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# BUSINESS IN THE MAKING.

Gain the essential skills for Marketing



## HND in Business Marketing

**We are an innovative London business school that empowers our learners to achieve their professional goals through affordable, career-oriented practical learning.**

### **A fresh approach to business**

Focusing on out-of-the box thinking and creative solutions, the education we offer forms independent and versatile professionals with adaptable skillsets. During your time with us, you will learn to channel your own creativity into practical solutions that will help you get ahead in the workplace.

### **Be a part of our dynamic community**

When you come to our business school, you join a dynamic and collaborative community, where you will receive all the attention you need to succeed. Learning in small groups, you will be guided by our expert tutors, who will be on hand to offer individualised support at every step of the way.

### **Applied learning to suit all learning styles**

No matter what your level of education or experience, we can help you boost your employment opportunities. Our exam-free, blended learning programmes are taught through a range of activities including classroom-based learning, live webinars, supervised independent learning, case studies, group presentations and applied research, to position you for success no matter your learning style.

Blended learning requires access to a laptop or desktop computer. You also need to use word processing software such as Microsoft Word and Microsoft PowerPoint.

### **Cost-effective study**

Our HND is more flexible and cost-effective than a bachelor's degree: our tuition fees tend to be lower and unlike a bachelor's degree, you can complete your HND in two years but still retain the option to top-up to a degree.

## What is Marketing?

From the products you buy to the services you use, every media message you receive and the choice you make has been influenced by marketing forces. Marketing is about understanding your customers, your competitors and what's happening in the market. Completing a HND in marketing will equip you with skills and knowledge around marketing principles, customer communications, and more.

## What will I learn?

The course focuses on the application and evaluation of contrasting ideas, principles and theories of business practice. Many of the assignments will replicate the tasks and skills which will be encountered in employment and regular contact with industry professionals, including business entrepreneurs, retailers, designers and makers.

### Year 1

- Business and the Business Environment
- Marketing Processes and Planning
- Human Resource Management
- Leadership and Management
- Accounting Principles
- Managing a Successful Business Project
- Innovation and Commercialisation
- Digital Business in Practice

### Year 2

- Research Project
- Organisational Behaviour
- Marketing Insights and Analytics
- Launching a New Venture
- Integrated Marketing Communications
- Digital Marketing
- Planning Social Media Campaigns

## Assessment

We'll assess your progress through a combination of formative and summative feedback. Coursework assignments and projects are designed with your career progression in mind, giving you the best opportunity to develop and improve transferable skills employers look for.

## Career progression

Careers in marketing are wide and varied, from research to events, digital marketing to direct sales. Marketing is the underpinning essential element to any successful small, medium and large organisation in the private, public and not-for-profit sectors.

Possible career paths include:

Account Manager, Brand Manager, Content Lead, Customer Insight Manager, Digital Marketing Manager, Email Marketing Manager, Graphic Designer, Market Research Analyst, Product Marketer, SEO Specialist, Social Media Executive, Video Marketing Specialist

## Entry requirements

You must be over 18 years of age. You must also have:

### Standard route:

- Level 3 qualification or equivalent.
- GCSE maths and English (grade 4-5 (C) or above, or Level 2 equivalent to CEFR level B2 (CEFR - The Common European Framework of Reference for Languages).

### Non-standard route:

- Mature applicants 21+ with limited formal qualifications require 2 or more years work experience in a related field, personal statement, English and maths assessment equivalent to CEFR level B2.

### All routes:

- There will also be a one-to-one interview session to understand students' motivations to learn.

For more information and to apply, contact our admissions team at [business-info@baj.ac.uk](mailto:business-info@baj.ac.uk)



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