



Shaped by the past,
creating the future



BA Marketing & Management

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Programme Director



Namaste مرحبا **Willkommen** Bem Vindo Selamat Datang
Bienvenidos **Welcome** Croeso
Benvenuti Welkom
Bienvenue مرحبا
Bienvenidos Welcome
Selamat Datang أهلا وسهلا
Welcome **Bienvenue** أهلا وسهلا
Willkommen **Benvenuti** Willkommen
добре дошъл **Willkommen** Willkommen

- **82nd** in the world (QS World Ranking, 2022)
- **5th** in the UK (Guardian University Guide, 2022)
- 4 Faculties & 26 Departments/Schools
- 17 Residential Colleges
- **54th** in the world for employer reputation
- **20,681** registered students
- 60 College societies, **250** DSU societies
- Helped to generated **£3.2 billion** for the UK economy, supported approx. 13,660 UK jobs
- For each £1 that the University generates as a result of its direct operations, £4.56 in total benefits throughout the UK economy



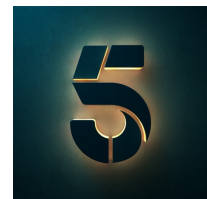
Latest headlines for employment of students graduating from these programmes:-

- Over **95%** in employment or studying for a higher degree in six months
- Among the top three for employment in both *The Guardian* and the *Complete University Guide*

amazon



L'ORÉAL



“We are currently preparing students for jobs that don’t yet exist, using technologies that haven’t been invented, in order to solve problems we don’t even know are problems yet.”

2021 *This Is What Happens In An Internet Minute*



THE INTERNET IN 2023 EVERY MINUTE



National Student Survey (NSS) 2023:

We are the **top performing Russell Groups provider** in:

- Teaching on my course (91%)
- Assessment & feedback (83.8%)
- Student voice (84%)
- Student Welfare & Wellbeing Support (86%)

Teaching on my course	Q1	91.0
1. Staff explaining things	Q1	95.7
2. Staff make subject engaging	Q1	93.6
3. Intellectually stimulating course	Q1	85.1
4. Challenge to achieve best work	Q1	89.4

Y1 Programme Structure

Level 1 Term 1

- Introduction to Advertising
- Marketing Principles
BUSI1131
- People, Management and
Organisations BUSI1141

Level 1 Term 2

- Financial Information for
Managers ACCT1011
- Introduction to Digital Marketing
BUSI1221
- Marketing Strategy in Practice
BUSI1241

Example Timetable a week: 6 hrs lectures + 2-6hrs seminars/workshops



Y2 Programme Structure

TERM ONE

Students will study the following compulsory modules:-

BUSI2171	Brand Strategies, Identity, Culture and Society
BUSI2351	Marketing Research Methods

Students will select ONE of the following optional modules:-

BUSI2361	Digital Marketing: Tools and Techniques
BUSI2151	Information Systems
BUSI2181	Operations Management

TERM TWO

Students will study the following compulsory modules:-

BUSI2211	Behavioural Science for Marketers
BUSI2201	Integrated Marketing Communications

Students will select ONE of the following optional modules:-

BUSI2321	Applied Brand Strategy
BUSI2141	Entrepreneurship
BUSI2341	Innovation Management

Y3 Programme Structure

MAJOR PROJECT

Students will select ONE of the following double-modules, which run across both terms:-

BUSI3322	Behavioural Science Marketing Project
BUSI3242	Dissertation in Marketing

OPTIONAL MODULES

Students will study TWO MODULES PER TERM from the lists below. A minimum of TWO modules MUST be selected from the **Marketing Modules** list.

Marketing Modules

Term One	BUSI3191	Global Marketing
Term One	BUSI3221	Retail and Services Marketing
Term One	BUSI3201	Social Marketing
Term Two	BUSI3431	Consumer Power
Term Two	BUSI3371	Influencer Marketing Strategies

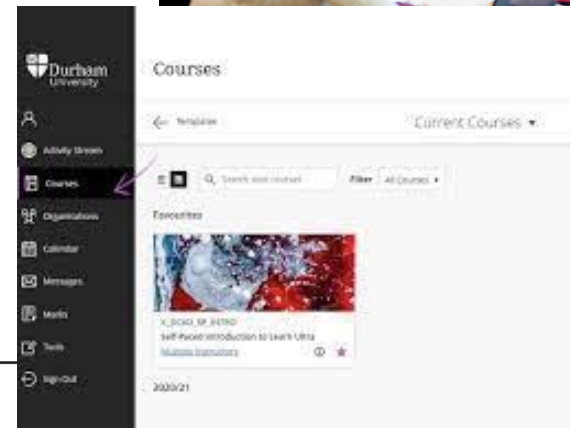
Management Modules

Term One	BUSI3241	Corporate Responsibility and Sustainability
Term One	BUSI3161	Leadership
Term Two	BUSI3351	Global Sport Business
Term Two	BUSI3361	How To Read Business
Term Two	BUSI3281	Work, Organisation and Society

Learning & Teaching

A 20 credit module can be

- Weekly **lecture** by the Module Leader/Expert (2 hrs)
- Fortnightly **seminar** for group discussion (2 hrs)
- Formative Assessment for feedback
- **Summative Assessment**
- **Independent Learning** (10-16 hours)
- Guided reading lists, lecture capture, webinars
- Simulations, videos, discussions boards, etc.



Term 3 Field Trip: Visiting Head of Marketing of NUFC at St James Park



Andrew Watts • 1st

Founding Partner, KHWS the Insight Driven Brand Activation Agency, uncovering b...
4d • 🌐

An absolute pleasure to judge the Behavioural Science research projects from 3rd Year students at Durham University Business School over the last 2 days. I saw some amazing research studies that present real world applications.

Thanks to Professor Mike Nicholson & Dr. Jenny Ma and my fellow judges Clare Townsend and Mehroze Massood

[#behaviouralscience](#) [#durham](#) [#KHWS](#)



Student Support

- Dedicated Academic Advisor
- Student Support Hub (new)
- Academic office
- Dedicated Faculty Librarian
- Academic skills development unit
- All modules are designed inclusive & accessible
- Dedicated Learning & Teaching team
- Year tutors
- Student-Staff Consultative Committee



Collegiate System

- 17 Distinct (Residential) Colleges
- Inimitable student experience and socialisation
- Community structures, which connect the students across disciplinary boundaries
- Plans are in the works for new colleges by 2027



Placement Years

A Placement Year is:

- Minimum 40 weeks
- Professional level work experience
- Self sourced
- Between 2nd & 3rd year

Why do a Placement Year? :

- Enhance your CV
- Trial your future career
- Increase your academic prospects
- Earn money

Do you have any questions?

Come and see the Placement Team in the Information Hub on the top floor of the Teaching & Learning Centre!



Thank you!



Contact our admissions team

<https://www.durham.ac.uk/study/ask-us/>