

Marketing Undergraduate Programme at UPIC (First Year Entry)

As part of the UPIC Marketing degree, students develop a range of skills valued by employers such as communication, teamwork, presentations and budgeting. The programme has a strong contemporary feel and relates marketing theories and concepts to the practical issues facing marketing managers in the 21st Century. Successful completion of the degree can lead to career opportunities in marketing, enterprise, business operations, sales, advertising, recruitment consulting and other graduate level jobs.

In the First Year of the programme you will take the following core modules, four in the first semester and four in the second.

In Semester One you will study:

- Interactive Learning Skills and Communication
- Business Foundations
- Introduction to Marketing

- Principles of ICT

In Semester Two you will study:

- Principles of Economics and Finance
- Business Law
- Organisational Behaviour and Leadership
- Marketing and Buyer Behaviour

Module Overview

Interactive Learning Skills and Communication

This module aims to help students to develop their Academic English, Study Skills, Research, Critical Reasoning skills in order to be successful undergraduate students; a subsidiary aim of this module is to ensure that students develop the skills, dispositions and ability to function independently and take responsibility for their personal, academic and professional development.

Business Foundations

This module aims to provide knowledge of the economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological aspects that influence business and management. It gives understanding of the above influences at local, national and global levels. It also provides understanding of how the above can impact upon the strategy, behaviour, management.

Introduction to Marketing

This module provides a broad overview of marketing theories and models whilst introducing the student to a market orientated approach to the solution of organisational problems.

Principles of ICT

This module will deliver an accurate snapshot of the state of ICT as it exists currently, as well as to equip the student with a useful set of skills in the use of common productivity software and Internet based applications.

Principles of Economics and Finance

This module provides an introduction to core principles of both economics and finance (if applicable to the cohort). It explores some basic concepts and techniques involved in economic and financial analysis at an introductory level and considers the relevance of economics and finance to broad areas such as business decision-making and risk management.

Business Law

This module will introduce you to the legal framework and key areas of law which affect business, including basic principles of contract and tort; company law; the impact of criminal law on business and professional services; and the impact of law in the professional content, such as for example, key elements of employment law and the protection of information.

Organisational Behaviour and Leadership

This module encompasses the internal aspects, functions and processes of organisations, including their diverse nature, purposes, structures, size/scale, governance, operations and management, together with the individual and corporate behaviours and cultures which exist within and between different organisations whilst also introduces you to the practices of the manager and leader, exploring the key attributes, roles, responsibilities and challenges facing them in 21st century organisations, and the attributes, skills and competencies required to be effective

Marketing and Buyer Behaviour

The module aims to provide learners with knowledge and understanding of the factors that influence buying decisions and relationships in a range of marketing contexts. In addition, it aims to enable students to analyse specific buying situations and propose appropriate marketing solutions.

