|---|
| Global Marketing < | BUSI3191 | 20 |
| Retail and Services Marketing < | BUSI3221 | 20 |
| Influencer Marketing Strategies > | BUSI3371 | 20 |
| Consumer Power > | BUSI3431 | 20 |
| Marketing in the Creative Industries > * | BUSI3521 | 20 |
| Quantitative Analysis for Marketing Decision Making > * | BUSI3511 | 20 |

9. Candidates may study a maximum of 20 credits from **List D**:

| List D: | | Credit value |
|---|---|---|
| Managing Organisational Change < | BUSI3381 | 20 |
| Corporate Responsibility and Sustainability < | BUSI3241 | 20 |
| Facing the Future > | BUSI3401 | 20 |
| Global Sport Business > * | BUSI3351 | 20 |
| A credit-bearing language module offered by the University's Centre for Foreign Language Study | | 20 |

**Assessment, progression and award**

10. Modules marked with a # must be passed at 40% or above in order to progress to the next level of study.
11. Modules marked with a ~ must be passed at 40% or above for the award of an honours degree. A mark of 30 – 39% cannot be compensated.
12. Modules marked with a < will be delivered in Term 1, while modules marked with a > will be delivered in Term 2.
13. Modules marked with a + will be delivered in Term 3.
14. Modules marked with a * are not available in 2026/2027.
15. 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**

16. 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 2024.

**Year 3 (Placement Year / Study Abroad)**

17. 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).
18. 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**

19. 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.
20. 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 placement year 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**

21. 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.
22. 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.