



**BSc Management with Marketing (N2N5)**  
**September 2017 intake**

The purpose of this information sheet is to provide prospective students and applicants with further information about the nature of this degree, in order to help you decide if it is the right choice for you. Should you have any further questions, contact information is provided at the end of the flyer.

**Section 1 – degree programme structure**

Awarding institution	Royal Holloway, University of London
Accreditation(s) (where applicable)	None
Standard length of degree	Three years

The following table summarises the compulsory modules, which Royal Holloway refers to as mandatory course units, offered on this degree programme each year:

Year 1						
Course unit name (all 15 credit half course units)	Methods of teaching		Methods of assessment			Credits
	Contact hours	Self-study hours	Written exam	Practical	Coursework	
Quantitative Methods	29	121	0	40%	60%	15
Interpreting Management	29	121	0	0	100%	15
International Business	29	121	0	50%	50%	15
Markets and Consumption	29	121	0	0	100%	15
Accounting	29	121	60%	0	40%	15
Information Systems	29	121	60%	10%	30%	15
Organisation Studies	29	121	50%	0	50%	15
Year 2						
Course unit name (all 15 credit half course units)	Methods of teaching		Methods of assessment			Credits
	Contact hours	Self-study hours	Written exam	Practical	Coursework	
Marketing Strategy in Context	29	121	0	0	100%	15
Strategic Management	29	121	0	50%	50%	15
Digital Marketing	29	121	0	0	100%	15
Marketing Research	29	121	60%	10%	30%	15
Managerial Accounting	29	121	60%	0%	40%	15
Operations Management	29	121	60%	40%	0	15
Human Resource Management	29	121	60%	0	40%	15
Employability	28	122	0	60%	40%	15

Year 3						
Course unit name (all 15 credit half course units)	Methods of teaching		Methods of assessment			Credits
	Contact hours	Self-study hours	Written exam	Practical	Coursework	
Integrating Management: Business in Context	29	121	0	0	100%	15
Integrating Management: Leadership and Innovation	29	121	60%	0	40%	15
Consumer Behaviour	29	121	60%	0	40%	15
Brands and Branding	29	121	60%	20%	20%	15
Global Marketing	29	121	0	0	100%	15
Advertising and Promotion	29	121	0	0	100%	15

In addition to these mandatory course units, there will be a number of optional course units available during the course of your degree. The following table lists a selection of optional course units that are likely to be available. Please note that although the College will keep changes to a minimum, new units may be offered or existing units may be withdrawn, for example, in response to a change in staff. You will be informed if any significant changes need to be made.

Year 1 (15 credit half course unit)	Year 2	Year 3 (all 15 credit half course units other than where specified)
Economic & Social Foundations of Sustainable Organisations	None	International Financial Accounting
		Emerging Markets
		Asia Pacific Business
		European Business
		Accounting for Corporate Accountability
		The Globalisation of Work
		International Human Resource Management (30 credit full course unit)
		The Individual at Work
		Business in International Comparative Perspective
		Dissertation (30 credit full course unit)
		Enterprise Systems Management
		Project Management

		Entrepreneurship: Theory and History
		Corporate Entrepreneurship
		Innovation, Strategy and the Corporation
		Accounting for Sustainability
		Corporate Governance
		Responsible Entrepreneurship
		Marketing Ethics and Society

As part of your degree programme you may be required to complete a course to develop your study skills, for example a course in academic writing skills. Courses such as these often do not carry credit but passing the course may be a requirement to progress to the next year of study.

### Section 2 – degree programme costs

H/EU tuition fee 2017/18*	£9,250
Overseas tuition fee 2017/18**	£15,600
Other essential costs	No further costs

\*Tuition fees for UK and EU nationals starting a degree in the academic year 2017/18 will be £9,250 for that year. This amount is subject to the UK Parliament approving a change to fee and loan regulations that has been proposed by the UK Government. In the future, should the proposed changes to fee and loan regulations allow it, Royal Holloway reserves the right to increase tuition fees for UK and EU nationals annually. If relevant UK legislation continues to permit it, Royal Holloway will maintain parity between the tuition fees charged to UK and EU students for the duration of their degree studies.

\*\* Royal Holloway reserves the right to increase tuition fees for overseas fee paying students annually. Tuition fees are unlikely to rise more than 5% each year.

For further information on tuition fees please see Royal Holloway's [Terms & Conditions](#).

\*\*\*These estimated costs relate to studying this particular degree programme at Royal Holloway. Costs, such as accommodation, food, books and other learning materials and printing etc., have not been included, and further information regarding these can be found on our website.

### Section 3 – useful vocabulary

We understand some of the terminology used in this document may be new to you, and may differ from that used by other universities. To help with this, we have provided a brief description for some of the most important terminology:

*Degree programme* – Also referred to as 'degree course' or simply 'course', these terms refer to the qualification you will be awarded upon successful completion of your studies.

*Course unit* – Also referred to as 'module', this refers to the individual units you will study each year to complete your degree programme. Undergraduate degrees at Royal Holloway comprise four full units, or a combination of full and half units, to the value of 120 credits per year. Mandatory course units must be taken by every student on the relevant degree programme. Some of these mandatory course units must be passed for progression or a particular degree title. On some degree programmes a certain number of optional course units must be passed for a particular degree title.



*H/EU* – Different categories of students pay different levels of tuition fees. H/EU stands for students with Home or European Union fee status.

*Overseas* – Non-EU students are liable to pay the overseas rate of tuition fees, and are sometimes also referred to as international students.

#### **Section 4 – contact information**

If you have any further questions, you can contact the Admissions team by email at [study@royalholloway.ac.uk](mailto:study@royalholloway.ac.uk).

Please note that this information is final at the time of publication (01/10/2016) and supersedes any previous information provided in publications or on Royal Holloway's website.