UNIVERSITY OF WOLVERHAMPTON

Course Specification

Published Date:	17-Jul-2026
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Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Business and Law		
Course Code(s):	BU132J01UM BU132J31UM	Full-time Part-time	3 Years 6 Years
UCAS Code:	NN15		
Course Title:	BA (Hons) Business and Marketing Management		
Hierarchy of Awards:	Bachelor of Arts with Honours Business and Marketing Management Bachelor of Arts Business and Marketing Management Diploma of Higher Education Business and Marketing Management Certificate of Higher Education Business and Marketing Management		
Language of Study:	English		
Date of first cohort:	14/Sep/2026		
Specification valid from:	2025/6		

Academic Staff

Course Leader:	Ms Monica Chauhan
Head of Department:	LUCY CRITCHLEY

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Standard Provision (Not delivered in partnership)
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

Distinctive Features of the Course:

The BA (Hons) Business and Marketing Management course at the University of Wolverhampton has been designed to equip you with the necessary skills and knowledge relevant to pursue careers in a business or marketing environment. This course blends core business disciplines with cutting-edge marketing practice, providing opportunities to use and apply digital tools and technology within a business environment.

What makes this course distinctive is its emphasis on applied learning, industry engagement, and personal development. You will be given the opportunity to work on live client projects and experience guest speaker sessions throughout the programme, designed to enhance your CV and employability skills.

You will explore a range of contemporary topics such as consumer psychology, brand strategy and digital transformation, while also developing the leadership and analytical skills employer's demand.

Distinctive Features of the Course

- Integrated business and marketing curriculum that reflects real-world organisational challenges and strategic decision-making.
- Live client briefs and consultancy projects embedded, where appropriate.
- Opportunities for work placements and internships.
- Guest lectures and networking events with professionals from business and marketing.
- Supportive learning environment with personalised academic guidance, career coaching, and enterprise support.

This course is ideal for students who want to combine strategic thinking with creative marketing expertise, and who aspire to lead in dynamic business environments.

Educational Aims of the Course:

Intakes:

September

January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2025/6	H	Full Time / Sandwich	£9535.00
2025/6	Overseas	Full Time / Sandwich	£15995.00
2025/6	H	Part Time	£4768.00
2026/7	H	Full Time / Sandwich	£9790.00
2026/7	Overseas	Full Time / Sandwich	£17600.00
2026/7	H	Part Time	£4895.00

PSRB:

None

Course Structure:

January (Full-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 90 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM2	Core
4BU026	Building a Responsible and Sustainable Business	30	SEM2	Core

January (Part-time)

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Module	Title	Credits	Period	Type
4BU026	Building a Responsible and Sustainable Business	30	SEM2	Core

January (Full-time)

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Module	Title	Credits	Period	Type
4MK013	Fundamentals of Marketing	30	SEM1	Core
4BU028	Introduction to Digital Business	30	SEM1	Core

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Module	Title	Credits	Period	Type
5BU026	Customer Acquisition and Retention	30	SEM2	Core
5FC005	Managing Finance and Accounts	30	SEM2	Core

January (Part-time)

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Module	Title	Credits	Period	Type
4BU028	Introduction to Digital Business	30	SEM2	Core

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Module	Title	Credits	Period	Type
5MK020	Marketing Technologies	30	SEM1	Core
5MK018	Professional Development within Marketing	30	SEM1	Core

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4MK013	Fundamentals of Marketing	30	SEM1	Core

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Module	Title	Credits	Period	Type
6BU032	Corporate Strategy and International Business	30	SEM2	Core
6MK016	Marketing Intelligence and Digital Strategy Development	30	SEM2	Core

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Module	Title	Credits	Period	Type
5FC005	Managing Finance and Accounts	30	SEM2	Core

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Module	Title	Credits	Period	Type
6MK015	Digital Consumer Behaviour	30	SEM1	Core
6BU034	The Professional Project	30	SEM1	Core

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5MK018	Professional Development within Marketing	30	SEM1	Core

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6MK016	Marketing Intelligence and Digital Strategy Development	30	SEM2	Core

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6BU034	The Professional Project	30	SEM1	Core

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Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Regulations Exemption:

NONE

Reference Points:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act 2010: guidance - GOV.UK

Apprenticeship Standard

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

Learning Outcomes	Modules
CERTHE01 Demonstrate knowledge of the underlying concepts, theories and principles associated with your area(s) of study. (Knowing)	
CERTHE02 Evaluate, interpret and apply data, to develop ideas and discussion in your subject(s) of study. (Knowing)	
CERTHE03 Use different approaches to solving problems related to your area(s) of study (Doing)	
CERTHE04 Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments (Doing)	
CERTHE05 Identify and undertake further training and develop new skills to support your learning (Being)	
CERTHE06 Identify personal qualities and transferable skills necessary for further study and/or employment (Being)	
DIPHE01 Demonstrate knowledge and application of the concepts and principles of your area(s) of study. (Knowing)	
DIPHE02 Demonstrate the application of those principles in an employability and/or professional practice context. (Knowing)	
DIPHE03 Identify and use methods of enquiry in the subject(s) and evaluate the appropriateness of different approaches to solving problems in study. (Doing)	
DIPHE04 Use a range of new and established techniques to explore and critique data and sources of information, to solve problems within your subject (Doing)	
DIPHE05 Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences. (Being)	
DIPHE06 Show personal responsibility and decision-making to developing existing skills and acquire new competences that will enable you to reach your employability goals. (Being)	
BHONSN01 Critically evaluate contemporary marketing and business theories (knowing)	
BHONSN02 Evaluate and demonstrate understanding of the ethical, legal, and social aspects of marketing and business practices (knowing)	

Learning Outcomes	Modules
BHONSN03 Develop appropriate and contemporary critical skills relevant for business leadership roles (doing)	
BHONSN04 Evaluate data and intelligence to appropriately respond to business and marketing challenges (doing)	
BHONSN05 Demonstrate effective team working and the ability to work independently to achieve organisational objectives (being)	
BHONSN06 Communicate with a wide range of stakeholders within a business environment (being)	
BHONS01 Critically evaluate contemporary marketing and business theories (knowing)	
BHONS02 Evaluate and demonstrate understanding of the ethical, legal, and social aspects of marketing and business practices (knowing)	
BHONS03 Develop appropriate and contemporary critical skills relevant for business leadership roles (doing)	
BHONS04 Evaluate data and intelligence to appropriately respond to business and marketing challenges (doing)	
BHONS05 Demonstrate effective team working and the ability to work independently to achieve organisational objectives (being)	
BHONS06 Communicate with a wide range of stakeholders within a business environment (being)	

Teaching, Learning & Assessment Strategy/(Learning and Teaching):

our Business and Marketing Management course is structured to help you build confidence in key foundational topics before progressing to more advanced concepts. In the early stages, you will focus on the foundations such as understanding business environments, digital businesses, enterprise and entrepreneurships and sustainability and developing academic writing skills. These are introduced through interactive lectures, workshops, and guided activities that support your transition into university-level study.

As you progress through the course we will introduce you to more complex topics that require you to take a critical approach to subjects such as innovation, finance, consumer behaviour and strategy.

Learning takes place through in-person classes designed to be inclusive, and engaging with online resources available to compliment the taught sessions. On campus sessions offer opportunities for discussion, collaboration, and hands-on learning, while online resources including digital tools, and interactive platforms allow you to do further study around the taught topics and revisit key materials from the classroom whenever needed.

Throughout the course, you will be supported to develop the academic and digital skills needed for success. Group work, independent study, and research tasks are scaffolded with guidance and resources, and you will have access to workshops and tutorials focused on digital literacy, critical thinking, and effective communication. These skills are embedded into your modules, so you build them naturally as part of your learning.

Professional and practice-based elements are integrated into your academic experience. You will work on live briefs, case studies, or placements that connect classroom learning with real-world business challenges. These experiences help you apply theory to practice and develop the confidence and insight needed for future employment.

Digital fluency is a key part of your learning journey. You will use a range of digital tools to collaborate, research, and present your work. You will be introduced to the ethical use of technology and Artificial

Intelligence (AI), whilst developing your data competency. This ensures you are prepared for the evolving demands of the modern workplace and can use digital resources responsibly and effectively.

Assessment Methods/Assessments:

Assessment on your course is designed to support your learning and development throughout your studies. You will experience a balanced mix of assessment types including reports, presentations, portfolios, and case study analyses to help you demonstrate your understanding in different ways. Assessments are spaced across the academic year to ensure a manageable workload and allow time for feedback and improvement.

To help you prepare, many modules include formative tasks these are practice activities that do not count towards your final grade but give you valuable feedback. You might submit a draft, take part in a peer review, or complete a short quiz. These opportunities help you build confidence and understand what is expected before you complete your final assessments.

Assessments are designed to help you develop key intellectual skills such as critical thinking, problem-solving, and evidence-based argument. You will be encouraged to analyse real-world business scenarios, evaluate different approaches, and present your ideas clearly and persuasively. These skills are essential for success both in your studies and in your future career.

Inclusivity is a core principle of assessment design. You will encounter varied formats and clear guidance to support different learning needs. Where appropriate, you'll have choices in how you approach your assessments such as selecting your own topic, using different presentation formats, or applying your lived experience to a business challenge. This helps ensure that assessments are accessible and meaningful to all students.

Further Information for Student:

As you start your journey with us, we will help you settle into university life and succeed throughout your academic journey. In your first year, you will take part in a structured induction programme that introduces you to university systems, academic expectations, and key contacts. Early modules focus on building core academic skills such as critical thinking, academic writing, and digital literacy, helping you adapt confidently to higher education. As you progress through the course, you will be supported to develop key academic skills for future success.

As a University of Wolverhampton business school student, you will benefit from a range of support. During the first year of study, you will be allocated a student success coach, who will work with you to offer advice and guidance on all aspects of university life, working closely with academic colleagues and other departments across the university. Our aim is to ensure your transition to university life, and then through each level of your course, is as smooth as possible. Your personal tutor will continue with this support during subsequent stages of your course, with an additional focus on careers and preparing for the workplace.

Academic support and feedback is provided throughout, with opportunities for formative feedback, and one to one tutorial meetings. Tutors will work with you to ensure that you understand and can act on feedback received. Dedicated course leaders will also be available to discuss wider course issues and opportunities.

Finally, your feedback is vital. We regularly gather student input through module evaluations, course reps, and student voice forums. This feedback directly informs course improvements, ensuring that the support we offer remains responsive, relevant, and effective.

The University provides a wide range of academic and pastoral support to help students succeed in their studies and personal development. This includes access to the Library and Skills for Learning service, student success coaching in the early stages of your studies, and tailored advice from the Careers and Enterprise teams. Students also benefit from 24/7 wellbeing support through WLV Student Life Connect, pastoral care via the Multi-faith Chaplaincy, and assistance from the Mental Health and Wellbeing team. Those living in university accommodation have additional access to Residential Life support, and all students can engage with the Students' Union for advocacy, societies, and further peer-led services.

Currency:

As a business and marketing graduate, you will need to be prepared to enter a continually changing and developing workplace. We will work with you to help you build the key skills and knowledge required to move into a business or marketing environment. Key soft skills and subject-specific knowledge will be developed in tandem, providing you with the tools to be resilient and adaptable in the modern workplace.

We work closely with professional bodies to ensure that our courses are relevant and contemporary. We also draw on expertise from people working in industry to provide key insights into the real-life challenges and opportunities of the business environment.

The curriculum is regularly reviewed and updated to reflect the latest research, emerging theories, and contemporary issues such as digital transformation, sustainability, and global enterprise. This ensures that what you learn is relevant to today's business and marketing environments and prepares you for future challenges.

You will engage with research throughout your course, including work conducted by academic staff at the University of Wolverhampton. This might include exploring recent publications, participating in research led discussions, or using current data and case studies in your assignments. You will also develop your own inquiry skills through independent research projects, critical analysis tasks, and reflective activities that encourage deeper thinking.

The course helps you think innovatively and critically about real-world challenges. You'll explore topics such as ethical leadership, sustainable business practices, and social responsibility, and apply your learning to practical scenarios. This approach helps you understand the impact of business decisions and prepares you to contribute positively to society and the economy.

Graduate Attributes are embedded throughout the curriculum to support your development as a future-ready professional. You become a Global Citizen by engaging with international perspectives, a Knowledgeable learner through exposure to cutting-edge theory and practice, a Professional through work-based learning and employability skills, and Digitally Fluent by using digital tools responsibly and effectively, including AI and data analysis.

In summary, we will work with you to develop a toolkit of practical skills, combined with robust academic knowledge.

Personalisation Opportunities:

From the start of your course, you will be encouraged to explore topics and case studies that connect with your background, career aspirations, or areas of curiosity. We know that each student is different, requiring specific advice and guidance, and we aim to offer you the opportunity to explore your interests and develop expertise. For example, some modules allow you to develop marketing collateral for a business of your choice - including your own!

Within modules, you will often have choices about how you engage with learning. This might include selecting from different topics, using varied resources (such as podcasts, articles, or videos), or choosing how to present your work whether through reports, presentations, or digital media. These options help you learn in ways that suit your strengths and preferences.

In-class discussions will draw on the experiences of our diverse student body, enabling you to benefit from a wide range of experiences and knowledge. Case studies from across the globe will be discussed and explored providing an opportunity for students to consider marketing and business issues from a range of international perspectives.

As a course team, and in collaboration with careers consultants, we will work with you to develop your specific ambitions and goals and identify opportunities that are relevant for you. Our close links with industry enables us to expose students to a wide range of careers and industries. There are opportunities for networking and building contacts for the future.

Employability in the Curriculum/Employability and Professional Development:

Your Business and Marketing Management course is designed to help you explore a wide range of career pathways and prepare for the world of work. You'll engage with placements, live briefs, and industry linked projects that connect your academic learning to real organisational challenges. These experiences help you build practical skills, gain insight into different sectors, and understand what employers are looking for.

From the start of your course, you will be supported to develop a professional identity. You will build a portfolio of skills and experiences through group work, presentations, reflective tasks, and real-world projects. Careers workshops and academic tutorials will help you identify your strengths and set goals aligned with your future ambitions.

Professional standards and employer expectations are embedded throughout your learning. You will work on tasks that emulates workplace practices, such as strategic planning, data analysis, and ethical decision-making. Where relevant, the course also aligns with Professional, Statutory and Regulatory Body (PSRB) requirements, ensuring your learning meets industry benchmarks.

You will have regular opportunities to reflect on your progress and practise key employability skills. This includes CV writing, interview preparation, and networking activities, often supported by the university's careers service. Feedback from tutors and peers will help you understand your development and identify areas for improvement.

