

BA (Hons) Marketing Management with Business Studies

5th intake in 2008

Napier University



Programme code : 82931

Duration & study mode : 15 months (full-time)

Programme Aim & Objective

- To develop students' solid knowledge and understanding in a wide range of topics in marketing management
- To develop the critical and analytical skills of students from both a professional and an academic viewpoint
- To equip students with the skills to be successful in a career in marketing and other areas of business and management

Modules

Trimester 1

- Advertising Management
- Applied Statistics
- Service Management
- Conference & Exhibition Management

Trimester 2

- Direct & e-Marketing
- Strategic Management
- Marketing Policy
- International Marketing Strategy
- Market Analysis

Trimester 3

- Strategic Management in Different Contexts
- Emerging Markets
- Marketing Management in Practice
- Honours Dissertation

Entry

- Holders of Associate Degree of Business Administration (ABA) in Marketing
- Holders of Associate Degree or Higher Diploma in any business or service related studies *

* May be required to take additional Marketing modules.

Special Features

- This is a specialized business programme with the focus to cover a comprehensive range of marketing management areas.
- The programme requires both the rigor in academic skills as well as the ability to demonstrate the skills in a context linked to business practice, primarily in the marketing and related functions.

Teaching

The programme will be delivered through face-to-face lectures conducted by Napier teaching staff and supported by tutorials taught by CityU academic staff.

Fee :	HK\$79,800
Commencement :	September 2008
Website :	http://scope.edu
Enquiries :	(Tel) 2784 3293 (Email) ceesther@cityu.edu.hk

NAPIER UNIVERSITY

EDINBURGH SCOTLAND

Background

Napier University is one of the largest universities in Scotland, with over 14,000 students. The University is split into three faculties: Napier University Business School, Faculty of Engineering, Computing and Creative Industries, and Faculty of Health, Life and Social Sciences. The University has almost 1,700 staff, offers 285 undergraduate diploma and degree programmes, and over 135 postgraduate programmes, as well as an extensive range of short programmes for industry and commerce, some of which have been tailored to fit international clients' needs and delivered abroad. Its Business School is the largest Business School in Scotland with over 4,000 students, and a wide range of Business and Finance courses at Undergraduate and Master level.

Recent achievements of Napier University:

- Ranked No. 1 Modern University Business School in the UK for Business and Management (Guardian League Tables, May 2007)
- It is one of the premier institutions for teaching the qualifications of the Chartered Institute of Marketing (CIM) (The world's leading professional body for practicing marketers)
- Over 10 years of collaboration with SCOPE, CityU
- More than 550 graduates in HK

Website: www.napier.ac.uk