

MARKETING

Located in the heart of the largest European centre for global brands and financial markets, Westminster Business School is internationally facing, professional and research engaged, and is ideally placed for you to launch your career. We are recognised by the Chartered Management Institute, APMG and the Society for Coaching Psychology; we are also a CIPD Approved Centre. Westminster Business School is an accredited study centre for The Institute of Direct and Digital Marketing (IDM) – the UK's only government-approved institute for the professional development of direct and digital marketers.

Teaching and learning

Based at our modern Marylebone Campus, our marketing courses match the requirements of professional bodies and the high expectations of the industry. They will give you a strategic perspective and broaden your understanding of marketing and its integration into corporate strategy and structure. The dedicated, multicultural staff bring academic and real-world practitioner expertise to the learning experience. You will hone your capacity for analysing complex marketing and business situations and reaching decisions on appropriate courses of action. You may also be able to add value to your course by taking advantage of the opportunity to study overseas for a year at one of our partner institutions.

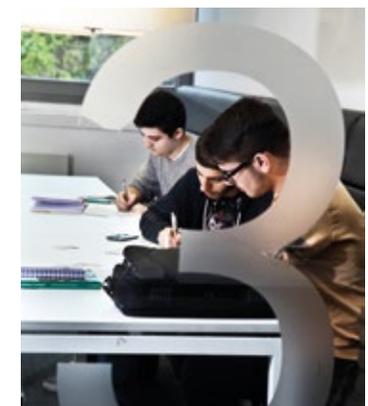
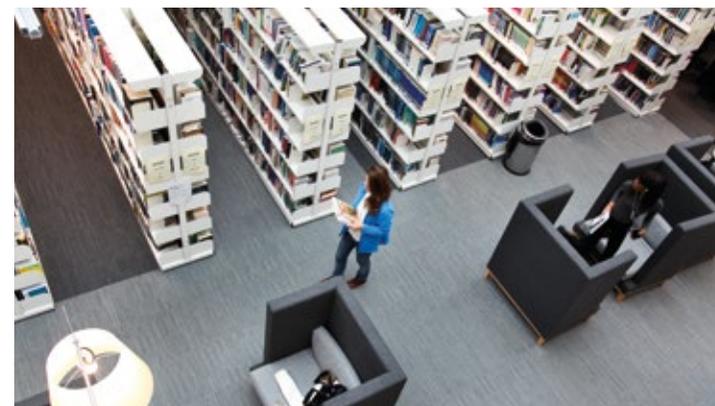
Employability

Our marketing courses will prepare you for a variety of careers in marketing management, such as brand management, product development, business-to-business marketing and not-for-profit marketing in agencies or enterprises. All of our courses offer you the opportunity to complete a work placement between Years 2 and 3, to broaden your knowledge and professional experience, develop your practical skills, and enhance your employability. Previous students have taken placements at the Walt Disney Company and Stella McCartney, as well as within the University itself, to name just a few. Our graduates have gone on to successful careers in marketing communications, retailing, sales, small business management, management consultancy, insurance and the City.



90% of our Marketing Communications graduates are in work or further study within six months

Data from DLHE 2014



INTERNATIONAL MARKETING

International Marketing BA Honours
International Marketing with Professional Experience BA Honours
International Marketing with International Experience BA Honours

Length of course: Three years full-time; four years full-time with work placement or study abroad

UCAS code: N552

Campus: Marylebone (See p24)

Typical offer for September 2016: A Levels – BBC; International Baccalaureate – 28 points (minimum); Edexcel BTEC Level 3 Extended Diploma – DMM; GCSE minimum Grade C in Maths and English. See also entry requirements on p197.



The International Marketing BA Honours explores the complexity and diversity facing marketers when operating in the highly competitive world marketplace. It will give you the knowledge, skills and practical experience you need to pursue opportunities with international organisations in areas such as strategic marketing planning, market research, marketing communications and brand management.

The course will develop your awareness of marketing and marketing practice in an international context, and its interaction with the other areas of business, in order to contribute to the success of an organisation. Our degrees in marketing have a shared first year which allows you to experience all the main areas in marketing before you finalise your degree to match your career choice.

For module information and further details, please visit: westminster.ac.uk/marketing

Currently seeking reaccreditation from CIM.



"I took full advantage of the programme and embarked on a year's placement with the marketing team at Westminster Business School. I particularly enjoyed the digital aspects of the role, such as preparing newsletters and writing blog posts."

André Tieni Vidigal
International Marketing BA Honours, placement student

MARKETING COMMUNICATIONS

Marketing Communications BA Honours
Marketing Communications with Professional Experience BA Honours
Marketing Communications with International Experience BA Honours

Length of course: Three years full-time; four years full-time with work placement or study abroad

UCAS code: N500

Campus: Marylebone (See p24)

Typical offer for September 2016: A Levels – BBC; International Baccalaureate – 28 points (minimum); Edexcel BTEC Level 3 Extended Diploma – DMM; GCSE minimum Grade C in Maths and English. See also entry requirements on p197.



The expansion of new media technologies combined with the relationship between customers and organisations provides unique areas of study within marketing communications. This course has been developed with professionals from the marketing industry to provide you with the knowledge, skills and capabilities you need to pursue a career within the marketing communications environment.

The course focuses on the study, understanding and application of marketing communications, enabling you to develop an enquiring, critical and reflective approach to ideas and issues, and an awareness of the global, social and ethical professional environment within which marketers operate. Our degrees in marketing have a shared first year which allows you to experience all the main areas in marketing before you finalise your degree to match your career choice.

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"Westminster provides excellent facilities and resources to make student life enjoyable and to make studying more accessible. I am certain my course will help to prepare me for working life."

Lara Cremer
Marketing Communications
BA Honours, third year

MARKETING MANAGEMENT

Marketing Management BA Honours
Marketing Management with Professional Experience BA Honours
Marketing Management with International Experience BA Honours

Length of course: Three years full-time; four years full-time with work placement or study abroad

UCAS code: N502

Campus: Marylebone (See p24)

Typical offer for September 2016: A Levels – BBC; International Baccalaureate – 28 points (minimum); Edexcel BTEC Level 3 Extended Diploma – DMM; GCSE minimum Grade C in Maths and English. See also entry requirements on p197.



Marketing managers are responsible for 'doing the business' of business – deciding what products to sell, to whom, for what price, where, when and how. As such, marketing management is considered by many to be one of the most stimulating and satisfying sectors, and this course will enable you to develop the knowledge and skills needed to pursue such a career.

The course is a general undergraduate degree in marketing, for those who see their future career in marketing but do not, at this stage, wish to specialise any further. Our degrees in marketing have a shared first year which allows you to experience all the main areas in marketing before you finalise your degree to match your career choice.

For module information and further details, please visit: westminster.ac.uk/marketing

Currently seeking reaccreditation from CIM.



"Choosing Marketing Management enabled me to realise the pathway which I want to follow in my future career."

Emilia Przyzycka
Marketing Management BA Honours,
final year

