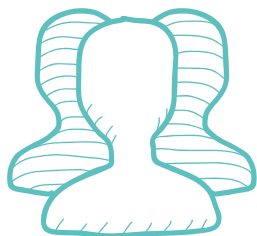




If you have previously completed an HND in Business (or equivalent) then this Top-Up will enable you to achieve a full undergraduate honours degree in business (marketing).

Marketing is an essential part of a business, not just in attracting customers but in feeding intelligence to the management team to support effective decision making and planning. The modules on this course are designed to give you specialist knowledge and a range of practical skills that will enable you to become an effective practitioner in this field.

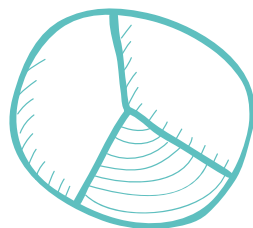


Modules are:

(Level 6)

Contemporary Management Issues

You'll get right up-to-date with the latest thinking in this module, probing the issues facing managers today, including sustainability, corporate values and moral and ethical choices. You'll ponder how the world is changing - from the communities we live in, to globalisation and the way the world's economic landscape is evolving.



Strategic Management

Where is this business headed? What is your key goal? To get there, you'll need a road map. Here, you'll explore how to design that map, by applying a range of theories and techniques and building a strategy. You'll also look at how organisations deliver that plan by effectively managing change. We'll include a look at what happens in mergers and acquisitions, how to work with partners, and national or international planning.



Managing Self and Others

Earlier in the programme you studied ways of supporting others and developing yourself. This module continues that theme. You'll learn how to be at your best with stress management techniques, positive thinking and assertiveness. Can certain tools help creativity and decision making? You'll be able to decide. You'll scrutinise everything from recruiting, to managing teams and individuals - and getting the best out of them.

International Marketing

How does marketing work across borders? You'll research how to create a successful marketing strategy when you're faced with international law, changing economies, politics and people.



Research Methods and Dissertation

We'll help you every step of the way with your dissertation. Starting by deciding what topic you want to research and how you're going to approach it, you will then gather your own data and analyse it, alongside books and other resources. Eventually, you'll bring it all together in a dissertation and presentation, by which time you'll be quite the expert!



Course duration and hours of study

This varies depending on your rate of progress - you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within.

You can find more information on the course page by visiting

www.arden.ac.uk. Alternatively, please call our admissions team on: 0808 273 9762 for more details.

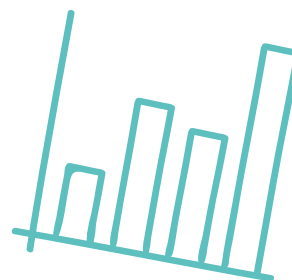
Entry requirements

To be eligible for this course you should have:

A HND in Business or equivalent, provided that your prior learning is consistent with Level 5 of the functional areas of business (finance, marketing, HRM and operations management).

For students whose prior learning was not taught in English:

IELTS 6.0 or equivalent.



How to apply

Visit: www.arden.ac.uk

Email: admissions@arden.ac.uk

Call: 0808 273 9762

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