



**5005 BSc (Hons) Marketing - Stage 2 Fact File – 2019/20**

During the year, you are required to study 120 credits. Some modules are compulsory (**core modules**) and others can be chosen (**elective modules**). You must have successfully completed your Stage 1, in order to continue with these Stage 2 modules in 2019/2020.

This Fact File describes your programme of study as presently validated. You will be notified in writing of any changes which affect your programme of study.

Information regarding the modules can be found on Moodle (dle.plymouth.ac.uk – search for the module code). If the module is a new module and has not run before you can find the information here

<https://liveplymouthac.sharepoint.com/sites/u143/SitePages/Fact%20Files%20for%20Students.aspx>

Students who are considering changing their programmes of study should request a copy of the appropriate Fact File, check that they have the necessary pre-requisites for the new programme and apply on a Student Transfer Form at the Faculty Support Office, Level 1 Cookworthy Building, as soon as possible.

Your programme of study for **BSc (Hons) Marketing** is as follows:-

**Semester 1**

<p><b>MKT208 Marketing Research</b></p> <p><b>Core (20 credits)</b></p> <p><b>(13 weeks)</b></p>	<p><b>MKT210 Advertising Brand Management and Marketing Communication</b></p> <p><b>Core (20 credits)</b></p> <p><b>(13 weeks)</b></p>	<p><b>MKT207 Buyer Behaviour and Relationships</b></p> <p><b>Core (20 credits)</b></p> <p><b>(13 weeks)</b></p>	<p><b>And Module EPIE200 Placement Preparation</b></p> <p><b>Core (0 credits)</b></p> <p>(Runs across Semesters 1 and 2)</p> <p><b>(26 weeks)</b></p>
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## Semester 2

<b>MKT209</b> <b>New Product</b> <b>Development and</b> <b>Marketing</b> <b>Planning</b>	<b>MKT211</b> <b>Digital Marketing</b>	<b>Semester 2</b> <b>Elective+</b> Please choose a 20 credit elective from the Semester 2 elective list	<b>And</b> <b>Module</b> <b>EPIE200</b> <b>Placement</b> <b>Preparation</b>
<b>Core</b> <b>(20 credits)</b>	<b>Core</b> <b>(20 credits)</b>	<b>Elective</b> <b>(20 credits)</b>	<b>Core</b> <b>(0 credits)</b>  (Runs across Semesters 1 and 2)
<b>(13 weeks)</b>	<b>(13 weeks)</b>	<b>(13 weeks)</b>	<b>(26 weeks)</b>

### Semester 2 Elective +

Please choose **ONE** module from the list of **ELECTIVE** modules below

ELC203	English for Academic Purposes	(20 credits)
ENT200	Enterprise and Innovation	(20 credits)
STO204	Business Ethics	(20 credits)
STO205	Introduction to International Business	(20 credits)
STO206	Shaping the future: Creating sustainable Organisations	(20 credits)

**PLEASE NOTE: YOU ONLY HAVE UNTIL THE END OF THE FIRST WEEK OF TEACHING OF THE MODULE TO CHANGE YOUR ELECTIVE AND YOU WILL NEED APPROVAL OF THE NEW MODULE LEADER.**

**ANY ELECTIVE MODULES WHICH DO NOT RECRUIT 20 STUDENTS MAY BE CANCELLED, AND STUDENTS WILL BE REQUESTED TO SELECT ANOTHER ELECTIVE. ALL ELECTIVE MODULES ARE OFFERED SUBJECT TO SUFFICIENT STUDENT DEMAND AND THE AVAILABILITY OF APPROPRIATE STAFF EXPERTISE.**

**PLEASE NOTE THAT THE MODULE CHOICES YOU SUBMIT BY THE DEADLINE ARE BINDING. SHOULD YOU SUBSEQUENTLY REQUEST TO CHANGE MODULES, IT CANNOT BE GUARANTEED THAT YOUR TIMETABLE WILL NOT CLASH AND YOU MAY BE ASKED TO RESELECT MODULES**