

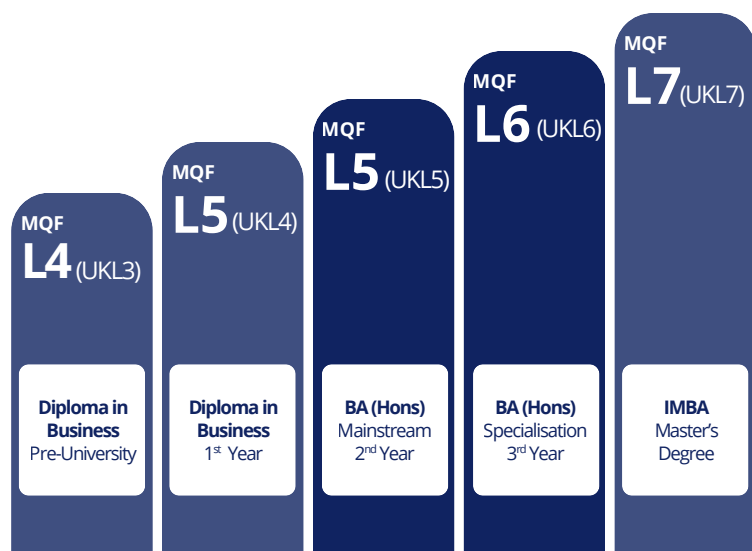
## BA (Hons) Business Management Specialisation - Marketing

Year 2 & 3 of the Degree

This innovative programme is a specialisation option on the general business programme, designed for students who want to embark on an in-depth study of marketing during their final (third) year of the degree. Students develop analysis and evaluation skills that can be applied to real-world situations. Four pillars underpin this programme: enterprise, sustainability, responsibility and digital innovation.

Independent and transferable personal development skills are vital in business and marketing, and students will have the opportunity to develop them through interactive learning activities and self-reflection to enable students to develop the professional skills required in the workplace. Students acquire core business skills, such as reflexive and reflective thinking, personal, professional and technological skills, through case studies, activities and live projects.

The course aims to supply future managers and professionals to various business and management/marketing sectors as well as to provide key knowledge, skills and attributes that are vital to modern organisations.



### BA (Hons) Management (Marketing)

UK L5 & 6 - MQF L5 & 6

#### Credits

240 CATS - 120 ECTS per level

#### Awarding Body

University of Wolverhampton



#### Study Mode & Duration

Full-Time: One academic year per level

Part-Time: Two academic years per level

#### Assessments

Coursework assignments

#### Entry Requirements

UK Level 4 Business Award such as:

- Higher National Certificate Business
- NCC Diploma in Business

AND English Language Qualification

Relevant work experience is considered



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## Second Year

### **Customer Acquisition and Retention**

This module explores the customer journey from prospect or enquiry to loyal customer or advocate. Students learn about the marketing strategies and tactics involved in attracting new customers and keeping them. They also gain practical experience of planning and designing marketing campaigns design to attract, win and retain customers.

### **The Professional Manager and Leadership**

The aim of this module is to develop students' understanding of management and leadership principles, and to explore the influence that various leadership and management approaches have on key Human Resources Management functions, including Change Management. Through the study of emerging leadership concepts, students develop an appreciation for the development of self as a method to support others in their development.

### **Managing Finance and Accounts**

The aim of this module is to provide an introduction to a range of financial and accounting skills, which helps students' understanding and managerial decision making skills. Learners evaluate organisations' financial statements, identify the principles for setting and managing budgets and understand finance within a company.

### **Operations and Project Planning**

This module covers operations and supply chain management along with key principles of project management. Students learn to analyse current challenges in business operations and supply chains, develop effective teamwork and communication skills in project settings, and apply management tools such as critical path analysis and PERT.

## Third Year

### **Marketing and Digital Strategy**

Explore the complexities of a strategic marketing approach that every organisation needs to employ to develop and sustain competitive advantage. This module expands the knowledge and understanding of traditional and digital marketing, exploring strategic positioning of products and brands offline vs online, and assessing the role of the marketing from a strategic perspective.

### **Consumer Behaviour and The Responsible Marketer**

This module addresses a wide range of issues and concepts involved in the management of integrated marketing communications, as well as the understanding of key issues pertaining to consumer behaviour. The module also offers an insight into how consumers buy and experience products and services and is fundamental in developing effective marketing and communication strategies.

### **The Marketing Consultant**

This module examines the role of social media, search engine and freelance marketing in targeting communications, with particular focus on competitor analysis. Students will gain exposure to digital marketing tools, and develop capabilities in Search Engine Optimisation, Keyword Research, Search Engine Marketing and Content Marketing.

### **The Professional Project**

The Professional Project capstone module is an independent study unit. Students draw together learning from their previous subjects, focusing on key strengths, in the production of a business artefact. Alongside the artefact students will develop a written critical reflection, which is designed to elucidate their rationale for choice of artefact and reflect on the process of its production and dissemination.