



UNIVERSITY
OF LONDON

2024



BSc Marketing

With academic
direction from:



ROYAL
HOLLOWAY
UNIVERSITY
OF LONDON

london.ac.uk/bsc-marketing

World class. Worldwide.

Join the World Class

1 **Quality of learning**

Top quality teaching is led by academics at Royal Holloway's School of Business and Management, committed to developing students academically, socially and personally.

2 **Access to a wealth of resources**

You'll have access to a range of stimulating content including pre-recorded videos, readings, discussion forums, quizzes, online tutorials and intellectually challenging debates in weekly study hours.

3 **Employability and career progression**

Gain the knowledge and experience necessary to succeed in management, strategy, design and analyst roles as you build the leadership and interpersonal skills employers are looking for. Upon graduating, you'll be ready to bring demonstrable, transferable expertise to any business sector.

4 **Study at your own pace, on your schedule**

Studying a University of London degree online gives you the flexibility to work while you study, turning almost any location into your own classroom without the costs of face-to-face study on campus.

5 **A mark of excellence**

Earn an internationally recognised qualification from the University of London. The University has a track record of teaching, innovation and research dating back 160 years.

Contents

Key dates

April session:

Applications/ registration open:
4 December 2023

Applications close:
4 March 2024

Registrations close:
18 March 2024

Programme starts:
8 April 2024

October session:

Applications/ registration open:
25 June 2024

Applications close:
16 September 2024

Registrations close:
23 September 2024

Programme starts:
14 October 2024

BSc Marketing

Join the World Class	2
A University of London degree from anywhere in the world	4
A trusted name in global education	5
Build an understanding of marketing theory and practice	6
Collaboration with Coursera	7
How you study	8
Further information	10

A University of London degree from anywhere in the world



Dr Ran Bhamra

Programme Director
Royal Holloway

Welcome to the BSc Marketing. You will be gaining a permanent competitive advantage by undertaking this degree.

Our programme goes beyond standard marketing degrees and the additional knowledge and insight you will gain from our programme will provide you with the kind of value-adding analytic skills that are so highly sought in the world of marketing, advertising and corporate communication today.

Our coveted BSc Marketing provides you with a wider perspective on the role of marketing in society, of the rise of the customer and the impact of consumption today globally. We give you the historical and sociological contexts that allow you to see the trends and tipping points in marketing that others might be missing.

This BSc Marketing delivers a global curriculum because marketing is a global enterprise. We study the differences and commonalities obtained in markets and marketing around the world, giving you the vital intelligence to operate across borders, with confidence and respect that comes with specific local and regional knowledge. We will introduce you to cultural, political and social aspects of markets and marketing.

This degree also stands out for its commitment to ethics, sustainability and diversity at a time when a mastery of these matters is not only an asset, but also a basic requirement for any high level position in the industry and beyond. Our approach to these central concerns of our time is not to add them

on to marketing's core concerns and practices but to recognise that these matters must be at the heart of how marketing conducts its business. Our modules therefore integrate ethical questions throughout the curriculum. Every module considers sustainability the criteria of success or failure in any marketing endeavour. And we invest in the power of diversity not only to help you root out from marketing practice any lingering lack of equity, but also to showcase the range of talent available when diversity steps to the centre of an organisation.

We pay special attention to the ways marketing practices must keep up and demonstrate commitment in the face of evolving articulation of gender, race, ability and sexuality among communities and customers. In short, this is a programme like no other that will have you standing out from the crowd.

A trusted name in global education



The University of London is one of the world's leading universities, internationally recognised for its high academic standards. This reputation is based on the outstanding teaching and research of our 17 federation members.

Upon finishing a programme of study, graduates automatically become part of the University of London alumni community, a diverse global network of more than one million graduates. Among former students are six Nobel Prize winners, including Nelson Mandela and Charles Kao, a pioneer in the development of fibre-optics.

London made global

Founded in 1836, the University of London is one of the oldest and most prestigious universities in the UK and is internationally regarded as a centre of academic excellence. In 1858, we made our degrees available to study anywhere in the world.

Today, we have more than 40,000 students in over 190 countries, studying on 100-plus degrees, diplomas and certificates.

Learn from internationally renowned experts

The programme is led by academics at Royal Holloway's School of Business and Management. Royal Holloway is in the top 25 per cent of UK universities for research rated 'world-leading' or 'internationally excellent' (REF 2021).

As one of the UK's leading research-intensive universities Royal Holloway is home to some of the world's foremost authorities in the sciences, arts, business, economics and law.

Build an understanding of marketing theory and practice

The BSc Marketing degree provides a foundation for advanced and independent study through establishing a common platform of essential knowledge and skills.

A range of themes are offered to ensure that students appreciate the diverse, interdisciplinary nature of business administration and

marketing and also gain or reinforce a range of conceptual, technical, quantitative and personal skills.

The degree structure is progressive, allowing students to move from general modules to more critical or specialist modules. Students will gain the ability to analyse real-life problems facing actual businesses and evaluate the effectiveness and limitations of different marketing and management solutions and practices.

As a graduate of this programme, you will:

- gain an understanding of the organisation, its functions and the context of business leading to a multifaceted appreciation of marketing and other management disciplines
- gain an understanding of contemporary perspectives on marketing as a discipline and its implications for firms, industries and society
- learn the strategic and operational facets of marketing set within the context of globalisation and its implications for the marketing manager and consumerism
- gain the ability to analyse real-life problems facing actual businesses and evaluate the effectiveness and limitations of different marketing and management decisions and solutions.

In some countries, qualifications earned by distance and flexible learning may not be recognised by certain authorities or regulators for the purposes of public sector employment or further study. We advise you to explore the local recognition status before you register, even if you plan to receive support from a local teaching institution.



Collaboration with Coursera

An academic first

We are extremely proud to have been the first university to partner with Coursera when it embarked on its first bachelor's degree back in 2017. The University of London has more than 45 courses on the Coursera platform, generating over 2.8 million Coursera learner enrollments. Coursera has over 77 million registered learners spread over more than 4,600 courses and more than 500 specialisations. They've partnered with some of the world's leading universities, which include Johns Hopkins University, Stanford, University of Michigan, The Hong Kong University of Science and Technology, and Shanghai Jiao Tong. Coursera's courses are used by leading brands, including over 25 per cent of Fortune 500 companies, to train and update their staff. You can read more about Coursera at: about.coursera.org

US-imposed restrictions

United States export control regulations prevent Coursera from offering services and content to users in certain countries or regions. More information about which countries or regions are affected can be found at: bit.ly/intl-restrictions

Coursera must enforce this restriction in order to remain in compliance with US law and, for that reason, we advise that all learners check this information before applying to the programme.



Welcome from Betty Vandenbosch, CCO

We're honoured that the University of London is launching a second job-relevant degree on Coursera – enabling learners from around the world to access an affordable education from a top 25 UK university.

The Bachelor of Science in Marketing from Royal Holloway, University of London will equip students with the latest knowledge, techniques and practices used in modern-day marketing. Internationally renowned experts will also help build a strong foundation of core marketing skills such as strategy, international business, marketing theory and consumer behaviour.

Students can study at their own pace from virtually anywhere – while participating in engaging learning

experiences, such as online tutorials and debates with peers from around the globe. To set students up for success, they can try a course before applying.

Degrees continue to be one of the most valued credentials in the job market, and we're excited to build on the global success of the University of London's Bachelor of Science in Computer Science by launching this new programme in a high-demand field.

About Coursera

Coursera was founded by Daphne Koller and Andrew Ng with a vision of providing life-transforming learning experiences to anyone, anywhere. It is now a leading online learning platform for higher education, where more than 77 million learners from around the world come to learn skills of the future.

How you study



The programme offers a variety of highly engaging learning materials and activities.

Your learning experience will be enhanced with an accessible and attractive virtual learning platform offering opportunities for self-assessment so you can understand your own progress.

A range of established knowledge and skills development approaches are used to encourage learning: pre-recorded videos, readings, guided learning activities, formative assessments including multiple-choice quizzes and live tutorials.

Each 30-credit module comprises weekly topics, corresponding to the key content items detailed in the

module descriptors, and equating to approximately 10–12 hours of directed learning per week.

Although you cannot choose to register for CertHE or DipHE awards on the programme, CertHE or DipHE Business Administration are available as exit qualifications for students who find themselves unable to complete the BSc.

Online support

Our flexible online programme allows you to work around your own schedule and leads to a globally-recognised qualification. The programme is delivered online and there is no requirement to come to the UK as part of your studies.

When you register, we will give you access to the Student Portal. You

can then access your University of London email account and other key resources including:

- the Student Guide which provides information common to all students and gives useful information about your relationship with the University of London through to graduation
- the Virtual Learning Environment (VLE) which provides access to:
 - the online Reach Out Forum and discussion areas which allow students to communicate with each other
 - mock examination papers on the (Coursera) VLE
 - online tutorial webinars, held by tutors who provide support and guidance throughout each study session.
- the Online Library which provides access to over 100 million academic electronic items comprising ebooks, ejournals, conference proceedings etc. In addition, students can request items which are not held in the library via the Online Library's Inter-Library Loan service with the British Library. All registered students have free access to the University of London's Online Library via onlinelibrary.london.ac.uk
- Senate House Library which provides free reference access for all registered distance and flexible learning students.

Assessment

The format and mode of assessment for these programmes may change due to events or circumstances beyond our control. Students will be informed of their assessment arrangements via their VLE, once confirmed. For the latest information on examinations, please visit: london.ac.uk/exams

Any online exams will be proctored, so webcam and mic will be required (students should have administrator rights/access on their computer).

Study materials

All essential resources, activities, videos, discussions and support are provided through the VLE. This allows you to fit your studies around your work commitments.

Time commitment

The flexible approach to learning allows students to complete the BSc Marketing in a minimum of three years (subject to module availability) to a maximum of six years.

You can study at your own pace, either part time or full time, adjusting the intensity of learning to suit your needs.

Pathways through the degree

Stages	Modules
Stage 1 (four compulsory modules)	Foundations of quantitative methods for sustainable organisations
	Interpreting management, market and consumption
	Information systems and organisation studies
	International business and accounting
Stage 2 (four compulsory modules)	Employability and human resource management
	Strategic management and accounting
	Operations management and marketing strategy
	Marketing research and digital consumer culture
Stage 3 (three compulsory modules)	Integrating management: business in context, leadership and innovation
	Contemporary issues in consumer behaviour and global marketing
	Brands, branding and advertising
	PLUS one optional Stage 3 modules from:
	International human resource management
	The individual at work and globalisation
	Emerging markets and Asia Pacific business

Further information

Entrance requirements

To register for the BSc Marketing, you will normally need to satisfy our general entry requirements.

The University of London welcomes qualifications from across the world, which are equivalent to UK GCSEs and A levels. For further information visit: london.ac.uk/bsc-marketing

This degree is open to those with non-traditional qualifications via our performance-based route. This route also welcomes applications from those with relevant work experience but no formal qualifications.

If you successfully complete one specified Level 4 module, you can automatically progress with the credit obtained onto the full BSc degree. Further details are available at: london.ac.uk/bsc-marketing

English language requirements

You must satisfy the English language requirements for the programme. For more information on the requirements please visit: bit.ly/english-reqs

If you do not meet the English language proficiency requirements but believe that you can demonstrate the requisite proficiency, the University may, at its discretion, consider your application.

Computer requirements

The University of London sets minimum basic computer requirements because your study resources are accessed via the Student Portal.

For this programme, you will need regular access to a computer with an internet connection. You will also need a media player (such as VLC) to play video files.

For more information about computer requirements, please visit: bit.ly/computer-reqs


How to apply

Please refer to the BSc Marketing webpages for details on how to apply: london.ac.uk/bsc-marketing

Fees

The total fee payable to the University of London for 2024–2025 will be published on our website once confirmed. On average, fees incur a five per cent year-on-year increase. For the latest information on programme fees, please visit: london.ac.uk/fees

Please note: student fees shown on our website are net of any local VAT, Goods and Services Tax (GST) or any other sales tax payable by the student in their country of residence. Where the University is required to add VAT, GST or any other sales tax at the local statutory rate, this will be added to the fees shown during the payment process. For students resident in the UK, our fees are exempt from VAT.

A group of five students are sitting on wide, light-colored wooden steps. Three students are in the back row, and two are in the front row. They are all looking towards each other, suggesting a group discussion. The student on the far left in the back row is a woman with long brown hair and glasses, wearing a white polka-dot shirt and blue jeans. The student in the middle of the back row is a woman with dark hair and glasses, wearing a denim jacket over a blue shirt and jeans, holding a red-lidded cup. The student on the far right in the back row is a woman with dark hair, wearing denim overalls over a black shirt. The student on the far left in the front row is a man with short dark hair, wearing a light blue hoodie and jeans. The student on the far right in the front row is a man with short dark hair, wearing a dark blue polo shirt and jeans, with a blue backpack next to him. A black backpack is on the step to the left of the first student in the back row. A smartphone is on the step between the middle and right students in the back row. The background consists of more wooden steps, creating a sense of depth.

The information contained in this prospectus was correct at the date of publication but may be subject to change. The University does not intend by publication or distribution of this prospectus to create any contractual or other legal relation with applicants, registered students, their advisers or any other persons. For the most up-to-date information, please visit our website.

Published by University of London.

**Copyright © University of London,
January 2024.**

For further information on the range of programmes we offer, please visit our website (london.ac.uk) or contact us at:

The Student Advice Centre

University of London
Senate House, Malet Street
London WC1E 7HU
United Kingdom

Telephone enquiries: +44 (0)20 7862 8360

Online enquiries: sid.london.ac.uk



View the
BSc Marketing
web page

This material is available in alternative formats upon request.
Please contact: special.arrangements@london.ac.uk

Follow us on:



london.ac.uk/facebook



london.ac.uk/flickr



london.ac.uk/instagram



london.ac.uk/issuu



london.ac.uk/linkedin



london.ac.uk/twitter



london.ac.uk/youtube

london.ac.uk/bsc-marketing