These programme regulations should be read in conjunction with the University's core regulations for undergraduate programmes, and the marking and classification conventions for undergraduate programmes.

BA Marketing and Management (N509)

BA Marketing and Management with Placement Year (N510)

BA Marketing and Management with Study Abroad (N511)

1. This programme is available at Durham City, in a full-time mode of study.

Level 1 (Certificate)

2. Candidates shall study and be assessed in the following modules:

		Credit value
Financial Information for Managers >	ACCT1011	20
Marketing Principles # <	BUSI1131	20
Introduction to Digital Marketing >	BUSI1221	20
Marketing Strategy in Practice # >	BUSI1241	20
Managing Behaviour and Organisations <	BUSI1251	20
Marketing Professionals # < +	BUSI1301	20

Level 2 (Diploma)

3. Candidates shall study and be assessed in the following modules:

		Credit value
Social Marketing, Ethics and Sustainability <	BUSI2381	20
Integrated Marketing Communications # >	BUSI2201	20
Behavioural Science for Marketers # >	BUSI2211	20
Marketing Research Methods # < +	BUSI2351	20

4. Candidates shall also study and be assessed in modules to the value of 40 credits, a maximum of 20 credits per term, from **List A**:

List A:		**Credit value**
Entrepreneurship >	BUSI2141	20
Branded Identity, Culture and Society <	BUSI2171	20
Applied Brand Strategy >	BUSI2321	20
Digital Marketing: Tools and Techniques <	BUSI2361	20
A credit-bearing language module offered by the University's Centre for Foreign Language Study		20

Level 3 (Degree)

5. Candidates shall study and be assessed in the following module:

		Credit value
Business Analytics for Artificial Intelligence <	BUSI3541	20

6. Candidates shall study and be assessed in modules to the value of 40 credits from List B:

List B:		**Credit value**
Dissertation in Marketing ~	BUSI3242	40
Behavioural Science Marketing Project ~	BUSI3322	40

7. Candidates shall also study and be assessed in modules to the value of 60 credits across **Lists C and D.** A maximum of 20 credits can be selected from List D:

List C:		**Credit value**
Global Marketing <	BUSI3191	20

Retail and Services Marketing <	BUSI3221	20
Influencer Marketing Strategies >	BUSI3371	20
Consumer Power >	BUSI3431	20
Marketing in the Creative Industries > *	BUSI3521	20
Quantitative Analysis for Marketing Decision Making >	BUSI3511	20

8. Candidates may study a maximum of 20 credits from **List D**:

List D:		**Credit value**
Facing the Future >	BUSI3401	20
Global Sport Business >	BUSI3351	20
Managing Organisational Change <	BUSI3381	20
Corporate Responsibility and Sustainability <	BUSI3241	20
A credit-bearing language module offered by the University's Centre for Foreign Language Study		20

Assessment, progression and award

9. Modules marked with a # must be passed at 40% or above in order to progress to the next level of study.
10. Modules marked with a ~ must be passed at 40% or above for the award of an honours degree. A mark of 30 – 39% cannot be compensated.
11. Modules marked with a < will be delivered in Term 1, while modules marked with a > will be delivered in Term 2.
12. Modules marked with a + will be delivered in Term 3.
13. Modules marked with a * are not available in 2025/2026.
14. In line with the Core Regulations for Undergraduate Programmes, where undergraduate modules are delivered entirely in a single term, students undertaking such modules should be permitted to take no more than 70 credits in total in a single term.

Professional accreditation

15. Durham University Business School is accredited by the European Quality Improvement System (EQUIS) for a period of five years from 2022 and by the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2024.

Year 3 (Placement Year / Study Abroad)

16. Students admitted to the BA Marketing and Management (N509) are able to apply to transfer to the BA Marketing and Management (with Placement Year) programme (N510) or the BA Marketing and Management (with Study Abroad) programme (N511).
17. Candidates wishing to transfer to the BA Marketing and Management (with Placement Year) (N510) or the BA Marketing and Management (with Study Abroad) (N511) must:
    a. have successfully completed Level 1 of the BA Marketing and Management (N509) and progressed to Level 2 of the honours programme, and;
    b. during the first term of Level 2 study, apply to the Chair of the Board of Studies to be admitted to the BA Marketing and Management (with Placement Year) (N510) or the BA Marketing and Management (with Study Abroad) (N511) and have their application approved by the Chair of the Board of Studies; and
    c. successfully complete Level 2 of the BA Marketing and Management (N509) so as to be eligible to progress to Level 3 of the BA Marketing and Management (N509) Honours programme.

Placement Year

18. Students will undertake an approved work placement or work placements of not less than 40 weeks in total. They must have successfully completed 240 credits at Levels 1 and 2 to progress to the placement. Student progress will be assessed at threshold level by continuous

assessments of the student's performance during the placement and a final report. Assessment does not contribute to the marks used to determine the award of degree, but successful completion is required to qualify for the BA Marketing and Management with Placement Year.

19. Students who the Board of Examiners for the Business School deem to have made satisfactory progress on the Placement Year will continue to Level 3 of the BA Marketing and Management (with Placement Year) (N510). Students who have not made satisfactory progress on the placement year will not be permitted to continue on BA Marketing and Management (with Placement Year) (N510) but must instead proceed to Level 3 of the BA Marketing and Management (N509) programme.

Study Abroad

20. Students will undertake an approved study placement in an overseas university. Student progress will be assessed at module level by the host University. Assessment does not contribute to the marks used to determine the award of degree, but successful completion is required to qualify for the BA Marketing and Management with Study Abroad. Students should pass a minimum of 40 ECTS credits, or equivalent, to successfully complete the year, as set out in their Learning Agreement.

21. Students who the Board of Examiners for the Business School deem to have made satisfactory progress on the year abroad will continue to Level 3 of the BA Marketing and Management (with Study Abroad) (N511). Students who have not made satisfactory progress on the year abroad will not be permitted to continue on BA Marketing and Management (with Study Abroad) (N511) but must instead proceed to Level 3 of the BA Marketing and Management (N509) programme.