

BSc (Hons)

Business and Marketing

Key Features

- Develop essential business and marketing skills, including strategic thinking, communication, and problem-solving.
- Build a strong foundation in business and marketing, preparing you for a competitive job market or further study.
- Gain industry insights through guest speakers, flexible learning, and dedicated employability support.

Duration: 3 years or 4 years with foundation year

Full course info: manchester.bolton.ac.uk/our-courses

Fees: £9,535 per annum 2025-26

Foundation Year: £5,760 per Annum

Location: Manchester

About this course

The BSc (Hons) Business and Marketing at UoBM offers a comprehensive understanding of business principles and marketing strategies, preparing you for a successful career in a dynamic and competitive industry. Whether you aspire to work in brand management, digital marketing, market research, or business development, this course equips you with the skills to excel. You'll gain in-depth knowledge of key business functions while experiencing life in the multicultural heart of Manchester.

Our expert team will guide you through essential areas such as consumer behaviour, marketing communications, business strategy, and digital marketing. You'll also explore broader business concepts, including finance, human resource management, and entrepreneurship, ensuring a well-rounded education that aligns with industry needs.

Careers

This degree provides a strong foundation for a wide range of business and marketing roles. Throughout your studies, you'll develop technical, analytical, and creative skills that are highly valued by employers. You'll build commercial awareness, learn how organisations develop marketing strategies, and gain expertise in brand positioning, customer engagement, and data-driven decision-making.

As a graduate, you'll be well-positioned for careers in marketing, business development, public relations, and management across industries. You may also choose to further specialise through postgraduate study in areas such as digital marketing, international business, or strategic management, enhancing your expertise and career prospects.

Modules

Foundation Year

- Communication Skills
- Data Skills
- Professional Development Skills
- Research Skills

Year One

- Academic and Professional Skills
- Business Finance
- Economics for Business
- Business environment

Year Two

- Managing Human Resources
- Principles and Practice of Marketing
- Legal Aspects of Business
- Marketing Communications

Year Three

- Consumer Behaviour
- Business Strategy
- Digital Marketing
- Undergraduate Major Project

Career routes

- Marketing Manager
- Brand Strategist
- Digital Marketing Specialist
- Market Research Analyst
- Social Media Manager
- Advertising Executive
- E-commerce Specialist
- Event Marketing Coordinator
- Content Marketing Strategist
- Public Relations Officer
- Business Consultant