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University



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# BSc (Hons) Marketing

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#BUopenday  
#belongatbu

# Why choose Marketing?







“... is the management process for identifying, anticipating and satisfying customer requirements profitably.”

**(CIM - Chartered Institute of Marketing)**

# Why BSc (Hons) Marketing?



# Why study Marketing ?



- Diverse and interesting career opportunities
- Growing industry and many new areas of interest
- You can work for any size company, in any sector, anywhere in the world

# Subject approach

**Business**



**Communication**



BA Business  
Studies



BA Business Studies  
with Marketing



BSc Marketing



BA Marketing  
Communications



Advertising  
PR



# THE MODERN MARKETER

PART ARTIST • PART SCIENTIST

Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let's take a look!

## PART ARTIST

### WRITTEN CONTENT



Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

### VISUAL ASSETS



Visual content grabs consumers' attention, making it a valuable marketing resource.

### SOCIAL MEDIA



Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

### EMAIL MARKETING



Email remains the workhorse of most modern marketing departments. Best practices and design remain essential skills for marketers.

## PART SCIENTIST

### PERFORMANCE TRACKING



Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

### OPERATIONS



With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

### ANALYTICS



Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.

### CAMPAIGN PERFORMANCE



Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.





# BSc (Hons) Marketing at Bournemouth University



# 4Ps

# P1! The Programme - #BSc(Hons)Marketing



## Faculty of Media & Communications (FMC)



FMC at Bournemouth University is one of the largest of its kind in the world and has a global reputation for combining research and teaching practice

## The Business School (BUBS)



International reputation as a leading provider of contemporary business education. It is a member of AACSB International – the Association to Advance Collegiate Schools of Business.

# BU's Business School placed amongst the world's elite

- The Business School is accredited by **The Association to Advance Collegiate Schools of Business (AACSB)**;
- We demonstrated a focus on **excellence** in all areas, including **education, research, developing our courses** and **student learning**;
- We were highly commended for our **high levels** of **student employability** and a study environment that promotes academic excellence;
- You can be confident that you will receive an **education** of the **highest quality**;
- Only **5%** of the World's Business Schools are AACSB-accredited.

## Our Graduates will:

- Be professional **Communicators**
- Be effective **Researchers**
- Be prepared for **Employment** in a **Global** Context
- Have subject **Knowledge** and **Understanding** in their chosen field
- Understand the importance and value of **Responsible Business Practice**





Best of Both: Giving the BSc Marketing a unique identity

- **4 years**
- **Placement in 3rd year**
  - **What will I study ?**

## Key Themes

**Global Business Environment (i.e. economics, law)**

**Principles of Marketing**

**Academic and Employability Audits (Management competencies)**

- **Consumer & Stakeholder Insights**
- **Integrated Marketing Comms**
- **Digital Essentials**



# Professional Qualification

Exemptions on professional qualifications  
at Certificate and Diploma level

Entry level study option

## CIM Journey

- Starts with the Foundation Certificate in Marketing
- Optional (entry level) study programme
- Building on knowledge gained
- Awarded at start of year 2
- Valuable for placement applications
- Demonstration of personal and professional development

CIM commendation for student performance in 2013-14, 2014-15, 2015-16, 2018-19, 2020-21 on the first of the two units 'What is Marketing':

"Excellent standard of results achieved"

## Core:

- Research Principles and Practice
- Recruiting, Selecting and Retaining Talent
- Business Accounting;
- Brands and Branding



## Options:

- Customer Experience;
- Digital Media Practice;
- Global Operations Management;
- Global Responsible Business Practices;



- **Wide range** of companies - 'blue chips', local, national, international, SME's, family businesses;
- Opportunities for extra **training** and certification;
- Extensive **support** in preparing job applications;
- High proportion of students **invited to go back** to placement company upon graduation;
- Students **visited** by university staff (**PDAs**);
- Earning between £15k-£21k in UK;
- **40%** students invited to go back to placement companies after graduation



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**BOSCH**



L'ORÉAL



HACKETT  
LONDON

COTY

Canon

*Lilly*  
Answers That Matter.

## Placement Year: what students say?

"I'm currently working in a film and entertainment PR company and have already had so many exciting things happen! Worked on a press junket for the Bobby Moore film and met Geoff Hurst, the man that won England the football world cup in 1966 (although I didn't know who he was until it was explained to me haha) That same week I went to the opening programme to the London Film Festival for which my colleagues and I are handling 4 of the films for (Octobers going to be a busy month 4 premiers in one day!!!) Today I'm getting to help my boss and go to the set of the new WWE film which is shooting in London to help with some of the press interviews so it's all very go go go!

So far I'd say I'm having the best time of my life as I've finally found something I really want to do!! I really enjoy that I'm working with such a small group of people (6 of us) because it makes us all really close and I'd say it was more like coming to see your friends than coming to work! I've even been included in company pictures and have a picture going on the website! So I really feel included with the company.

We have a lot more projects lined up for us in the coming next few months so it's going to be a very jam packed time for me but I love it (Look out for the play we're doing in October, Trafalgar Studios called Ticking, I've been helping arrange interviews in the papers )."

**Abby Duggan**  
*BSc (Hons) Marketing student*

WELCOME TO  
**Untitled**  
communications

"My first 3 months at Nike have been truly incredible. The Nike team I working with are truly incredible, the hard work they put in to the campaigns and the overall passion they have for the company is truly inspiring and if anything motivates me to work harder every day.

I am currently working on the planning stages of Euros 2016 & Road to Rio Olympics 2016 which is very hectic but so exiting and inspiring to know that I will be a part of 2 iconic events next year. The main category I am working at this moment in time is the Sportswear category looking into collaborating with new media partners and influencers such as i-D Magazine & India Rose (Blogger) to deliver some exiting content to do with Nike Sportswear new range called 'Tech Pack'.

I think one thing that has stuck with me since I have started is something that my managers said to me on my 1st day. She said "you get what you put in" which is completely true, every day I try to excel in everything I do every day which has resulted in my going to the England vs Switzerland game and London Fashion Week. Also seeing your ideas being used in campaigns which will be seen all over the UK is honestly."

**Morfo Peyiazis**  
*BSc (Hons) Marketing student*



# What placement employers say?

“...has flown; she’s getting better every day. She’s clever, sharp and witty and has produced 4 or 5 outstanding pieces of work. She’s the only intern asked to stay on.”

“...has excelled in many areas as is by far the best of the 5 interns we’ve had. She’s really been a massive support, is brilliant and totally gets what we do. She needs to understand how brilliant she is!”

“... has had a great year and has really grown. He’s been brilliant, keeping everything together when taking total responsibility for new store openings.”

“He has built very good relationships with his key stakeholders around the business. He has established himself as the go-to person for Marketing Automation and CRM, and his help and insight there are highly value.”

# Employability Awards October 2019



2nd October 2019

# Year 4 / Level 6

(Please refer to Course Flyers and Website for  
Details of Specific Units)

## Core:

- Project/Dissertation/Academic Paper;
- Developing Strategy for Global Markets;
- Live consultancy;

## Options / Specialisation:

- Brand Management;
- Corporate Comms/Sponsorship;
- Creativity in Communication;
- Relationship Marketing
- Corporate Finance;
- Entrepreneurship & Business Ventures;
- International Management
- Fashion Business;

# What about the course?

**10-12 hours contact between student/tutor**

- Lectures
- Small seminar groups
- Tutorials



- Coursework & examinations
- Individual & group work
- Real-life or simulated projects



barker



# Career oriented programme

- Marketing Manager
- Management Consultant
- Campaign Manager
- Brand Manager
- HR manager
- Business Manager
- Product Manager
- Sales Manager
- Data analyst
- Research Manager
- Account Manager
- Advertising Executive
- Assistant Category Manager
- Business Support Analyst
- Direct Marketing Assistant
- Events Account Executive
- Holiday Rep
- Media Planner/Buyer
- Media Sales Executive
- Operations Manager
- PR Account Executive
- PR Account Manager
- PR Executive
- Teacher
- Sponsorship Assistant
- Web Marketing Administrator
- Digital Marketer

## Key data...

Selected HESA, NSS and BU PRIME  
data, published Aug 18-Aug 19

**88%** reported that they  
had received helpful support  
throughout their studies

**92%** of respondents were  
satisfied with learning  
opportunities

**95%** of respondents  
satisfied with learning  
resources

Proportion of Graduates in  
employment: **86%**

Average Graduate starting  
salary: **£22,000**



- **Friendly, approachable** academic and administrative staff (open door policy)
- **Research-active** academic staff with **professional** qualifications
- **Specialist support** for students with ALNs
- **Award-winning** Library Team (THE Leadership and Management Awards)

# Investment in YOU (students)

- Plenty of contact hours - Lecturers work closely with students
- Pastoral care
- Award-winning PAL (Peer-Assisted Learning) mentoring scheme
- Course representatives
- Student Union
- University Learner Support Unit



# P3! Place: Why study at BU ?



# Location, location, location



# Why study at BU? Ask people around...

I chose Bournemouth University because I thought the course was interesting and the university had great facilities.

**Ayo Adelodun**

The placement year allows you to gain hands on experience of the workplace as well as being able to earn a good wage and enhance your CV.

**Rory Munro**

I chose BU as they had high graduate employment and also the student life.

**Francesca Griggs**

# What's it like to study at BU?



<https://www.youtube.com/channel/UCEq5cOMsNYiSLezGDbpa0UA>

# P4?

#**P**ASSION

# 4Ps of #BScMarketing at BU



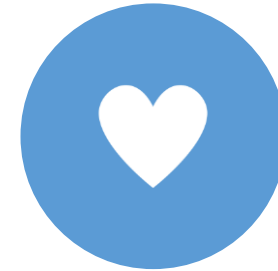
**Place**



**Programme**



**People**



**Passion**

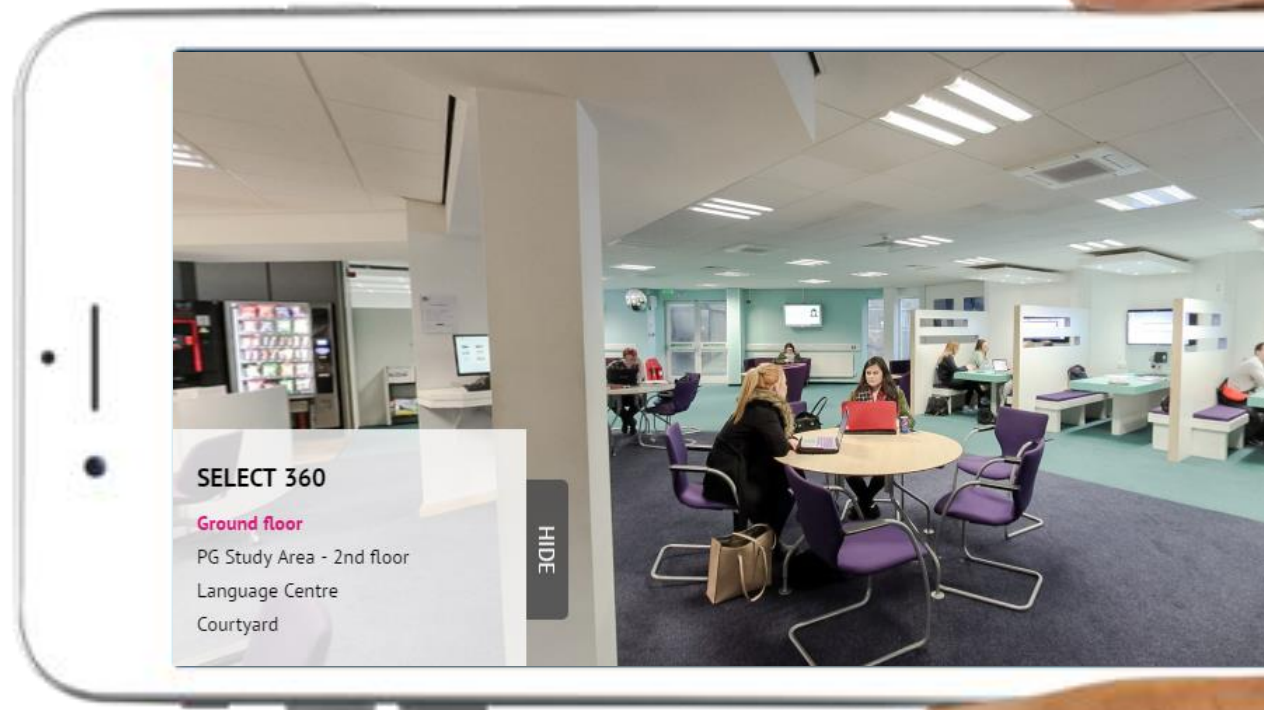


Academic Contact:

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**Got questions? We've got answers!**

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01202 961 916  
[askBUenquiries@bournemouth.ac.uk](mailto:askBUenquiries@bournemouth.ac.uk)

# Entry Requirements

**Relevant subjects:**  
All subjects considered

Tariff Points	BTEC Qualifications	Other Qualifications
104 - 120 tariff points including 2 A-levels or equivalent	<p>Extended Diploma: Distinction, Merit, Merit (112 tariff points)</p> <p>Diploma: Distinction*, Distinction (104 tariff points)</p> <p>BTEC National Foundation Diploma/90-credit Diploma: Accepted as part of the overall tariff but it must be accompanied by an A-level or equivalent</p> <p>BTEC National Extended Certificate/Subsidiary Diploma: Accepted as part of the overall tariff.</p>	<p>IB Diploma: 28 – 31 points.</p> <p>Access to HE: 102 – 118 tariff points with any combination of Distinction, Merit, Pass grades.</p>

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# Applying to us...

**Once you submit your UCAS application, we ...**

- We will read your **personal statement** and **reference**
- We will take into account **motivation** and **commitment**
- We will consider the **'bigger picture'**
- We will look at **individual** applications and make offers based on your **academic achievements** and **personal statement**.

