

# **BSc (Hons) Marketing with Business Management (P/T) - LM325E-(4 Years)**

## **1. Objectives**

Marketing is imperative for any business and is considered as one of the most dynamic sectors in a fast-paced and dynamic global economy. United with a broader understanding of business, the marketing and business management degree prepares students for the complexities of marketing management across stakeholders in the modern and complex business environment. Indeed, marketing and business management form the integral function of many organisations. The marketing with business management degree covers the creative and strategic side of managing a business. This course explores marketing analytics, market research, marketing strategy, brand management and addresses the significance of marketing in the digital environment. Specifically designed to offer a challenging programme for those wishing to pursue a career in marketing and related areas, this course covers a wide range of marketing disciplines that embrace the varied career options available in the field. It covers a wide range of marketing disciplines and teaches a variety of practical and academic skills, fostered across a range of innovatively designed modules where students will have the option to study both the latest academic research and real-world industry trends in this dynamic field.

This programme has been designed for those with a passion for business, an aptitude for management and an interest to a career in marketing. In this respect, the programme will increase and broaden the skills base of students and enhance their ability to think laterally, be proactive, apply new ideas, think strategically and increase their marketing and digital competence. Therefore, the objectives of the Marketing with Business Management Programme are to:

- Enable students to develop the vision, innovation and dynamism required in the modern digital business world
- impart a broad range of business knowledge and practical skills which will enable students to pursue a marketing and management career in the private or public sectors
- prepare the students for the complexities of marketing management and develop strong analytical skills
- foster the spirit of flexibility, creativity, entrepreneurship, innovation and ethical practices in the modern business environment.

## **2. General Entry Requirements**

In accordance with General Entry Requirements for admission to the University for Undergraduate Degrees.

## **3. Programme Requirements**

Credit in five (5) subjects at 'O' Level including Mathematics.  
2 GCE 'A' Level passes

#### 4. Minimum Requirements for Awards

##### (i) Degree Award

Core & Elective Structure	Credits
<b>CORE MODULES</b>	
Marketing	66
Management	6
Accounting & Finance	3
Digital Literacy	3
Law	3
<b>CASE STUDIES</b>	3
<b>ELECTIVES</b>	12
<b>DISSERTATION</b>	6
<b>TOTAL</b>	<b>102</b>

##### (ii) Diploma Award

The diploma is provided as a possible exit point in the programme at the end of Year 2. A student may opt for a Diploma in Marketing with Business Management provided s/he satisfies the minimum requirements, as specified below.

Core & Elective Structure	Credits
<b>CORE MODULES</b>	
Marketing	45
Management	6
Accounting & Finance	3
Digital Literacy	3
Law	3
<b>TOTAL</b>	<b>60</b>

#### 5. Programme Duration

	Normal (Years)	Maximum (Years)
Degree:	4	7

#### 6. Credits per Year

Minimum 18 credits, Maximum 48 credits subject to Regulation 4

#### 7. Minimum Credits Required for Award of Degree: 102

Degree	Minimum Credits for Core Modules	Minimum Credits for Electives	Dissertation	Practical Training	Total
4-7 Years	82	12	6	-	102

## 8. Assessment

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Assessment will be based on a written examination of 2-hour (for a semester module) or 3-hour (for a yearly module) duration as specified and continuous assessment carrying a range of 20% to 30% of total marks. Continuous assessment will be based on two (2) assignments and should include at least one class test per module per year.

For a student to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required without minimum threshold within the individual continuous assessment and written examination.

Most modules in the structure are **yearly modules** which are taught over a period of two semesters and examined at the end of the second semester only. There are continuous assessments over the period of two semesters and the written examination will be of a duration of 3 hours for a yearly module of 6 credits.

Some modules in the structure are run over 15 weeks and carry 3 credits. The assessment of such modules will consist of continuous assessment and an examination of a duration of 2 hours at the end of the semester in which the module is run.

### **Dissertation**

The dissertation is completed over two semesters under the guidance of a supervisor after the taught modules are completed. MGT2150(3) Marketing Research Methods and MGT 3151(5) Data Analysis for Management Theory and Practice are integral programme components to empower the students into their individual research.

### **Submission Deadline for dissertation:**

Final copy last working day of March in the final year of the programme

## 9. List of Modules

### **CORE MODULES**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
DFA 1133(1)	Introductory Accounting and Finance for Marketers*	3+0	3
MGT 1217(1)	Foundations of Marketing*	3+0	3
ILT1010e	Digital Literacy*	DEOL	3
MGT 1215 (1)	Business and Entrepreneurship Essentials**	3+0	3
MGT 1235(1)	Managing People in Organisations*	3+1	3
LAWS 2099(1)	Fundamentals of Laws**	3+1	3
MGT 2257(1)	Professional Sales Management	3+0	3
MGT 2260(3)	Negotiation Skills for Marketers**	3+0	3

MGT 2152(3)	International Marketing Management**	3+0	3
MGT2150(3)	Marketing Research Methods	3+0	3
MGT 3151(5)	Data Analysis for Management Theory and Practice	3+0	3
MGT2263(Y)(3)	Brands and Branding	3+0	6
MGT 2082 (Y)	Service Quality Management	3+0	6
MGT 2258Y(3)	Marketing Concepts and Practice	3+0	6
MGT 2002Y(3)	Marketing Communications and Public Relations	3+0	6
MGT2152(3)	International Marketing Management	3+0	3
MGT 3077Y(5)	Entrepreneurship and Small Business Management	3+0	6
MGT 3065Y(5)	Strategic Marketing Management	3+0	6
MGT3257Y	Customer Experience Management	3+0	6
MGT3258Y	Green and Social Marketing	3+0	6
MGT 3000Y(5)	Dissertation	-	6

### **ELECTIVES MODULES**

MGT 2262Y	Understanding Buyer Behaviour	3+0	6
MGT2261Y	Retail Marketing and Distribution	3+0	6
MGT3259Y	Digital and Strategic E-Marketing	3+0	6
MGT3270Y	Social Media Marketing	3+0	6

## **10. Termination of Registration**

If the CPA of a student is < 40 at the end of an academic year, s/he will have to repeat the entire academic year, and retake modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained.

Students will be allowed to repeat only once over the entire duration of the Programme of Studies.

Registration of a student will be terminated if

- (i) the CPA < 40 at the end of an academic year and the student has already repeated one year of study; or
- (ii) the maximum duration allowed for completion of the Programme of Studies has been exceeded.

## **11. Programme Plan - BSc (Hons) Marketing and Business Management**

### **Modules carrying asterisk(s):**

\* These are 3-credit modules, which will be run and examined at the end of the **first** semester.

\*\*These are 3-credit modules, which will be run and examined at the end of the **second** semester.

All 3-credit modules are run over 15 weeks and exams are scheduled at the end of the semester in which the module is run.

### YEAR 1

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
DFA 1133(1)	Introductory Accounting and Finance for Marketers*	3+0	3
MGT 1217(1)	Foundations of Marketing*	3+0	3
ILT1010e	Digital Literacy*	DEOL	3
MGT 1215 (1)	Business and Entrepreneurship Essentials**	3+0	3
MGT 1235(1)	Managing People in Organisations*	3+1	3
LAWS 2099(1)	Fundamentals of Laws**	3+1	3
MGT 2260(3)	Negotiation Skills for Marketers**	3+0	3
<b>Sub Total</b>			<b>21</b>

### YEAR 2

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
MGT 2257(1)	Professional Sales Management*	3+0	3
MGT 2152(3)	International Marketing Management**	3+0	3
MGT2150(3)	Marketing Research Methods*	3+0	3
MGT 3151(5)	Data Analysis for Management Theory and Practice	3+0	3
MGT2263(Y)(3)	Brands and Branding	3+0	6
MGT 2258Y(3)	Marketing Concepts and Practice	3+0	6
MGT 2002Y(3)	Marketing Communications and Public Relations	3+0	6
<b>Sub Total</b>			<b>30</b>

### YEAR 3

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
MGT2152(3)	International Marketing Management*	3+0	3
MGT 3077Y(5)	Entrepreneurship and Small Business Management	3+0	6
MGT 3065Y(5)	Strategic Marketing Management	3+0	6
MGT 2082 (Y)	Service Quality Management	3+0	6
<b>ELECTIVES CHOOSE ONE FROM</b>			
MGT2262Y(5)	Understanding Buyer Behaviour	3+0	6
MGT2261Y(5)	Retail Marketing and Distribution	3+0	6
<b>Sub Total</b>			<b>27</b>

**YEAR 4**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
<b>CORE</b>			
MGT3257Y(5)	Customer Experience Management	3+0	6
MGT3258Y(5)	Green and Social Marketing	3+0	6
MGT 3000Y(5)	Dissertation	-	6

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
<b>ELECTIVES CHOOSE ONE FROM</b>			
MGT3259Y(5)	Digital and Strategic E-Marketing	3+0	6
MGT3270Y(5)	Social Media Marketing	3+0	6
	<b>Sub Total</b>		<b>24</b>
	<b>TOTAL</b>		<b>102</b>