



BA (Hons) Business Management (Marketing)

UNDERGRADUATE

BLENDED

ONLINE





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Arden University has three decades of experience providing higher education, and we've helped more than 50,000 students globally gain the qualifications they need to succeed. We have a 95% student satisfaction rating, and 9 out of 10 Arden students believe studying with us has helped them transform their careers.*

*Arden University 2021 graduate survey



BA (Hons) Business Management (Marketing)

UNDERGRADUATE**BLENDED****ONLINE**

The BA (Hons) Business Management (Marketing) will provide you with the skills and digital know-how to become a successful marketing professional. The course has been launched with input from leading organisations and researchers, meaning you'll be introduced to the most relevant advancements in the contemporary marketing world, all while developing the robust knowledge sought by today's employers.

Arden University's Faculty of Business partners with the Business Graduates Association. This course is also accredited the Chartered Institute of Marketing and the Digital Marketing Institute.

Course at a glance

- Understand the most important concepts in marketing and business management
- Apply traditional and digital marketing knowledge to real-world applications
- Develop the requisite skills and technologies to be successful in contemporary business and marketing environments
- Evaluate marketing concepts from a range of perspectives and within diverse contexts

You can visit the Arden University website page for this course [here](#).



Key facts

Location: Blended, online

Start dates: Every 3 months

Full time: 3 years

Part time: 3 years+

Contact us

If you'd like to get in touch to find out more about studying this course, please use the following:

UK enquiries:

Call 0800 268 7737

Email study@arden.ac.uk

International online learning:

Call +44 20 300 56070

Email online@arden.ac.uk

Berlin blended learning:

Call +49 30 235901000

Email studyberlin@arden.ac.uk

Entry requirements

Two subjects at GCE A-Level or equivalent, plus passes at grade C or above in three subjects at GCSE level or equivalent.

If you don't currently hold the above qualifications, we also offer this course with an additional foundation year, which is designed for students who need extra support when starting their degree course.

IELTS 6.0 (no less than 5.5 in any element); or TOEFL iBT 80; or equivalent. Alternatively, evidence you have previously studied in English, such as a letter to show that the Medium of Instruction was in English can be accepted.

We also offer an internal English test for applicants who are unable to provide the above evidence of English proficiency. More information can be found [here](#).

Career Progression

- Brand Manager
- Campaign Manager
- Communications Manager
- Sales and Marketing Manager
- Product Manager
- Public Relations Manager

If you'd like to get your application started, please [click here](#).

Blended learning

Blended learning with Arden University brings you the best of both worlds: a flexible mix of face-to-face teaching at our study centre in Berlin, Germany, combined with independent online learning that you can take part in whenever and wherever works best with your existing commitments.

When you study via blended learning, each of your course modules is completed over a six week period. Each week of study will require a minimum of 33.5 hours of participation, which comprises:

- 8 hours of timetabled face-to-face teaching each week based in one of our study centres
- A minimum 25.5 hours of independent online learning

Your face-to-face classes will be scheduled on either two mornings (9.00am to 1.00pm), two afternoons (1.30pm to 5.30pm), or two evenings (two nights on campus 5:30-9:30pm) during teaching weeks. You'll be able to opt for your preferred time when you apply and, we'll do our best to accommodate your preferred schedule subject to student intake numbers for your course.

You can find out more about blended learning with Arden University [here](#).

Study centre locations

This course is available as a full-time blended learning degree at our study centre in Berlin, Germany.

You can learn more about studying with Arden University in Berlin [here](#).

Meet some of our blended learning students [here](#).

Online learning

Studying this course online gives you a lot of flexibility and convenience. You can enrol with us from anywhere in the world and study your degree from the comfort of home, without the requirement to attend classes in a physical location.

You'll study the course through ilearn, our university campus in the cloud. ilearn provides you with an integrated online learning experience, including your virtual classroom, lecture hall, and online library of more than half a million books and journals – yours for free while you study with us.

Studying online doesn't mean studying alone. As well as receiving regular feedback and guidance from your course tutor, you'll be studying with likeminded students and you'll have access to community message boards to discuss your course and the topics being raised within it.

We've even set up community boards embedded into each of the course modules so you can have discussions with your tutor and classmates on the topics you're currently learning.

You can find out more about online learning with Arden University [here](#).

Online learning key benefits

- Study anywhere worldwide
- Plan your own schedule
- Benefit from reduced costs
- Study around work and family life

Discover why so many students choose online learning with Arden [here](#).



Your studies will provide you with a thorough understanding of marketing functions, operations, and cutting edge technologies. Through the use of research, data analysis techniques, and academic and industry-based texts, you will develop your expertise in contemporary marketing, management, and business functions, helping you become a skilled and informed marketing professional.

Using our business simulation software, you'll be able to access a virtual business and run it as your own enterprise – managing activities such as marketing, sales, finances, people, product development, operations, and supply chain. This will give you the chance to put your knowledge to practice and make critical business decisions within a safe environment.

Please see the following pages for a detailed overview of each course module.

Level 4

Digital Skills & Professional Development (20 credits)

This core module will explore contemporary business automation technology and develop your digital literacy skills. The versatility and flexibility this brings is particularly relevant now due to the challenges posed by the COVID-19 pandemic. You will also be given the opportunity to learn fundamental professional “soft” skills to satisfy current and future organisational requirements, including critical thinking, negotiation, communication, and team building skills. At the end of the module you should be able to:

- **Explain the advancement of business automation technology and the associated range of digital skills required to demonstrate professional competency within an organisation**
- **Identify a range of ‘soft’ skills that are key requirements in demonstrating progression in terms of personal and professional development**
- **Reflect upon your own current levels of digital and soft skills applicable to the workplace**

Contemporary Business Environment (20 credits)

This module draws upon a range of business disciplines to give you a better understanding of organisations and their management in today’s dynamic business environment. Here you will be encouraged to apply your critical thinking and analytical skills to real-world business applications in strategy, ethical behaviour, social responsibility, and sustainability. You will also gain insights into key competencies and technologies necessary to be a successful leader and manager in the contemporary business environment. The module will also help you to:

- **Evaluate different types of organisations, their structures and stakeholders**
- **Discuss the role and impact of digitisation on the business structure, operations and strategies of contemporary business organisations**
- **Explain the key components of micro and macroeconomics theories and their impacts on organisational behaviour and the national economy**
- **Examine leading theories of management, leadership and control and discuss the challenges posed by contemporary business models**

Marketing Dynamics (20 credits)

The core aim of this module is to further your understanding of the role marketing plays within organisations, including fundamental marketing principles, practices, and strategies. This will be contextualised within the ever-evolving areas of globalisation and digital marketing and their transformative potential for marketing practice. You will also become familiar with the different stages of the marketing funnel, from awareness to purchase, so that you can better assess and deliver effective marketing decisions. Following completion of the module you will be able to:

- **Audit the marketing environment in which an organisation operates, demonstrating knowledge of a range of marketing tools and techniques**
- **Describe an existing or potential target market segment for an organisation that operates within a specific industry**
- **Illustrate the extent to which the marketing mix of an organisation links to its competitive position within a target market segment**

Introduction to Business Finance (20 credits)

This module will introduce you to a range of fundamental finance and accounting techniques that will optimise your managerial decision-making at operational and strategic levels. You will also gain financial computational acumen to better assess and analyse business performance. Finally, the module will delve into the emerging area of FinTech and explore how this technology can be harnessed to improve organisational policy and performance. Other learning outcomes of the module include the ability to:

- **Explain different sources of business finance available to organisations**
- **Apply various management techniques including budgeting, investment appraisal and cost volume profit analysis**
- **Interpret financial accounting information using basic ratio analysis**
- **Identify and assess the role of various FinTech applications**

People Management (20 credits)

In this module, you will be introduced to the practical and theoretical groundwork for effective human resource management across varying organisations, sectors, and countries. The module explores the historical underpinnings of people management and its application towards current and next practices. This knowledge will equip you with skills to utilise best practices across a wide range of contexts in the employee lifecycle. On completion of the module you should be able to:

- **Explore theoretical approaches to the effective management of the employee lifecycle to inform practice in a range of contexts**
- **Identify links between people management policies and organisational strategies to inform vertical and horizontal integration**
- **Analyse the roles of people professionals and line managers in the effective management of people**
- **Apply the skills needed to be effective as a line manager and/or people professional**

Technology & Innovation (20 credits)

The recent speed of technological advancements has brought upon unprecedented levels of digital innovation and transformation in the business environment. This module will provide you with insight into the technological and skills gaps that organisations may face as a result of this. You will be encouraged to apply evaluative skills to assess these gaps and implement viable solutions to address them in a way that enhances organisational value. Your learning outcome at the end of the module will include the ability to:

- **Explain the process of technological and skills gap analysis in relation to emerging digital trends**
- **Identify and discuss current trends in digital technology development and innovation, and their potential impact on the organisation**
- **Assess existing gaps and make appropriate recommendations on technological and development innovations and opportunities**
- **Describe barriers to innovation and successful implementation of technology, and how these can be addressed**

Level 5

Data Analytics & Management (20 credits)

Data plays a critical role in enabling businesses to improve their practices. This module will explore scientific, methodological, and analytical methods to identify data types, generate data-based insight, and ultimately make informed decisions that will generate business value. You will be introduced to business contextual technologies, platforms, and practices used to derive meaningful work with data sets. The module will also help you to

- **Analyse methods of gathering data and their value related to a specific problem**
- **Identify a business domain and analyse a specific problem**
- **Demonstrate appropriate analytical methods based on the dataset and identified problem to be addressed**
- **Make appropriate recommendations based on the findings of analytical activities**

Business Start-up (20 credits)

In this module, you will develop expertise on key business functions for building a successful start-up business. The module will explore specific case studies using a range of business models, from start-ups to high growth organisations. You will acquire practical skills to create your own feasible entrepreneurial ideas, formulate business plans, and develop sustainable strategies and solutions. Your learning outcome will include the ability to:

- **Demonstrate an understanding of the concepts, theories and models that underpin new business start-up in different contexts**
- **Explore the critical aspects of starting and operating a business, including the role of business functions and their interrelationships in the process of new business start-up**
- **Develop a business plan and choice of a business model to realise a business idea**
- **Apply financial/accounting tools and techniques in order to ascertain the viability and sustainability of a new business venture**

Sales Management (20 credits)

The sales management module will explore sales process techniques, as well as the role of technology and sales leadership in effective sales management. It will introduce the psychology and structure of ethical sales and negotiation processes as well as advice on building customer loyalty. You will acquire an understanding of the dynamics of the entire sales process and how to effectively deploy techniques that generate revenue and drive business growth. At the end of the module you will be able to:

- **Model prospective and existing customers for a given product or service**
- **Appraise and deploy appropriate sales management techniques for a given scenario**
- **Develop a sales management plan**

Digital & Social Media Marketing (20 credits)

Digital marketing has revolutionised the manner in which all businesses operate and market their business activities. This module will provide you with the underpinnings of this field, and the skills required to undertake digital marketing planning. You will learn key implementation, measurement, and evaluation tactics to run successful digital campaigns across a variety of contemporary multi-channel platforms, with a focus on social media. At the end of the module you will also be able to:

- **Apply the fundamental planning concepts when developing digital and social media marketing campaigns**
- **Explore the range of digital marketing channels available to organisations to undertake social media marketing planning**
- **Analyse consumer motivations in terms of user generated content and the associated impact of this, on a firm's marketing communications**
- **Effectively develop a digital marketing campaign with a focus on social media**

Managing Brands (20 credits)

This module combines comprehensive theory with practical insights to give an overview of the mechanics of brand management. You will acquire knowledge on proven tools and strategies for effective brand building, management, and decision-making. The module also highlights the key responsibilities and challenges faced by brand managers, and the techniques utilised to devise and implement successful branding strategies. Your takeaway from the module will include the ability to:

- **Examine how brands are defined and positioned to add value to organisations**
- **Analyse the factors that drive brand identity and success**
- **Develop a brand plan to deliver the brand strategy**
- **Interpret brand metrics and adapt the brand plan for continuous improvement**

Consumer Insights (20 credits)

The core focus of this module is the examination of consumer insights using a data-driven approach. The module will develop your ability to identify, measure, and evaluate consumer data, then transform this data into meaningful marketing conclusions. You will be given the opportunity to apply consumer-based marketing metrics and analytical tools to see firsthand how insights shape and aid in effective decision-making. On completion of the module you should be able to:

- **Differentiate the value of different data sources to develop consumer insights and understanding**
- **Analyse how relevant consumer insights are applied to manage end to end customer journeys**
- **Appraise the value of data and insights for marketing decision-making**

Level 6

Business Transformation (20 credits)

The shift towards digital business transformation requires a combination of changes within an organisation. This module will critically explore concepts and theories that can be harnessed to support innovative digitisation. It will equip you with an understanding of the drivers behind the digital business revolution, the impact of industry 4.0 on business practice, and the importance of embracing technology alongside procedural, methodological, and social changes. Once you have completed the module you should be able to:

- **Critically assess the drivers of digital business transformation**
- **Evaluate the potential impact of future digital transformation on an organisation**
- **Critically analyse the role of existing technology in a modern organisation**
- **Assess the need for procedural and social change to support digital transformation objectives within an organisation**

Entrepreneurship and Innovation (20 credits)

This module aims to equip you with practical entrepreneurial and digital skills required to turn conceptual business ideas into viable business opportunities. Extensive case studies will be used to develop your diagnostic, creative, and applied thinking skills on a range of topics. You will strengthen your employability through learning the practical aspects of business start-ups, sustainable business strategies, persuasive business plans, and creativity and innovation. The module will also help you to:

- **Critically evaluate entrepreneurship, success factors, and the characteristics and motivations of entrepreneurs**
- **Apply key theories of idea generation, creativity and innovation in turning ideas into practical business opportunities**
- **Demonstrate ability to use appropriate market and industry analysis tools to research, analyse, synthesise and evaluate the competitive business environment**
- **Develop and justify the need for and content of a structured business plan**

Corporate Governance, Law & Ethics (20 credits)

This module will further your knowledge of corporate governance, legal, and ethical principles. Through the use of case studies, you will be given the opportunity to apply these principles to a range of global organisational contexts. This will provide you with skills to critically diagnose ethical and governance challenges and develop viable organisational solutions. The module will also explore and evaluate corporate social responsibility, social value, and sustainability. At the close of the module you will be able to:

- **Apply a range of corporate governance and legal principles to a variety of organisational contexts**
- **Evaluate the key ethical and governance theories that impact organisations in a range of international jurisdictions**
- **Diagnose legal, governance and ethical challenges in organisations**
- **Evaluate the importance of corporate social responsibility**

Independent Study (20 credits)

In the independent study module, you will be given the opportunity to apply the knowledge gained from your degree programme to a real-world problem in the context of business and management. By pursuing an independent study on a topic of interest, you will be able to showcase your research, project management, and transferable skills to potential recruiters.

The final outcome of the module include the ability to:

- **Identify, plan, design and execute an independent study based on an issue/problem/challenge appropriate to the business and management discipline**
- **Apply appropriate research design processes to gather data, critically analyse the generated information to address the problem**
- **Develop a project report that critically discusses the research results in relation to academic and practical consideration appropriately and professionally**

Global Marketing (20 credits)

The global marketing module seeks to advance your knowledge on key issues, theories, and concepts in global marketing. It will explore different socio-cultural, governmental, and economic issues within the global marketing context, developing your understanding of country-specific variations in the marketing mix. You will be encouraged to engage in global marketing debates, draw upon current marketing thinking, and plan and evaluate marketing strategies in a global context. The module will also help you to:

- **Analyse the global marketing environment**
- **Identify and analyse various strategies for approaching global markets**
- **Develop and justify a suitable global marketing mix**
- **Critically evaluate the appropriateness of the digital revolution and the global e-market place**

Marketing & Digital Strategy (20 credits)

The integration of digital marketing strategies is essential for success in the contemporary business environment. This module will critically explore relevant concepts, theories, and frameworks on formulating sustainable and competitive digital marketing strategies. You will acquire critical analysis skills by proposing solutions to the challenges facing organisations in the ever-evolving digital business environment. At the close of the module you will be able to:

- **Examine the key components of a digital marketing strategy**
- **Discuss the use of digital marketing frameworks and relevant theories in developing digital strategies**
- **Evaluate and appraise digital marketing decisions and challenges concerning business goals**
- **Critically analyse digital marketing concepts and propositions in the context of the digital media landscape**



Dr. Alison Watson

Head of School - Leadership and Management

Dr. Alison Watson is the Programme Team Leader for Arden's undergraduate Business and Accounting programmes. Having taught at Arden for 15 years, she has supported many students on various management courses at all levels of study. Prior to this, Alison was an operations and project manager for a number of large retailers, and therefore has a wealth of experience in the field of business and management.

Alison will provide guidance to the School of Leadership and Management, ensuring that it delivers high quality academic provision and student satisfaction across all courses.

Why study with Arden University?

At Arden University we believe everyone, everywhere has the right to gain the life and career benefits that higher education can bring. We are dedicated to making the university experience convenient and accessible to ambitious and motivated individuals worldwide.

Our mission is to connect adult learners like you with higher education study opportunities that give you the tools you need to fulfil your career and life goals. We challenge conventional perceptions of degree study by providing flexible, vocational courses with timetables and learning options that fit around your life commitments.

As an education provider that is not constrained by bricks and mortar or traditions, we are able to offer courses that are innovative, affordable, and which help students and employers reap the benefits of contemporary training and skills development.

Arden is the university that comes to you, on your terms, helping you achieve the life and professional success you want.





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