

Qualification Structure and Outline

BA (Hons) Business Management (Marketing) - 3rd Year

Language of Instruction

English

Course Structure

BA (Hons) Business Management (Marketing) (MQF/EQF L6) is a 1 Full-time Academic Year course (2 Academic Years Part-time) with 60 ECTS. Candidates must pass all 4 Units to be awarded the degree, conferred by the University of Wolverhampton.

Study Hours

- Total Qualification Time: 1,200 hours
- Guide Learning Hours (GLHs) for Core Units: 360 hours
- Hours per Week: 15 hours *

Course Units (Core and Elective)

- 6MK012 - Marketing and Digital Strategy (15 ECTS)
- 6MK013 - Consumer Behaviour and the Responsible Marketer (15 ECTS)
- 6MK014 - The Marketing Consultant (15 ECTS)
- 6BU020 - The Professional Project (15 ECTS)

Grading System

00 - 39 : Fail

40 - 59: Pass

60 - 69: Merit

70 - 100: Distinction

* Based on 1 academic year on a full-time basis. Hours for part-time students spread across 2 academic years.