

Marketing

BA (Hons)

COURSE DETAILS

- A level requirements: [AAB](#)
- UCAS code: N500
- Study mode: Full-time
- Length: 3 years

KEY DATES

- Apply by: [31 January 2024](#)
- Starts: 23 September 2024

Course overview

Our Marketing BA (Hons) programme will provide you with a solid grounding in the main management disciplines. You will also be able to specialise in marketing, allowing you to examine how customers and consumers behave, how markets function and evolve and how firms interact with these markets.

The University of Liverpool Management School Business, Management and Marketing subject area is ranked 25th from 119 providers, a rise of 10 places from last year. (Times Good University Guide 2023).

*based on subject area.

INTRODUCTION

Our Marketing programme contains specialist modules including digital marketing, branding, market research, relationship marketing, digital marketing and analytics, international marketing and marketing strategy which will help you develop your overall marketing skills alongside provide you with networking and employability skills. Students will learn marketing ethics, CSR and sustainability, which help our graduates develop into both outstanding and ethical marketers.

With excellent links with professional bodies, our Marketing programme will enable you to develop a high level of marketing knowledge and further your strategic thinking.

During your time at Liverpool, you will have the opportunity to meet and work with local businesses to network and build your skills which will make you stand out as a graduate and to assist you with kick-starting your career in both small and large organisations plus specialist marketing agencies.

Accredited by the Chartered Institute of Marketing (CIM) and Chartered Institute of Management Accountants (CIMA), our Marketing programme comes with excellent teaching and quality content as you will be taught by staff with a mixture of research and professional backgrounds. You can be confident of studying a programme full of interesting and relevant content that underpins the important role that marketing plays in business and society.

WHAT YOU'LL LEARN

- Fundamentals of marketing
 - Understand the nature of the marketing environment
 - Strategic dimensions of marketing
 - Understand how customers and consumers really behave
 - Market research and how it supports marketing decisions
 - Marketing communications
 - Develop the skills to design, launch and manage a brand
 - Appreciate and be equipped with cutting edge digital marketing and marketing analytics knowledge.
 - Develop cutting edge ethical, sustainable and responsible skills.
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ACCREDITATION

The University of Liverpool Management School holds accreditation from [AACSB](#), [AMBA](#) and [EQUIS](#). This makes it one of an elite group of institutions worldwide to hold the gold standard triple accreditation.

Our Marketing programme is accredited by the [Chartered Institute of Marketing \(CIM\)](#) and [Chartered Institute of Management Accountants \(CIMA\)](#).

Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

YEAR ONE

In your first year, you will be introduced to both the fundamentals of management studies and the basic concepts and skills necessary for a broad understanding of the marketing environment as well as the professional and academic skills needed for business.

Additionally, you will begin to understand the baseline concepts relevant to business and management and functional elements of marketing management. This is alongside being able to use introductory qualitative and quantitative techniques and communicate research findings in the areas of marketing.

In semester two, students may take MKIB152 or ULMS170.

COMPULSORY MODULES

BUSINESS STATISTICS (ECON154)

Credits: 15 / Semester: semester 2

The purpose of the module is to provide an introduction to business statistics for the non-specialist. The course aims to provide a broad understanding of the nature of variability and why it is an issue for managers. It will also provide students with the ability to derive and understand a variety of graphs and statistics which can be produced in Excel and which provide a means for managers to make intelligent use of statistics in the process of management and decision-making.

CONSUMER BEHAVIOUR (MKIB155)

Credits: 15 / Semester: semester 2

This module provides students with the opportunity to learn about how and why consumers and organisations select and buy services and the implications for marketing practitioners. The module is taught through lectures and seminars and is assessed through a group project, exam and individual reflection. The group project involves working with marketing students at Xi'an Jiaotong-Liverpool University (XJTLU) to use consumer behaviour theory to identify cultural differences between the UK and China and the individual reflection will give students an opportunity to reflect on this experience of cross cultural working.

ECONOMIC PRINCIPLES FOR BUSINESS AND MARKETS (ECON127)

Credits: 15 / Semester: semester 1

The aim of this module is to introduce the core principles of economics (both micro and macro), to develop models and economic perspectives relevant to business students and demonstrate how modern economics can illuminate the problems that businesses face on a day-to-day basis.

FUNDAMENTALS OF MARKETING (MKIB153)

Credits: 15 / Semester: semester 1

The module is an introduction to the fundamental principles of marketing. The module aims to bring contemporary marketing perspectives to life for students new to the concept of marketing. The content of the module is underpinned by marketing theory, with an emphasis on application.

INTRODUCTION TO ACCOUNTING AND FINANCE (NON-SPECIALIST) (ACFI107)

Credits: 15 / Semester: semester 2

Whether pursuing a career in marketing or in supply chain management, modern business professionals have to be well versed in the language of accounting and finance. This module aims to equip a non-specialist audience with a solid understanding of the key principles of financial reporting and management accounting. Students will first learn how firms measure and report their financial position and performance, and then engage in analysis and visualisation of real data using financial ratios. The module will also introduce students to a number of fundamental managerial decision-making techniques, such as cost-volume-profit analysis, simple costing models, budgeting, and capital investment appraisal methods.

ORGANISATIONS AND MANAGEMENT (ULMS151)

Credits: 15 / Semester: semester 1

The module provides students with a grounding in practical and theoretical perspectives on historical and contemporary forms of management. It explores how organisations address their major challenges by drawing from tried and tested methods, as well as more innovative practices. Students are encouraged to question common sense assumptions about management, and to identify creative and sustainable practices in organisations.

PROFESSIONAL AND ACADEMIC SKILLS FOR MARKETING (MKIB115)

Credits: 15 / Semester: semester 1

This module aims to introduce students to the academic and professional skills they will require throughout their university career and beyond. Students will examine the tools and techniques necessary to examine and evaluate both qualitative and quantitative data and gain an understanding of how these are relevant in the modern business environment. The module will also provide an opportunity to develop key professional skills needed in the corporate environment.

OPTIONAL MODULES

INTERNATIONAL BUSINESS ENVIRONMENT (MKIB152)

Credits: 15 / Semester: semester 2

This course examines the international business environment through a combination of theoretical instruction and empirical (real-world) case studies. Students will be introduced to the key theories used to explain how and why internationalization occurs. Half the course is also devoted to the examination and discussion of real business cases. Students will gain a solid understanding of the international business environment and be able to apply theory to practice. This module aims to provide students with a foundation in the theory and practice of international business and the global business environment. The module equips students with the knowledge and understanding of the extant international business theories, research and practice, which are needed to appreciate the internationalization strategies of firms and the global business environment within which firms operate.

INTRODUCTION TO THE GRADUATE RECRUITMENT PROCESS (ULMS170)

Credits: 15 / Semester: semester 2

This module aims to introduce students to the graduate recruitment process by providing them with the skills required to secure a work placement or summer internship. It also provides the opportunity to acquire, develop and apply these skills.

Programme details and modules listed are illustrative only and subject to change.

YEAR TWO

In your second year, you will take more specialised marketing modules such as Market Research, Retail Marketing and Branding, Services Marketing alongside business-related modules to further develop your knowledge of the modern business environment.

Upon successful completion of your second year, you will be able to understand and critically evaluate knowledge of business and marketing concepts to diverse organisational contexts using plus be able to demonstrate the link between entrepreneurship, innovation and business creation from start-ups right up to large multinational organisations.

In year two, semester one, students may take one of the following optional modules; ACFI260, EBUS209, ECON254, MKIB235, ULMS252, ULMS259.

In semester two, students may take one of the following optional modules; MKIB225, MKIB253, ULMS215, ULMS217, ULMS226.

COMPULSORY MODULES

BRANDING (MKIB202)

Credits: 15 / Semester: semester 1

The module aims to provide students with the knowledge and skills required to design, launch and manage a brand. The distinctive features of this module are to deploy an array of innovative teaching methods to develop an appreciation of branding practices and strategies by applying theoretical concepts and marketing models to practical activities and allow students to design and deliver a new brand. Through this module, you will gain a unique insight into critiquing local and global brands, understand how brands operate in an international context and have the opportunity to develop your own new brand. You will be equipped with theoretical knowledge and an understanding of how brand management strategies are used when managing both new and existing brand portfolios. The module will be delivered across the whole semester via lectures (12x 2hr lectures) and seminars (5x1hr seminars- alternate weeks). The methods of the assessment for this module are a group report (40%), an individual assignment (50%) and Assessment Centre (10%). 2nd year marketing students will also have the opportunity to participate in a marketing programme field trip (in semester 2). Some exciting field trip destinations include, Antwerp and Valencia, Spain.

INTEGRATED MARKETING COMMUNICATIONS (MKIB257)

Credits: 15 / Semester: semester 1

This module develops awareness of the value of marketing communications in enhancing organisational effectiveness.

MARKET RESEARCH (MKIB256)

Credits: 15 / Semester: semester 2

This module seeks to highlight the role of, and need for, market research in supporting marketing decision-making. It involves a range of teaching strategies built around online learning activities (e.g., videos) and case studies. Additional material will be in the form of web-based reading and research, selected texts, journal articles and contemporary magazine and press articles. It is assessed through two pieces of coursework. The coursework involves a group desk research infographic and the completion of a group project which is designed to put market research techniques into practice.

RETAIL MARKETING (MKIB230)

Credits: 15 / Semester: semester 1

This module will introduce you to the exciting world of retail marketing, opening your eyes to the competitive and continual demands of an industry that is in constant flux! Think you have what it takes to be a retailer in the future? This course will give you the cutting edge knowledge you need to holistically understand and analyse retail practices. There is a lot more to it than pile em' high sell 'em cheap (although this works well for Walmart, the worlds biggest retailer who took lots of products out of their packaging to make them cheaper and take up less space on the shelves....learn facts like this and many more in this module).

SERVICES MARKETING (MKIB255)

Credits: 15 / Semester: semester 2

This module focuses upon ways in which services marketing is distinct from tangible goods marketing, highlighting a range of concepts and frameworks to highlight such distinctions.

MARKETING ETHICS, SUSTAINABILITY & CSR (MKIB270)

Credits: 15 / Semester: semester 2

As organisations are becoming increasingly engaged in addressing the global challenges of creating a more sustainable and just society for present and future generations, this module aims to provide students with the knowledge and skills to understand ethical concerns in relation to marketing, sustainability, and corporate social responsibility. The module will make students familiar with a range of recurrent issues arising at the interface between ethical marketing, CSR and sustainability. The UN2030 sustainable development goals are also embedded throughout the module. To prepare students to become responsible marketers and global citizens, the module seeks to improve students' skills in identifying and analysing ethical and sustainability-related issues that marketing professionals face. The module contributes to society by enabling students to reflect on how their actions, as well as wider marketing activities, have social, cultural, environmental and economic impacts. Students will develop critical thinking skills which enable them to act in a sustainable, responsible manner, as global citizens and marketing practitioners.

OPTIONAL MODULES

PRACTICAL METHODS FOR PROBLEM SOLVING (ULMS215)

Credits: 15 / Semester: semester 2

This module aims to develop students' academic skills, by providing them with an awareness of the main methodological approaches, tools and techniques (both qualitative and quantitative) that are necessary to use to produce a credible piece of research. The module will also offer students an opportunity to gain some valuable problem-solving skills, and some practical experience of conducting interviews and of analysing quantitative data using, for example, Excel, and Nvivo, with a view to further develop their employability skills. Student who intend to undertake a final year independent project (whether in the form of dissertation or consultancy style project) will particularly benefit from the methodological training and academic guidance provided in this module.

ENTREPRENEURSHIP (ULMS252)

Credits: 15 / Semester: semester 1

The module introduces students to entrepreneurship, introducing and challenging key assumptions. The intellectual curriculum is accompanied by practical exercises aimed at developing entrepreneurial ideas with support from business mentors.

SUSTAINABLE FORMS OF ENTERPRISE AND ENTREPRENEURSHIP (MKIB235)

Credits: 15 / Semester: semester 1

This module will introduce students to the many forms of enterprise and entrepreneurship that exist. Entrepreneurship is often presented only in a limited format, with a key 'heroic' entrepreneur taking risks and achieving business growth usually measured by monetary gain. While this classical approach tends to glorify entrepreneurship in certain ways, ignoring how difficult it is to build a business for profit, it also marginalises many other forms of enterprise. Better ways of ensuring the enterprise is a success can be founded in sustainable forms of entrepreneurship. In this module students will gain new knowledge about what these others types of enterprise are, how they are formed and why they are pursued. For instance, social enterprise tends to focus on a pursuit of a social mission first and foremost, with social entrepreneurs being diverse in their motivations. Collective forms of enterprise may seek to redistribute profits amongst a community of members, such as through a cooperative organisation while entrepreneurship in low income communities may well be a catalyst to other forms of capital building, such as social and human capital. Students will be able to learn that engagement in enterprise is based on a wider set of motivations than merely individual monetary gain and that successful entrepreneurship can be defined in many ways. The module will act as a good foundation for the third-year model, Social Enterprise.

INNOVATION AND ENTREPRENEURSHIP (ULMS259)

Credits: 15 / Semester: semester 1

Innovation and entrepreneurship draw together key themes relating to the development of new products, new processes and new organisations in the business environment. Innovation is strategic when it is consistent with a corporation's mission, vision and values and is created to enhancing the strategic positioning and/or competitiveness of organisations. This module deals with the principles underpinning innovation and entrepreneurship in the context of a global business environment.

In this module students will gain a deep understanding of the role of strategic innovation activities in various organisational settings as a tool to developing a longer-term entrepreneurial culture. It will focus on comparing methods of best practice for entrepreneurial innovation developments and how these are utilised in practice using case studies and simulated examples.

The module draws on both theory and practice from a range of sub-disciplines and areas of study, including examples of innovation within large public and private sector organisations as well as smaller technology-based organisations both local and international.

Whilst the module provides theoretical insight into innovation and entrepreneurship, students will also be encouraged to identify best practices in the management of innovation and entrepreneurship in organisations.

INTERNATIONAL FINANCE (NON-SPECIALIST) (ACFI260)

Credits: 15 / Semester: semester 1

This module delivers an outlook of issues of international finance, such as parity conditions, currency exposures/management and international capital markets; especially focusing on the financial management of multinationals. The groundwork is based on fundamentals of finance which provides an introduction to the core principles of finance, valuation and financial decision-making, within the domestic setting and then expands to the international setting.

OPERATIONS MANAGEMENT: TOOLS AND TECHNIQUES (EBUS209)

Credits: 15 / Semester: semester 1

Operations management is all about how businesses create and deliver products and services, making it a key function of business. This module aims to introduce a range of operations management tools and techniques to students and considers their application to contemporary business environments. The module focuses on organisational level operations managements, encouraging students to consider the tools and techniques used to direct, design, deliver and develop operations management in both manufacturing and service contexts. Real world business examples are used throughout the module to explore principles in practice. Students on this module will develop an understanding of how the design and delivery of operations can be optimised to help a business to achieve competitive advantage. Students are introduced to topics such as lean, sustainability, supply chain management, process design and layout.

THEORY OF THE FIRM (ECON254)

Credits: 15 / Semester: semester 1

This module gives an overview of some very basic economic principles as it applies to the firm and its environment. It equips the student with the knowledge and skills necessary to understand and evaluate internal and external factors that influence the strategic decisions made by the firms. This includes the analysis of the nature and behaviour of firms in international markets. It is designed for non-economists such as Business Studies students. Explanations are sometimes based on very basic diagrams and students are expected to have GCSE level maths.

BUSINESS IN THE GLOBAL ECONOMY (MKIB225)

Credits: 15 / Semester: semester 2

Business strategies and behaviour are part and parcel of dynamic interactions between a wide range of actors in the world economy. This module aims at producing the basic knowledge and skills for understanding that interaction, taking into consideration firms but clearly examining also other types of actors such as states, international organisations, labour and social movements. It does so by asking three sets of interrelated questions. Firstly, why do businesses internationalise their operations? What, and in relation to whom, can they gain from doing so? Secondly, how do transnational corporations operate across borders? How do these operations contribute to patterns of international development? Are these patterns smooth and harmonious (simple globalisation) or uneven? Thirdly, what is the current (and future) context in which transnational enterprise takes place? Recently, the 2007–09 global economic and financial crisis, the 4th Industrial Revolution, the climate change crisis and the global health crisis have transformed the dynamics of the world economy in a number of ways, and the module aims at enhancing knowledge of this new context of business. The module will also consider key phenomena ranging from the role of the BRIC economies in the future international economic order to gender. Throughout the module, we will consider political (power) and ethical issues, as they are fundamental to understanding the world economy, past, present and future.

INTERNATIONAL MANAGEMENT (MKIB253)

Credits: 15 / Semester: semester 2

In a globalised world, companies of all kinds are no longer limited to producing and selling their goods and services in domestic markets. They explore global markets and operate across national borders. What challenges do companies face as they operate in multiple nation-states? How are they different from the domestic companies? How can multinational companies (MNCs) be managed effectively in order to stay competitive in the global market? This module aims to produce the knowledge and skills for students to address these questions. The module is structured into three parts. The first part discusses globalisation and MNCs, providing an overview of the changing landscape of the global economy. The second part focuses on the challenges that faced by MNCs with an analysis on the complex and often conflicting external environmental factors that shape the strategy and management of MNCs. The third part discusses how MNCs manage these challenges, exploring different strategies and practices that managers could consider in managing operation, talents and knowledge across borders.

SALES AND NEGOTIATION (ULMS217)

Credits: 15 / Semester: semester 2

Many people must be able to sell effectively; selling ideas, selling business plans to partners or investors, influencing stakeholders, gaining commitment from others, identifying the needs of others, building professional relationships and trust.

Therefore, the module will focus on developing sales and negotiations skills in practical tasks and will be assessed in realistic sales situations as either buyers or sellers. The two are inextricably linked.

EQUALITY, DIVERSITY AND INCLUSION IN ORGANISATIONS (ULMS226)

Credits: 15 / Semester: semester 2

This module provides an overview of what workforce equality, diversity and inclusion (EDI) are and their relevance and usefulness in improving the understanding and management of people at work. Today's workplace is changing due to a number of factors including an ageing population and increases in the number of women and ethnic minorities. As a result, there is a need to effectively understand and manage EDI in organisations in order to create an inclusive workplace that meets organisational outcomes. A number of issues that managers of a diverse workforce face are explored. In particular, issues such as gender, age, ethnicity, disability, religion, sexual orientation and intersectional identities are discussed. Two key approaches towards EDI are reviewed: the social justice case and the business benefits case. The module also explores a range of EDI related concepts and topics such as social identity, stereotyping and discrimination. It also considers the protected rights of employees covered by UK legislation as well as international legislative drives and policies. Successful students will develop their understanding of the field of EDI and their own personal position within it. They will also inform their practice as future managers from both research and practitioner perspectives.

Programme details and modules listed are illustrative only and subject to change.

YEAR THREE

Your final year of study includes a range of modules that probe more deeply into contemporary issues and will consolidate your knowledge and understanding of marketing and management through a much greater degree of personal study and research.

Upon successful completion of your third year, you will have developed a core level of understanding and knowledge of management theory and practice and understand the key theoretical structures for studying marketing and the consumer.

In semester one of year three, students may take three of the following optional modules; ACFI317, ECON354, MKIB333, MKIB356, MKIB365, MKIB367, MKIB372, ULMS351, ULMS353.

In semester two, students may take one of the following optional modules; EBUS308, MKIB301, MKIB334, MKIB351, ULMS330, ULMS352, ULMS366, ULMS370.

COMPULSORY MODULES

MARKETING AND SOCIETY (MKIB355)

Credits: 15 / Semester: semester 2

The aim of MKIB355 is to further develop the fundamental knowledge of marketing, disseminated in previous modules, and to provoke critical thinking. It provides an opportunity for students to consider how the activities of marketers impact on society. Readings and discussions provide an in-depth and intriguing examination of contemporary issues. Further aims include seeking to develop: students' intellectual and imaginative powers; students' understanding and judgement; students' problem-solving skills; students' ability to communicate and students' ability to perceive marketing in a broader perspective. The course is interactive and involves critical discussion of the learning materials and readings during seminars.

MARKETING STRATEGY (MKIB363)

Credits: 15 / Semester: semester 2

The module builds on previous marketing related modules but as the title implies encourages students to think strategically about marketing in practical terms and in a theoretical context. Students will be assessed by individual assignment where they are required to implement a strategic marketing plan for a real life company.

RELATIONSHIP MARKETING (MKIB362)

Credits: 15 / Semester: semester 1

This module provides students with an opportunity to explore relationship marketing (RM), a school of thought that emphasises customer retention as a strategy for creating long-term benefits for both suppliers and customers. RM in both business-to-consumer (B2C) and business-to-business (B2B) contexts are included. Students will develop an appreciation of the benefits of RM and how companies might develop such an approach. Assessment for the module comprises an exam and group assignment, the latter comprising a presentation and report on a company of the group's choice.

MARKETING & DIGITAL ANALYTICS (MKIB340)

Credits: 15 / Semester: semester 2

We are living in an ever-evolving digital age where data is becoming of paramount importance. Marketers are increasingly required to develop a strong appreciation for how digital marketing analytics manifest in the real world. This data is collected via a variety of formats and impacts us as consumers and our daily life. Companies and indeed brands are seeking more detailed insights about their target market/s more than ever before. Data could stem from firms' websites, online advertising accounts, and social media accounts. Through this module, students will gain a better understanding of how data is collected, analysed, and interpreted in order to make appropriate marketing decisions. This module takes a B2B and B2C perspective in an attempt to equip students with the theoretical rigour and practical digital marketing skills that will allow them to excel in industry and beyond!

The module involves certain quantitative concepts, techniques and contemporary software (e.g. R Studio), and, therefore, is particularly interesting for students who want to add these components to their strategic and qualitative marketing knowledge and skills set. However, the module does not require advanced quantitative skills. It is meant to be introductory and hence a general interest in the subject area and motivation to engage with the concepts, techniques and software is sufficient.

OPTIONAL MODULES

CRITICAL PERSPECTIVES IN MANAGEMENT (ULMS366)

Credits: 15 / Semester: semester 2

The purpose of this module is to provide students with an in-depth understanding of the theory and practice of management in a critical context. The module draws on a broad range of critical social science theory that questions received wisdom on management and the view that management is a purely 'neutral' technical-rational practice. The module challenges this view by looking at issues of performativity, and the ideology and politics of work organization and management practice from a range of critical perspectives. It traces the history and development of management as power, control and domination in organizations from its origins through industrialization to its current post-industrial/postmodern setting.

DIGITAL MARKETING (MKIB365)

Credits: 15 / Semester: semester 1

The internet has rapidly become a basic human need and critical social lifeline. People are judged by how many TikTok views and Instagram followers they have, house prices fluctuate based on area WIFI connectivity levels and business is conducted ubiquitously through online systems. But what has happened to the role of marketers in the light of these changes? Is marketing dead to the power of the algorithm? Through the transparency and force of social media, companies are now more accountable for their behaviour than ever before. Businesses also have unparalleled access to their consumers. Artificial intelligence is enacting on us in ways we do not fully understand. Join me in this exciting module which takes a cultural perspective on the digital environment. During this intellectually stimulating course we will learn to listen to consumers online, go behind the scenes of social media, and consider the sustainability of the online marketing environment.

DISSERTATION (ULMS399)

Credits: 30 / Semester: whole session

The dissertation module offers the opportunity to conduct an extended study on a theme relevant to Business Studies students. It will develop and enhance your ability to:

Utilise bibliographical software;

Produce systematic literature reviews;

Analyse and synthesise a body of knowledge;

Critically evaluate contrasting perspectives on all aspects of business.

Introductory workshops will offer initial instruction on completing the dissertation and each student will be allocated a supervisor. As with any dissertation, much emphasis is placed on independent study.

EVENTS MANAGEMENT (MKIB367)

Credits: 15 / Semester: semester 1

The module provides a context for business subjects already studied (eg marketing) and incorporates additional subjects, for example project management, quality management, law and planning. It also provides an analysis of the market in which the sector operates. The emphasis is on practical skills and the module draws on relevant theory. Visiting speakers relate theory to practice. There is an assignment that focuses on event skills and a formal exam.

GLOBAL STRATEGIC MANAGEMENT (MKIB351)

Credits: 15 / Semester: semester 2

This module gives students an up-to-date coverage of global strategy and hands-on experience putting theory into practice. It sets new approaches such as institutional analysis alongside more traditional approaches based in economics and management. It also gives considerable attention to competition in and from emerging economies. At the end of the module, students are able to critically analyse the challenges and opportunities that a multinational enterprise (MNE) faces and the context in which these organizations make decisions. Assessment is through an individual report submitted at the end of the module.

INDEPENDENT STUDY MODULE (MARKETING) (MKIB333)

Credits: 15 / Semester: semester 1

The independent study module is a self-directed research project which includes any developing area of marketing .

INDEPENDENT STUDY MODULE (MARKETING) (MKIB334)

Credits: 15 / Semester: semester 2

The independent study module is a self-directed research project which includes any developing area of marketing.

INTERNATIONAL ECONOMIC RELATIONS (ECON354)

Credits: 15 / Semester: semester 1

This module provides a detailed coverage of the nature and determinants of the pattern of world trade and financial, capital and labour flows. The module also aims to provide students with a critical appreciation of why conflicts arise between nations due to international economic activity and what policy options are most appropriate for countries both individually and cooperatively to adopt. Throughout the module emphasis is placed upon the role of theory in enhancing understanding of the key issues in international economic relations.

MANAGING KNOWLEDGE FOR INNOVATION (ULMS352)

Credits: 15 / Semester: semester 2

The module introduces students to core theories and current issues and developments concerning knowledge management with the aim of fostering innovation. Students will learn how to analyse and critically evaluate the subject matter and apply it to diverse organisational environments.

PSYCHOLOGICAL APPROACHES TO DECISION-MAKING (ULMS351)

Credits: 15 / Semester: semester 1

All decisions involving uncertainty run the risk of failure. This module examines why people and organizations sometimes make unwise decisions and how to make better decisions.

SOCIAL ENTERPRISE (MKIB301)

Credits: 15 / Semester: semester 2

The module introduces students to social enterprise. Through lectures, field visits to practicing social enterprise and working on a practical project students will learn about the scope of the work undertaken by social enterprise including their legal and financial structure, their need for a social mission and the policy environment in which they exist.

THE FOOTBALL BUSINESS (ULMS370)

Credits: 15 / Semester: semester 2

The aim of this module is to develop and enhance students' critical understanding of the key issues surrounding the contemporary football sector. Students will develop a critical understanding of how economics, finance, marketing and other business and management disciplines can be used to analyse features of the football business sector. Furthermore, various concepts and theories from the aforementioned disciplines will be used to analyse critically decision-making within the sector. Where appropriate alternative outcomes will be considered that might improve efficiency and effectiveness within the sector.

FUNDRAISING MANAGEMENT (ULMS330)

Credits: 15 / Semester: semester 2

The module provides an analysis of the charity sector in the United Kingdom focusing on fundraising skills including bid writing; event organisation, volunteer management; corporate giving; strategic plans; community fundraising; and lotteries. Contexts such as personal giving, social media and taxation are also considered. Visiting speakers from the sector relate the theory to their charities. Assessment is through an assignment and also a time constrained exam

STRATEGIC MANAGEMENT AND BUSINESS POLICY (ULMS353)

Credits: 15 / Semester: semester 1

The module gives an overview of the subject from the perspective of principles and practice. The first part of the module provides an overview of perspectives and explains the centrality of strategic purpose. The second part is about strategic analysis and covers strategic objectives, and the analysis of the external and internal environments. The third part covers business, corporate, and global levels of strategy. Finally, the module explains implementation: covering strategic actions and performance management.

ISSUES IN DEVELOPMENT FINANCE (ACFI317)

Credits: 15 / Semester: semester 1

This module will provide an advanced, albeit non-technical, critical understanding for students with a variety of academic backgrounds of a number of current issues faced by both academics and practitioners in the area of finance for development. These will include, for example, trying to answer the question of whether foreign aid works, the impact of multinational firms upon the economy of host countries, the evolving roles of the IMF and World Bank and whether microcredit really provides a “silver bullet” solution to poverty. The module will also cover the main principles of Islamic Finance. This a very strongly research-led module. Finally, the module will have a developmental form of assessment in the form of a research-based proposal for a new textbook that will allow students to revisit the knowledge they have acquired in the module from a perspective of their choice like, for instance, de-colonisation of the curriculum, sustainability, environment, fintech, financial inclusion, gender.

CORPORATE COMMUNICATIONS (MKIB372)

Credits: 15 / Semester: semester 1

The Corporate Communications module seeks to raise awareness of the importance of language and communication in business and management contexts. Students will develop a deep understanding of internal and external communications and how integrated communications serve to benefit organisations. Within the module students need to be prepared to develop a number of transferable skills. Importantly, students will need to undertake both independent research and apply communication, marketing and sociolinguistic theory to the business environment. Assessment is via an individual written report and the production of a group presentation.

PROJECT MANAGEMENT (EBUS308)

Credits: 15 / Semester: semester 2

This module provides students with the necessary tools, techniques and analytical skills required to strategically manage new and existing projects, within the current uncertain business environment. The module seeks to provide participants with a broad understanding of the key project management elements such as: project scheduling, resource budgeting, quality assurance and risk management / mitigation, all of which provide measurement of institutional project performance. It addresses the principal techniques used to identify, assess, measure, control and manage projects and their associated risks.

INTERNATIONAL MARKETING (MKIB356)

Credits: 15 / Semester: semester 1

An understanding of international marketing is crucial in today's increasingly international marketplace. International marketing activities must be planned, coordinated and integrated whilst recognising the need to understand the complexity of international environment when devising a strategy for market selection, market entry, and marketing mix. Graduates will often interact with international clients and therefore, this module aims to address the importance of having an international marketing understanding. It examines how a firm internationalises the marketing function, looking in detail at how to design and implement an international marketing plan including identifying the need for internationalisation, conducting global market research, selecting the international market, choosing effective entry modes, planning marketing mix in the target market, and coordinating global marketing program.

Programme details and modules listed are illustrative only and subject to change.

HOW YOU'LL LEARN

Modules are taught using the latest active learning techniques including business simulations, real-world case studies, social media, interactive participation software, lecture capture and real-time financial and business data using our Bloomberg Trading Floor. The principal forms of teaching are lectures and seminars with lectures normally being supported by material such as hand-outs and presentations.

Seminars give the opportunity for detailed discussion of a topic under the direction of a tutor. You are normally expected to prepare work in advance for seminars and may be expected to present work or give presentations from time to time. On some modules, such as quantitative techniques and IT, seminars may take the form of practical sessions using our PC suites.

All our degrees depend on you spending a good part of the week in private or group study in preparation for lectures and seminars. This involves making extensive use of the excellent library and IT facilities, just one minute's walk away from the Management School.

HOW YOU'RE ASSESSED

You will be assessed through a combination of coursework and examinations. The exact weighting will vary from one module to another. As well as individual assignments and exams, you may also be assessed on group reports and presentations.

LIVERPOOL HALLMARKS

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

Careers and employability

The Management School has outstanding links with private and public sector organisations, with many of our graduates going onto successful careers in the subject. With a variety of different specialisms in marketing, our programme will equip you with a range of skills highly sought after by employers.

Former students find successful careers in many professions such as:

- Marketing Strategist
- Public Relations Officer
- Marketing Executive
- Sales Manager.

Recent employers include:

- Aldi
- BT
- Glossybox
- John Lewis
- Matalan
- Sky
- Tesco.

You will also be encouraged to undertake a Year in Industry as part of the four-year sandwich degree programme. You can also explore the following postgraduate opportunities here at Liverpool:

- MSc Marketing
- MSc Project Management
- MSc Economics.

4 IN 5 BUSINESS AND MANAGEMENT STUDENTS FIND THEIR MAIN ACTIVITY AFTER GRADUATION MEANINGFUL.

Graduate Outcomes, 2018-19.

Fees and funding

Your tuition fee covers almost everything, but you may have additional study costs to consider, such as books, specialist equipment or field trips.

TUITION FEES

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)	
Full-time place, per year	£9,250

International fees	
Full-time place, per year	£23,200

Fees are correct for the academic year 2024/25

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support. [Learn more about tuition fees, funding and student finance.](#)

ADDITIONAL COSTS

All students have the opportunity to spend a semester studying overseas during their second year, subject to your year one performance. If you elect to study abroad you will need to cover associated travel and living costs. University travel bursaries and subsistence grants are available.

Find out more about the [additional study costs](#) that may apply to this course.

SCHOLARSHIPS AND BURSARIES

We offer a range of scholarships and bursaries to provide tuition fee discounts and help with living expenses while at university.

Check out our [Undergraduate Global Advancement Scholarship](#). This offers a tuition fee discount of up to £5,000 for eligible students starting an undergraduate degree from September 2024. There's also [the Liverpool Bursary](#) which is worth £2,000 per year for eligible students.

[Discover our full range of undergraduate scholarships and bursaries](#)

Entry requirements

The qualifications and exam results you'll need to apply for this course.

Your qualification	Requirements About our typical entry requirements
A levels	AAB Narrowly missed the entry requirements on results day? <div style="border: 1px solid #ccc; padding: 5px; text-align: center;">If you've studied these subjects, we may take them into account.</div> You may automatically qualify for reduced entry requirements through our contextual offers scheme .
GCSE	GCSE Mathematics at grade 5/C and GCSE English at grade 4/C required. Applicants with equivalent qualifications and applicants who do not meet the GCSE English requirements will be considered on an individual basis according to their circumstances.
Subject requirements	Some Level 3 qualifications are only acceptable alongside 2 A levels, please contact us for details.
BTEC Level 3 National Extended Diploma	D*D*D BTEC qualifications must be in a Business related subject.
International Baccalaureate	35 points with no score less than 4 – International Baccalaureate Mathematical Studies is not accepted for any Management School programme in lieu of GCSE Mathematics, or Higher Level Mathematics where this is a requirement
Irish Leaving Certificate	H1, H1, H2, H2, H2, H3

Your qualification	Requirements About our typical entry requirements
Scottish Higher/Advanced Higher	Scottish Advanced Highers at AAB
Welsh Baccalaureate Advanced	Acceptable as A Level equivalent at grade A or B. Only acceptable with 2 A Levels.
Access	45 credits at Distinction and 15 credits at Merit in graded level 3 units in a relevant Diploma
International qualifications	Many countries have a different education system to that of the UK, meaning your qualifications may not meet our entry requirements. Completing your Foundation Certificate, such as that offered by the University of Liverpool International College , means you're guaranteed a place on your chosen course.

ALTERNATIVE ENTRY REQUIREMENTS

- If your qualification isn't listed here, or you're taking a combination of qualifications, [contact us](#) for advice
- Aged 20+ and without formal qualifications? The one-year [Go Higher](#)

- [diploma](#) qualifies you to apply for University of Liverpool arts, humanities and social sciences programmes
- [Applications from mature students](#) are welcome.

THE ORIGINAL

REDBRICK

