



**BSc Management with Marketing (N2N5)  
September 2018 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:

<b>Year 1</b>						
	Methods of teaching		Methods of assessment			
Course unit name (all 15 credit half course units)	Contact hours	Self-study hours	Written exam	Practical	Coursework	Credits
MN1105 Quantitative Methods	29	121	0	40%	60%	15
MN1115 Interpreting Management	29	121	0	0	100%	15
MN1205 International Business	29	121	0	50%	50%	15
MN1405 Accounting	29	121	60%	0	40%	15
MN1505 Foundations in Digital Enterprise	29	121	60%	10%	30%	15
MN1705 Organisation Studies	29	121	50%	0	50%	15
MN1915 Management First	20	130	0	0	100%	15
<b>Year 2</b>						
	Methods of teaching		Methods of assessment			
Course unit name (all 15 credit half course units)	Contact hours	Self-study hours	Written exam	Practical	Coursework	Credits
MN2305 Marketing Strategy in Context	29	121	0	0	100%	15
MN2205 Strategic Management	29	121	0	50%	50%	15
MN2325 Digital Marketing	29	121	0	0	100%	15
MN2315 Marketing Research	29	121	60%	10%	30%	15
MN2405 Managerial Accounting	29	121	60%	0%	40%	15
MN2505 Operations Management	29	121	60%	40%	0	15

MN2705 Human Resource Management	29	121	60%	0	40%	15
<b>Year 3</b>						
	Methods of teaching		Methods of assessment			
Course unit name (all 15 credit half course units)	Contact hours	Self-study hours	Written exam	Practical	Coursework	Credits
MN3915 Business in Context	29	121	0	0	100%	15
MN3055 Consumer Behaviour	29	121	60%	0	40%	15
MN3315 Brands and Branding	29	121	60%	20%	20%	15
MN3325 Global Marketing	29	121	0	0	100%	15
MN3455 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.

<b>Year 1</b> (15 credit half course unit)	<b>Year 2</b>	<b>Year 3</b> (all 15 credit half course units other than where specified)
MN1125 Foundations for Responsible Business	None	MN3045 International Financial Accounting
MN1305 Markets and Consumption		MN3205 Emerging Markets
		MN3215 Asia Pacific Business
		MN3225 European Business
		MN3245 Accounting for Corporate Accountability
		MN3265 The Globalisation of Work
		MN3271 International Human Resource Management (30 credit full course unit)
		MN3295 The Individual at Work

		MN3305 Business in International Comparative Perspective
		MN3311 Dissertation (30 credit full course unit)
		MN3535 Business Process Applications
		MN3545 Project Management
		MN3615 Entrepreneurship: Theory and History
		MN3625 Corporate Entrepreneurship
		MN3655 Innovation, Strategy and the Corporation
		MN3715 Organisations and Accountability
		MN3725 Corporate Governance
		MN3745 Responsible Entrepreneurship
		MN3755 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 2018/19*	£9,250
Overseas tuition fee 2018/19**	£17,500
Other essential costs	No further costs

\*The fees shown are for the 2017/18 academic year and are for reference purposes only. Current information available (October 2017) means that we expect the tuition fee for UK and EU undergraduates starting their degrees in 2018 to be £9,250. The UK Government has also announced that EU students starting an undergraduate or postgraduate taught degree in 2018/19 will pay the same level of fee as a UK student for the duration of their degree.

\*\* Fees for international students may increase year-on-year in line with the rate of inflation. Royal Holloway's policy is that any increases in fees will not exceed 5% for continuing students. There is a different tuition fee for a year spent abroad or working in industry. 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. General costs such as accommodation, food, books and other learning materials and printing etc., have not been included, but further information is available 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 (03/02/2018) and supersedes any previous information provided in publications or on Royal Holloway's website.