



UNIVERSITY OF
LIVERPOOL

BA (Hons)

Marketing

UCAS code N500

Entry requirements

A level: AAB

Study mode

Full-time

Duration

3 years

Apply by: **14 January 2026**

Starts on: **28 September 2026**

About this course

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.

It is an exciting time to join us, our Marketing programmes are ranked 2nd (up 6 places from last year), in the Guardian League Tables 2025. We have an overall ranking of 5th in the sector (up from 9th in the previous year) for Complete University Guide 2025. We also outperformed the sector benchmarks for all 7 question themes in NSS 2024.

*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.

Our Marketing BA (Hons) programme has an overall ranking of 5th in the sector, up from 9th in the previous year. (Complete University Guide 2025).

Accredited by the Chartered Institute of Marketing (CIM), 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.

This programme holds CIM Employability Programme status, CIM is the world's leading professional marketing body and by recognising that our programme maps to the body's recommended criteria, it ensures our students are best equipped to progress their knowledge and career.

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 \(CIMA\)](#).

Accreditation in detail

CIM

[Chartered Institute of Marketing \(CIM\)](#)

University of Liverpool has partnered with The Chartered Institute of Marketing (CIM) to map the content of our BA Marketing, against their unique Professional Employability Criteria – a framework of behaviours, knowledges, and skills required of today's graduates.

CIM is the world's leading professional marketing body and by recognising that our BA Marketing maps to the body's recommended criteria, it ensures our students are best equipped to progress their knowledge and career.

Our BA Marketing programmes have exemptions from modules on the Level 4 Certificate in Professional Marketing and the modules on the Level 6 Diploma in Professional Marketing.

Our MSc Marketing course has a Graduate Gateway exemption from the Strategic Marketing module on the Level 6 professional qualification.

^ [Back to top](#)

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.

Modules

| Compulsory modules | Credits |
|--|---------|
| <u>STATISTICAL FOUNDATIONS OF BUSINESS ANALYTICS (ECON154)</u> | 15 |
| <u>CONSUMER BEHAVIOUR (MKIB155)</u> | 15 |
| <u>ECONOMIC PRINCIPLES FOR BUSINESS AND MARKETS (ECON127)</u> | 15 |
| <u>FUNDAMENTALS OF MARKETING (MKIB153)</u> | 15 |
| <u>INTRODUCTION TO ACCOUNTING AND FINANCE (NON-SPECIALIST) (ACFI107)</u> | 15 |
| <u>ORGANISATIONS AND MANAGEMENT (ULMS151)</u> | 15 |
| <u>PROFESSIONAL AND ACADEMIC SKILLS FOR MARKETING (MKIB115)</u> | 15 |

| Compulsory modules | Credits |
|---|---------|
| <u>INTRODUCTION TO THE GRADUATE RECRUITMENT PROCESS (ULMS170)</u> | 15 |

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, ULMS252, ULMS259.

In semester two, students may take one of the following optional modules: MKIB225, MKIB235, MKIB253, ULMS226.

Modules

| Compulsory modules | Credits |
|--|---------|
| <u>BRANDING (MKIB202)</u> | 15 |
| <u>INTEGRATED MARKETING COMMUNICATIONS (MKIB257)</u> | 15 |
| <u>MARKET RESEARCH (MKIB256)</u> | 15 |
| <u>RETAIL MARKETING (MKIB230)</u> | 15 |

| Compulsory modules | Credits |
|---|---------|
| <u>SERVICES MARKETING (MKIB255)</u> | 15 |
| <u>MARKETING ETHICS, SUSTAINABILITY & CSR (MKIB270)</u> | 15 |
| Optional modules | Credits |
| <u>ENTREPRENEURSHIP (ULMS252)</u> | 15 |
| <u>SUSTAINABLE FORMS OF ENTERPRISE AND ENTREPRENEURSHIP (MKIB235)</u> | 15 |
| <u>INNOVATION AND ENTREPRENEURSHIP (ULMS259)</u> | 15 |
| <u>INTERNATIONAL FINANCE (NON-SPECIALIST) (ACFI260)</u> | 15 |
| <u>OPERATIONS MANAGEMENT: TOOLS AND TECHNIQUES (EBUS209)</u> | 15 |
| <u>THEORY OF THE FIRM (ECON254)</u> | 15 |
| <u>BUSINESS IN THE GLOBAL ECONOMY (MKIB225)</u> | 15 |
| <u>INTERNATIONAL MANAGEMENT (MKIB253)</u> | 15 |
| <u>EQUALITY, DIVERSITY AND INCLUSION IN ORGANISATIONS (ULMS226)</u> | 15 |

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 students may take **three** of the following optional modules: ECON354, MKIB356, MKIB365, MKIB367, MKIB372, ULMS351, ULMS353.

In semester two, students may take one of the remaining optional modules.

Modules

| Compulsory modules | Credits |
|---|---------|
| <u>MARKETING AND SOCIETY (MKIB355)</u> | 15 |
| <u>MARKETING STRATEGY (MKIB363)</u> | 15 |
| <u>RELATIONSHIP MARKETING (MKIB362)</u> | 15 |
| <u>MARKETING & DIGITAL ANALYTICS (MKIB340)</u> | 15 |
| | |
| Optional modules | Credits |
| <u>DIGITAL MARKETING (MKIB365)</u> | 15 |
| <u>DISSERTATION (ULMS399)</u> | 30 |
| <u>EVENTS MANAGEMENT (MKIB367)</u> | 15 |
| <u>GLOBAL STRATEGIC MANAGEMENT (MKIB351)</u> | 15 |
| <u>INDEPENDENT STUDY MODULE (MARKETING) (MKIB334)</u> | 15 |
| <u>INTERNATIONAL ECONOMIC RELATIONS (ECON354)</u> | 15 |

| Optional modules | Credits |
|--|---------|
| <u>MANAGING KNOWLEDGE FOR INNOVATION (ULMS352)</u> | 15 |
| <u>PSYCHOLOGICAL APPROACHES TO DECISION-MAKING (ULMS351)</u> | 15 |
| <u>SOCIAL ENTERPRISE (MKIB301)</u> | 15 |
| <u>THE FOOTBALL BUSINESS (ULMS370)</u> | 15 |
| <u>CHARITY AND FUNDRAISING MANAGEMENT (ULMS330)</u> | 15 |
| <u>STRATEGIC MANAGEMENT AND BUSINESS POLICY (ULMS353)</u> | 15 |
| <u>CORPORATE COMMUNICATIONS (MKIB372)</u> | 15 |
| <u>PROJECT MANAGEMENT (EBUS308)</u> | 15 |
| <u>INTERNATIONAL MARKETING (MKIB356)</u> | 15 |

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

Teaching and assessment

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.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning
- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

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.

^ [Back to top](#)

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 – £9,535

Year in industry fee – £1,850

Year abroad fee – £1,385 (applies to year in China)

International fees

Full-time place, per year – £25,000

Year in industry fee – £1,850

Year abroad fee – £12,500 (applies to year in China)

Fees are for academic year 2025/26.

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 paying for your studies.](#)

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.

Entry requirements

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

A levels

AAB

Applicants with the Extended Project Qualification (EPQ) are eligible for a reduction in grade requirements. For this course, the offer is **ABB** with **A** in the EPQ.

You may automatically qualify for reduced entry requirements through our contextual offers scheme. Based on your personal circumstances, you may automatically qualify for up to a two-grade reduction in the entry requirements needed for this course. When you apply, we consider a range of factors – such as where you live – to assess if you're eligible for a grade reduction. You don't have to make an application for a grade reduction – we'll do all the work.

Find out more about [how we make reduced grade offers](#).

T levels

Management and Administration considered

Applicants should contact us by [completing the enquiry form on our website](#) to discuss specific requirements in the core components and the occupational specialism.

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:

- Applied Law
- Applied Psychology
- Business
- Business, Accounting and Finance
- Computing
- Creative Digital Media Production
- Engineering
- Enterprise and Entrepreneurship
- Health and Social Care
- Hospitality
- Information Communications Technology
- Information Technology
- Media
- Public Services
- Strategic Management and Leadership
- Travel and Tourism

International Baccalaureate

34 points overall with no score less than 4 or pass the IB Diploma plus 6,6,5 in 3 HL subjects.

Irish Leaving Certificate

H1, H1, H2, H2, H2, H3

Scottish Higher/Advanced Higher

Scottish Advanced Highers at AAB

Welsh Baccalaureate Advanced

B in the Welsh Baccalaureate, plus grades AA at A level.

Access

Pass relevant Access to HE Diploma (Business/Humanities/Social Science) with 45 Level 3 credits with 36 at Distinction and 9 at Merit.

International qualifications

Select your country or region to view specific entry requirements.

If you hold a bachelor's degree or equivalent, but don't meet our entry requirements, you could be eligible for a Pre-Master's course. This is offered on campus at the [University of Liverpool International College](#), in partnership with Kaplan International Pathways. It's a specialist preparation course for postgraduate study, and when you pass the Pre-Master's at the required level with good attendance, you're guaranteed entry to a University of Liverpool master's degree.

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a [majority English speaking country](#).

We accept a variety of [international language tests](#) and [country-specific qualifications](#).

International applicants who do not meet the minimum required standard of English language can complete one of our [Pre-Sessional English courses](#) to achieve the required level.

IELTS

6.5 overall, with no component below 5.5

TOEFL iBT

88 overall, with minimum scores of listening 17, writing 17, reading 17 and speaking 19. TOEFL Home Edition not accepted.

Duolingo English Test

125 overall, with speaking, reading and writing not less than 105, and listening not below 100

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 60

Cambridge IGCSE First Language English 0500

Grade C overall, with a minimum of grade 2 in speaking and listening. Speaking and listening must be separately endorsed on the certificate.

Cambridge IGCSE First Language English 0990

Grade 4 overall, with Merit in speaking and listening

Cambridge IGCSE Second Language English 0510/0511

0510: Grade B overall, with a minimum of grade 2 in speaking. Speaking must be separately endorsed on the certificate. 0511: Grade B overall.

Cambridge IGCSE Second Language English 0993/0991

0993: Grade 6 overall, with a minimum of grade 2 in speaking. Speaking must be separately endorsed on the certificate. 0991: Grade 6 overall.

Cambridge ESOL Level 2/3 Advanced

176 overall, with no paper below 162

International Baccalaureate English A: Literature or Language & Literature

Grade 5 at Standard Level or grade 5 at Higher Level

International Baccalaureate English B

Grade 7 at Standard Level or grade 6 at Higher Level

Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or [the equivalent score in selected other English language tests](#), to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

| Your most recent IELTS score | Pre-sessional English course length | On campus or online |
|--|-------------------------------------|--|
| 6.0 overall, with no component below 5.5 | 6 weeks | On campus |
| 5.5 overall, with no component below 5.5 | 10 weeks | On campus and online options available |
| 5.5 overall, with no more than one component below 5.5, and no component below 5.0 | 12 weeks | On campus and online options available |
| 5.5 overall, with no component below 4.5 | 20 weeks | On campus |
| 5.0 overall, with no component below 4.5 | 30 weeks | On campus |

| Your most recent IELTS score | Pre-sessional English course length | On campus or online |
|--|-------------------------------------|---------------------|
| 4.5 overall, with no more than one component below 4.5, and no component below 4.0 | 40 weeks | On campus |

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course length you require.

Please see our guide to [Pre-sessional English entry requirements](#) for IELTS 6.5 overall, with no component below 5.5, for further details.

Alternative entry requirements

- If your qualification isn't listed here, or you're taking a combination of qualifications, [contact us](#) for advice
- If you are returning to learning, have had a disrupted education or are switching career pathways, 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.

[^ Back to top](#)