

## Marketing Undergraduate Programme at UPIC (Year 1 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 21<sup>st</sup> 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 Year 1 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
- Marketing and Buyer Behaviour
- Business Law
- Organisational Behaviour and Leadership Competencies

### Module Overview

#### Interactive Learning Skills and Communication

##### 100% Coursework

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

##### 100% Coursework

To provide knowledge of the economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological aspects that influence business and management.

To provide understanding of the above influences at local, national and global levels.

To provide understanding of how the above can impact upon the strategy, behaviour, management.

#### Marketing and Buyer Behaviour

##### 100% Coursework

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.

#### Principles of ICT

##### 90% Coursework / 10% Examinations

This Principles of ICT module attempts to 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.

The module introduces candidates to the interesting challenges that ICT presents today and covers many anchor points that may serve as a bridge to their interests and lifestyles. These bridges include the technology in their mobile telephones, computing equipment, home appliances, motor vehicles, shopping, movies and entertainment software.

This module takes into account that we will be dealing with students from a wide range of cultures and experience with computers, and successful completion indicates that students have obtained a good understanding of and ability to apply common applications (Ms Word, Excel and Power Point) to document creation, data collation and presentation whilst students will also be made aware of the benefits of using web based applications for information presentation and will be expected to use IT to communicate information effectively in a variety of forms as well as managing IMS within a business context

### **Principles of Economics and Finance**

#### **100% Coursework**

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.

### **Introduction to Marketing**

#### **30% Coursework / 70% Examinations**

To provide a broad overview of the marketing function, theories and models whilst introducing the student to a market orientated approach to the solution of organisational problems.

### **Business Law**

#### **100% Examinations**

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 Competencies**

#### **100% Coursework**

This modules 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.

