

MARKETING

Located in the heart of the largest European centre for global brands and the creative hub of the world's advertising industry, Westminster Business School is a globally engaged, practice-focused and research-informed provider of higher education in marketing. We are committed to developing the next generation of marketers, industry-ready by the time they graduate.

The 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 – and strong links with the Digital Marketing Institute (DMI) and the Chartered Institute of Marketing (CIM), the world's largest professional marketing association.

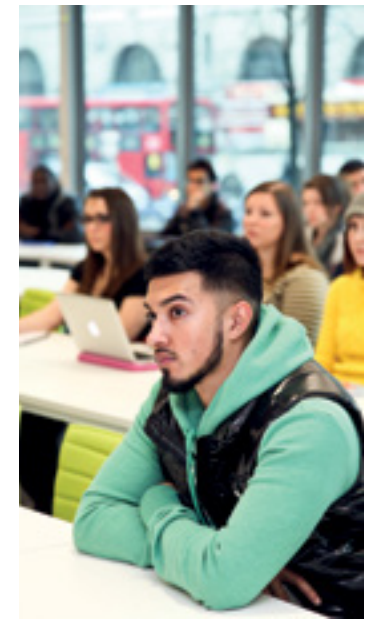
Teaching and learning

Based in the heart of London, our marketing courses are continually adapted to match the requirements of professional bodies and the high expectations of the fast-moving marketing industry. Our experienced, multicultural faculty bring a wealth of 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 can choose to add even greater value to your course by taking advantage of the opportunity to study overseas for a year at one of our partner institutions, or by completing a work placement in the UK.

Employability

Our marketing courses will prepare you for a variety of careers in marketing, such as digital marketing, marketing management, brand management, PR and sponsorship, product development, not-for-profit roles, or in an agency. All three courses offer you the opportunity to complete an optional 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 iconic UK fashion brands such as Burberry and Stella McCartney, as well as within the University itself, to name just a few. We are proud of our worldwide alumni many of whom now hold prestigious positions in companies and countries around the globe.

See also: Accounting, Finance & Economics p34 • Business & Management p62



85%
of our Marketing
Communications
graduates are
in work/study
six months after
graduating

Data taken from [unistats.ac.uk](https://www.unistats.ac.uk) in December 2017



Lectures and library facilities at Marylebone Campus

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: Central London (see map p192)

Typical offer for September 2018: A Levels – BBC; International Baccalaureate – 28 points (minimum); Pearson BTEC Level 3 Extended National Diploma – DMM; GCSE minimum Grade 4 in Maths and English. See also entry requirements on p185.



This course explores the complexity and diversity facing marketers when operating in the exciting but highly competitive world marketplace. It will give you the knowledge, skills and practical experience to pursue opportunities with international organisations in areas such as strategic and operational marketing management and planning, marketing research, marketing communication 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. All of our marketing degrees have a shared first year which allows you to experience all the main areas in marketing.

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

The course gives exemptions from some of the modules included in the CIM Graduate Gateway, allowing our graduates to gain the professional qualifications faster.



“My course has given me valuable insight in the world of marketing through a global perspective. My peers represent many different cultures, allowing me to establish connections in all corners of the globe. I am truly developing a global network of my own.”

Samantha Sutton
International Marketing BA Honours, 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: Central London (see map p192)

Typical offer for September 2018: A Levels – BBC; International Baccalaureate – 28 points (minimum); Pearson BTEC Level 3 Extended National Diploma – DMM; GCSE minimum Grade 4 in Maths and English. See also entry requirements on p185.



The expansion of new media technologies and techniques and the ever-evolving relationship between customers and organisations can be a challenge for those wishing to keep abreast of developments in marketing communications. This course has been developed together with professionals from the marketing communications industry to provide you with the latest knowledge, skills and capabilities to enable you to flourish in a career within the modern marketing communications environment.

This 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. All of our marketing degrees have a shared first year which allows you to experience all the main areas in marketing.

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“The support for students is unparalleled. Our lecturers have helped me and my peers become the best students and working professionals we can be.”

Sam Badcock
Marketing Communications BA Honours, student

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: Central London (see map p192)

Typical offer for September 2018: A Levels – BBC; International Baccalaureate – 28 points (minimum); Pearson BTEC Level 3 Extended National Diploma – DMM; GCSE minimum Grade 4 in Maths and English. See also entry requirements on p185.



Marketing managers are responsible for ‘doing the business’ of business – deciding what products to sell, to whom, for what price, where, when and how. They work with colleagues from across the company, such as R&D, finance and sales, and with external agencies for product and packaging design, advertising, and PR. Marketing management is considered one of the most stimulating and satisfying sectors, and this course will give you the skills to embark on this rewarding 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. All of our specialist degrees in marketing have a shared first year which allows you to experience all the main areas in marketing.

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

The course gives exemptions from some of the modules included in the CIM Graduate Gateway, allowing our graduates to gain the professional qualifications faster.



“Studying marketing management has been a very enjoyable experience. I developed key skills such as presentation making and using and applying marketing metrics.”

Lara Jabary
Marketing Management BA Honours, student

