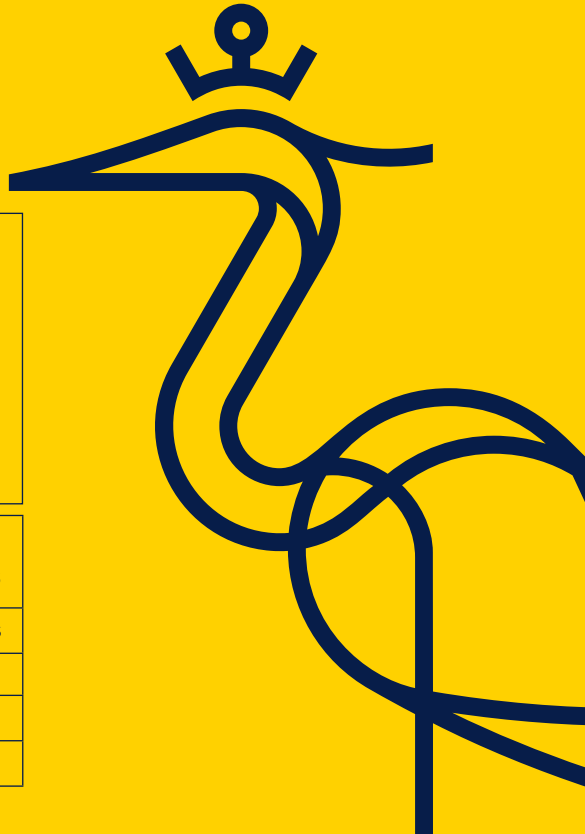




a.r.u. | London

BSc (Hons)

# Business and Marketing



## Key Features

- Develop an understanding of audiences, business structures, modern marketing, and management
- Gain new perspectives from industry professionals
- Learn independently and collaboratively using research methods and key principles of business

UCAS codes	3 years - NN81 4 years foundation - N1N8
Full course info	<a href="https://london.aru.ac.uk/courses">london.aru.ac.uk/courses</a>
Fees	£9,250 per annum 24/25 £9,535 per annum 25/26
Location	London

## About this course

At ARU London, we realise that the marketing function of an organisation is a dynamic, creative and fast-moving process. This course's syllabus evaluates the key marketing skills of forward-thinking, communication, and originality, whilst building core knowledge in the areas of branding, brand management, market research methods, consumer behaviour and digital marketing. Our lecturers are experts in their fields and all have industry experience.

With the growing importance of the online campaign, you will also consider the role of digital marketing in marketing strategy and the key metrics for measuring effectiveness. With marketing knowledge and skills grounded in key business concepts, this course lays the balanced foundations for a successful career. On successful completion of this course, you might choose to move onto our postgraduate studies, such as our Master of Business Administration (MBA) – International Marketing.

## Modules

### Foundation Year

- Research Skills
- Data Skills
- Communication Skills
- Professional Development Skills

### Year 1

- Sustainable Business in the Contemporary Environment
- Academic and Professional Skills
- Economics for Business
- Business Finance

### Year 2

- Legal Aspects of Business
- Managing Human Resources
- Principles and Practice of Marketing
- Marketing Communications and Branding
- Sustainability in Career Development

### Year 3

- Consumer Behaviour
- Executing Business Strategy
- Digital Marketing
- Undergraduate Major Project (Leadership in Practice)

## Careers

The course will prepare you for a career in marketing management in sectors such as FMCG, financial services, telecoms and tourism. You might choose to focus on a specialist area such as advertising and sponsorship, brand and product management or digital marketing. On the other hand, some roles involve the whole marketing mix. Job titles to look forward to include Marketing Executive, Marketing Officer, Marketing Assistant and Brand Manager.

On successful completion of this course, you might choose to move onto our postgraduate studies, such as our Master of Business Administration (MBA) – International Marketing.

## Career routes

- Advertising Account Manager
- Copywriter
- Market Researcher
- Marketing Executive
- Media Planner or Buyer
- Social Media Manager



**If you work hard, by the end of this module you will be able to confidently apply marketing related theory in a practical way, enhancing your career and business goals. If you work extremely hard, you may well earn a much sought after ARU London Top Achiever award!**

Michelle Barned, Module Lecturer