

# BSc Marketing

## Module release and running schedule

Code	Module	Credits	Compulsory or Elective	Release date	Session*	Resit session
BU1510	Foundations of Quantitative Methods for Sustainable Organisations	4/ 30	Compulsory	October 2021	October	April
BU1520	Interpreting Management, Market and Consumption	4/ 30	Compulsory	October 2021	October	April
BU1530	Information Systems and Organisation Studies	4/ 30	Compulsory	April 2022	April	October
BU1540	International Business and Accounting	4/ 30	Compulsory	April 2022	April	October
BU2570	Marketing Research and Digital Consumer Culture	5/ 30	Compulsory	October 2022	October	April
BU2510	Employability and Human Resource Management	5/ 30	Compulsory	October 2022	October	April
BU2520	Strategic Management and Accounting	5/ 30	Compulsory	April 2023	April	October
BU2530	Operations Management and Marketing Strategy	5/ 30	Compulsory	April 2023	April	October
BU3510	Integrating Management: Business, Leadership and Innovation	6/ 30	Compulsory	October 2023	October	April
BU3530	Brands, Branding and Advertising	6/ 30	Compulsory	October 2023	October	April
BU3580	Contemporary Issues in Consumer Behaviour and Global Marketing	6/ 30	Compulsory	April 2024	April	October
BU3540	International Human Resource Management	6/ 30	Elective	April 2024	April	October
BU3560	Emerging Markets and Asia Pacific Business	6/ 30	Elective	April 2024	April	October
BU3550	The Individual at Work and Globalisation	6/ 30	Elective	October 2024	October	April

\*all modules run once per year

### Sessions and modules

There are two study sessions in a year, each lasting 22 weeks, and including an assessment submission point. Sessions begin in October and April, and these starting months are given above in the Session and Resit session columns to represent the session span.

Modules will run according to the table above (subject to minimum student registrations and availability). In exceptional circumstances we may cancel all registrations for a module if an insufficient number of students have registered.

### Resit opportunity

Where a module is failed, students will have the opportunity to resit only the failed assessment, as opposed to repeating the module in full. Students who are eligible for a resit opportunity will be prompted when registration opens for the resit. Please note that registration for the resit will take place after the session has begun for the modules that run in full. The resit must be taken in the session immediately following that in which the module was failed. If the opportunity to resit is not taken then the module will need to be repeated in full when it runs again. Visit: **Programme Regulations** for full details. The specific assessment dates will be provided after registration. The resit and module fees (applicable when a module is repeated) can be found in the **fee schedule**.