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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

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

A :

Applications/ registration open:
4 December 2023

Applications close:
4 March 2024

Registrations close:
18 March 2024

Programme starts:
8 April 2024

O :

Applications/ registration open:
25 June 2024

Applications close:
16 September 2024

Registrations close:
23 September 2024

Programme starts:
14 October 2024

BSc Marketing

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A University of London degree from anywhere in the world



Dr Ran Bhamra

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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.



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

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: www.london.ac.uk/assessment

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.

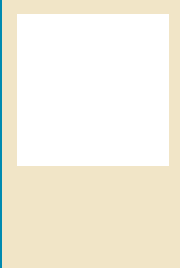
| Stages | Modules |
|---|--|
| Stage 1 (four compulsory modules) | Foundations of quantitative methods for sustainable organisations |
| | Interpreting management, market and consumption |
| | Information systems and organisation studies |
| | International business and accounting |
| Stage 2 (four 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 |

Entrance requirements



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Ja a 2024.



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