



BA (HONS) BUSINESS AND MARKETING

Full-time 3 Years

Online & On campus in Mauritius

Start Date: September

Discover all the elements necessary for enterprise in our BA (hons) Business and Marketing degree. Learn how companies work and how they effectively communicate with consumers in today's landscape.

Are you enterprising? Then our BA (Hons) Business and Marketing degree can help you to make your mark on the world of commerce. Combining the disciplines of Business and Marketing you will learn the skills and knowledge that industry needs. Our relevant and current modules will enable you to excel, be a skilled manager and a successful marketer.

In today's global economy, it's a balance of abilities that has never been more vital. Learn how business functions. Develop your skills in analysis, planning,, sustainability and strategic management. Learn how to connect businesses with their customers. Develop skills in creative problem-solving, digital, and branding.

Our Business and Marketing degree allows you flexibility. Focus on the areas that interest you most, from international marketing and integrated business communications, to digital and media marketing.

Entry Requirements

3 subjects at A-Level and 1 subject at subsidiary level at Higher School Certificate

OR

2 subjects at A-level and 2 subjects at subsidiary level in HSC

OR

3 subjects at A-level in the London General Certificate Examination

OR

International Baccalaureate

A minimum of Grade C is also required at O-Level (School Certificate) in Maths and English.



Course Outline

YEAR 1:

Marketing Concepts | Project Essentials | The Functions of Business | Business Environments

YEAR 2:

The Responsible Marketer | Global Business Environment | Marketing Management | Applied Marketing Research
Optional Modules (Choose 1):
Marketing Principles for Business | Integrated Marketing Communications

YEAR 3:

Business Strategy & Global Growth | Contemporary Research in Marketing | Marketing Strategy | Business Ethics and Sustainability | Contemporary Digital and Media Markets

How is this course assessed?

A variety of assessments are used including essays, examinations, presentations, case study analysis, business and market analysis including plans and reports. Essay-type questions and problem solving exercises are used in addition to written coursework projects, including both group and individual based assessment and presentations.

For more information please contact UCLan-UOM Enterprise on:

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