



BRITISH  
UNIVERSITY OF  
**BAHRAIN**  
SEEK KNOWLEDGE



University of  
**Salford**  
MANCHESTER

## **BSc (HONS) MARKETING (INTERNATIONAL)**

AWARDED BY UNIVERSITY OF SALFORD, MANCHESTER

### **COURSE SUMMARY**

This course provides you with a strong business education in preparation for an exciting career as a marketing professional or as a basis for other managerial careers. The programme supports entrepreneurial initiative and our Marketing students often establish their own business while they study. On this course, your learning will be industry relevant and career-focused. You will be taught by committed tutors who have international experience and are experts in their field. Your own expertise in marketing will be developed through modules such as Consumer Behaviour, Market Research and Services and Relationship Marketing.

Your employment prospects will be strengthened through subjects like Human Resource Management, Accounting and Law in a Business Context, as well as specialist options in each year, such as Organisations in a Global Environment and Operations Management.

The programme also offers a wide range of learning outside the classroom to develop your practical experience including the opportunity to work with staff from the University's Marketing department to get a better understanding of Marketing in the 'real world'. The Professional Development module in the second year helps you to develop the skills you need – presentation skills, networking, interview techniques etc – to move more easily into successful employment.

### **COURSE DETAILS**

This course allows you to either specialise or follow an integrated route and the modular design gives you considerable choice.

#### **YEAR ONE - FOUNDATION YEAR**

The Foundation Year has been designed to bridge the gap between High School and effective Honours Degree Study. The modules focus on the development of key skills, including studying independently and collaboratively, critical thinking, academic and professional writing and quantitative techniques. A key focus of the Foundation Year is a collaborative project, where students will work together to develop solutions to real-world problems. Modules include:

- Critical Reflection and Thinking
- Human Rights
- Arabic for Business (Arabic Speakers) / Critical Reading (Non Arabic Speakers)

- Multi-disciplinary Project
- Foundations of Business
- Applied Mathematics
- The Modern History of Bahrain

## YEAR TWO

Modules include:

- Principles of Marketing
- Principles of HRM
- Principles of Accounting
- Digital Marketing
- Digital and Business Skills
- Organisations in a Global Environment

## YEAR THREE

Modules include:

- International Marketing
- Integrated Marketing Communications
- Service Sector Marketing
- Legal Aspects of Business
- Professional Development
- Consumer Behaviour

## YEAR FOUR

Modules include:

- Business Ethics and Sustainability
- Strategic Management
- Search and Social Media Marketing
- Strategic Management
- Market Research
- Brand Management

## ENTRY REQUIREMENTS

- Statement of Graduation (Secondary School General Certificate)
- High School Diploma with an overall average of 75% over the last three years of high school (years 10, 11 and 12)
- IELTS Academic Test Score of 5.5 minimum, with a minimum of 5.0 in each component

## APPLICANT PROFILE

This course offers excellent scope for any student wanting to learn how marketing plays a vital role in business. Knowledge, expertise and the ability to discuss and contribute to solutions around these issues are highly sought after skills by employers across a wide variety of sectors.

This course will appeal to a range of applicants and there is no need to have studied these subjects before to be successful.