



Advertising,
Marketing, and
Retailing

UCAS Code

N590 BA/AMktC

Course Length

4 years sandwich

3 years full-time

No of Places

40

Contact

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Entry Requirements

Normally 220 points which must include one 12 unit award or two six unit awards plus GCSE Mathematics and English at grade C or above

School

Huddersfield University Business School

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Advertising and Marketing Communications

BA(Hons)

Unique new course focused on managing the advertising process

Introduction and Course Aims

The evolution of advertising and its integration into the relationship-led interactive marketing communications culture, combined with the expansion of new media opportunities, challenges contemporary communications management. This provides a stimulating source for study and skills development.

This new course offers a unique specialised programme including key functional areas of advertising, public relations, direct interactive marketing, sales promotion and personal selling. The programme also explores the use of media including new technology applications. This is underpinned by examination of key principles in marketing.

TEACHING AND ASSESSMENT

The department employs a number of advertising and communications specialists with relevant practitioner experience. The programme is delivered through a combination of lectures, tutorials and seminars with an emphasis on student participation and interaction. Module assessment may involve: coursework such as a written report; a presentation; a project such as designing a campaign; an end of year examination.

CAREER OPPORTUNITIES

Graduates from the department face good career prospects with over 90% finding jobs in a field of their choice within six months of graduating. Typical first destination positions include the following – Advertising Account Handler; Public Relations Executive; Direct Marketing Executive; Marketing Communications Manager and Events Manager.

SPECIAL FEATURES

Supervised Work Experience

The sandwich programme involves a 48-week placement in Year 3. This is a full-time salaried position. Placement activity is managed by the Business Placement Unit who assist you in finding suitable work and offer advice on CVs, interviewing etc. Companies offering placements in a communications field include Poulter Partners Agency; Media Principles; Affinity Solutions; JDA Group; Wilson Harvey Agency; Morgan Kai Agency.

COURSE STRUCTURE

Year 1

- Marketing Communications
- Principles of Marketing
- Practical Marketing
- Multimedia Applications
- Work, Society and Organisations
- Business Innovation Technology
- Quantitative Business Analysis

Year 2

- Contemporary Issues in Marketing Communications
- Advertising and Media Studies
- Consumer Behaviour
- Marketing Research
- Creativity and Enterprise in Marketing

Year 3 Sandwich

- Business Placement Year (optional)

Year 3 Full-time/Year 4 Sandwich

- Advertising and Direct Interactive Marketing
- Public Relations and Corporate Communications
- Sales Promotion and Personal Selling
- Strategic Marketing Planning
- Dissertation

One option from:

- Customer Care
- Advanced Consumer Behaviour
- Services Marketing
- Marketing of Small Businesses

OTHER INFORMATION

Professional Body Accreditation

The degree provides some exemption from nationally recognised professional awards offered by the Institute of Direct Marketing (IDM) and the Chartered Institute of Marketing (CIM).

The IDM organises an annual national competition for undergraduate marketing/business students. The competitors are sponsored by companies providing a 'live' business problem to be resolved by students who propose an integrated communications strategy/campaign. Previous sponsors include BMW, Orange, Volkswagen and Oxfam. Huddersfield University teams have won Gold on three occasions during the six year history of the competition.