



BA (HONS) BUSINESS MANAGEMENT

Marketing (Top-Up)



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About the Programme

The BA (Hons) Business Management(Marketing) top-up degree is the perfect choice for anyone who's already completed a HND in business or equivalent. In as little as one year, you'll have gained the most in-demand skills and digital know-how required to become a successful marketing professional. Through six carefully selected modules, we'll help you develop the knowledge sought by today's employers. This course is accredited by both the Chartered Institute of Marketing (CIM) and the Digital Marketing Institute (DMI). It is also recognised by the Institute of Enterprise and Entrepreneurs (IOEE). Arden University's Faculty of Business partners with the Business Graduates Association.

Accreditation and Memberships



CIM Accredited

CIM accreditation means students will be able to gain industry-recognised qualifications at an accelerated pace.



BGA Membership

Arden University is a member of the Business Graduates Association (BGA), meaning students will receive complementary BGA membership.



DMI Accredited

The Digital Marketing Institute is the gold standard in digital marketing certification, and gives students free membership during their studies.



AACSB Membership

Arden University is a member of the prestigious Association to Advance Collegiate Schools of Business (AACSB).

Key Facts

- **Location:** Blended
- **Start dates:** Every 3 months
- **Part time:** 1 year+

Entry Requirements

- A HND in a related field or equivalent, provided that your prior learning is consistent with Level 5 of the functional areas of your subject area.
- No work experience is required
- IELTS 6.5 (no less than 6.0 in any element); or TOEFL iBT 90; or equivalent; Alternatively, we can accept evidence that you have previously studied in English.

Programme Highlights

- Understand the most important concepts in marketing and business management
- Apply traditional and digital marketing knowledge to real-world applications
- Develop the requisite skills and technologies to be successful in contemporary business and marketing environments
- Evaluate marketing concepts from a range of perspectives and within diverse contexts

Mandatory Units And Credits

Level 6 Core Modules	Credits
• Business Transformation	20
• Corporate Governance, Law and Ethics	20
• Entrepreneurship and Innovation	20
• Global Marketing	20
• Marketing and Digital Strategy	20
• Independent Study	20
Total Credits	120

Career Progression

- Brand manager
- Business Analyst
- Social Media Manager
- Digital Marketing Specialist
- People Manager



Why Study With Arden University?

At Arden University we believe everyone, everywhere has the right to gain the life and career benefits that higher education can bring. We are dedicated to making the university experience convenient and accessible to ambitious and motivated individuals worldwide.

Our mission is to connect adult learners like you with higher education study opportunities that give you the tools you need to fulfil your career and life goals. We challenge conventional perceptions of degree study by providing flexible, vocational courses with timetables and learning options that fit around your life commitments.

As an education provider that is not constrained by bricks and mortar or traditions, we are able to offer courses that are innovative, affordable, and which help students and employers reap the benefits of contemporary training and skills development. Arden is the university that comes to you, on your terms, helping you achieve the life and professional success you want.

Industry Skills



Chartered Institute of Marketing (CIM)

The Chartered Institute of Marketing (CIM) is the world's largest organisation for professional marketers and plays a key role in setting industry standards.



The Institute of Enterprise and Entrepreneurs (IOEE)

This course awards the IOEE Professional Diploma in Enterprise and Entrepreneurship. The Institute of Enterprise and Entrepreneurs (IOEE) is the first learning institute dedicated to developing and recognising enterprise and entrepreneurial skills. Arden University has been recognised as an IOEE Academy and our courses are accredited. This demonstrates our commitment to enterprise and equipping students with the skills needed to set up and run their own business, work in a small enterprise, or bring entrepreneurial skills to a larger organisation.



Digital Marketing Institute (DMI)

The Digital Marketing Institute (DMI) is the global standard in digital marketing certification and works to support today's marketers in achieving their full professional potential.

Aligned to Salesforce and AWS Educate (Amazon)



During the course you will learn about some of the most prominent cloud-based tools used in business currently, allowing you to independently acquire certification from Salesforce and Amazon to add to your degree qualification. Certification from Salesforce and Amazon will help you understand how to process real time data and insights to create more meaningful relationships with your customers.



Business Graduates Association (BGA)

Arden University's Faculty of Business is an esteemed member institution of the Business Graduates Association (BGA).



Arden Enterprise Incubator

As an Arden University student, you'll have access to the Arden Enterprise Incubator (AEI) online platform to support you in the area of entrepreneurship. Whether students are exploring the idea of setting up their own company or need help and guidance launching or growing an existing business, the AEI provides everything students need to kick start their entrepreneurial journey, as well as to support and empower them along the way.

The AEI has a wealth of resources available including monthly master classes, boot camps, podcasts, blogs, external events, and mentorship. Mentors include Arden University lecturers and industry experts, so our students receive the very best support and expertise.

As an IOEE Centre of Excellence, we foster an entrepreneurial culture among our students. We are dedicated to supporting their continuous growth by promoting enterprising thinking and practical entrepreneurial skills.



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Contact Information



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Accreditation and Association



CIM | Accredited
Degree



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