MARKETING
Canterbury
Kent is one of the UK’s leading universities and all of our academic schools produce world-class research. Kent Business School has an international reputation for the quality of its programmes and, according to The Guardian University Guide 2015, 88% of business, management and marketing students were satisfied with the quality of their course.

A degree in Marketing gives you a strong academic base and a solid skill set for a career in marketing or management.

World-leading research
With over 70 full-time academic staff, Kent Business School is proud of its strong research environment. In the 2008 Research Assessment Exercise (RAE), we were placed among the top 30 business schools in the UK for the quality of our research. Our academics contribute to cutting-edge research across the full range of management disciplines and frequently publish in leading international journals. They also regularly write textbooks for undergraduate and postgraduate students that draw on their research and are used to underpin teaching in the School.

You become part of a community which encourages you to challenge assumptions and think critically and creatively. As a result, you receive a distinctive business education that allows you to develop your individual potential in marketing and management, which makes you highly employable.

Specialist expertise
The BSc in Marketing is an academically rigorous programme, underpinned by the research carried out by the Marketing group. The group is led by Professor Veronica Wong, who is recognised as a world-leading marketing authority, having authored best-selling textbooks and key journal articles. Research in the group cuts across four main domains: marketing strategy and performance; product development and innovation; buyer behaviour; and the management of supply (value) chains and market delivery systems.

The Marketing group has established expertise in the food industry, complementing its aim of promoting research that enhances marketing theory and practice. Ongoing and future research includes emerging market economies, high-technology and new (social and digital) media environments. In addition, the group’s empirical and policy-oriented work is supported by strong links with industry and an international network of research partners.

Passionate teaching
At Kent, you learn by attending lectures and seminars, as well as undertaking projects and presentations. You are taught by specialist lecturers with a deep knowledge of their subject, which could be an area of marketing or a more general management field. Whether they have a particular area of practical expertise or are actively involved in research, our academics are passionate about their subjects and about sharing their knowledge with students, as well as with the wider academic and business communities.

In addition, you are taught by leading experts from business and the professions, as well as visiting academics from other universities who work closely with our permanent academic team.

Supportive academic community
Kent Business School has a friendly, student-focused environment, with an active staff-student consultative committee aiding the development of our programmes. Our academic staff advise and support you throughout your studies, but also encourage you to take responsibility for your own learning. The diverse backgrounds of staff and students create a dynamic learning environment, offering plenty of opportunity for discussion and debate.
Year in industry

You have the option of taking a year in industry as part of a four-year degree programme. You go on a work placement after completion of the second year of your programme, before returning for your final year of study.

Companies who have recently participated in the scheme include Chase Anderson, Cummins Power Generation, Deloitte, Enterprise Rent-A-Car, General Electric, IBM, KPMG, Microsoft, Lloyds Banking Group and Unilever, as well as corporations in Athens, Dubai, Ghana, Hong Kong, Mauritius and Shanghai.

For many of these companies, this is an ideal opportunity to discover new talent, or to staff one-year projects by tapping into an international pool of dynamic students who already have a consolidated knowledge and understanding of current business issues. For you, it is the chance to put theory into practice as well as to make a valuable contribution to an organisation.

A successful future

As a student at Kent, you have the opportunity to engage in our active student-run Business Society at our Canterbury campus. The Society holds regular events with guest speakers to enhance your knowledge of the business environment, giving you the chance to interact with the external business community.

At Kent, you gain a broad academic education with an emphasis on key skills (including numeracy, verbal and written communication, group work and IT). In addition, you can choose from a wide range of options in your final year of study, allowing the development of specialist knowledge.

For more information on careers, see p8 or visit our web page at www.kent.ac.uk/employability
SUPERB STUDENT EXPERIENCE

Our campus at Canterbury provides a stunning location for your studies and offers first-class academic and leisure facilities.

Kent Business School has its own modern facilities on campus, a short walking distance from the popular Park Wood student village. The main building has two lecture theatres, seminar rooms and a large reception area, which is often used for business networking events.

Diverse environment
Our students come from a variety of backgrounds and all of our students benefit from the diverse nature of Kent Business School. There are always a number of mature students who have worked in industry, as well as an increasing number of students from overseas. This mix means you not only learn from your lecturers but also from the experiences of your peers.

Sociable campus
The campus is built on 300 acres of parkland, overlooking the city of Canterbury. Modern buildings are surrounded by open green spaces, courtyards, gardens and woodland. It’s self-contained and all the main facilities are within walking distance.

There are excellent academic facilities, including the library and support for developing your study skills. There are extensive additional facilities, including a sports centre, theatre and cinema, concert hall, nightclub, banks, restaurants, bars, medical centre and pharmacy, off-licence and shop.

Excellent location
Canterbury is an ideal base from which to explore further afield. The attractive coastal town of Whitstable is close by and there are sandy beaches further down the coast. We have strong links with universities in Europe, and Kent is only around two hours by train from Paris and Brussels, with London less than an hour away by high-speed train.
Luke Gipson is in the final year of his degree in Business Administration (Marketing) with a Year in Industry.

What attracted you to studying at Kent?
Kent offered me a combination of study and work experience – I felt this would make me stand out in today’s competitive environment. The breadth of modules provides a comprehensive understanding of the subject and the placement year enhances this learning process.

How is your course going?
It’s going well. The course is well structured, and builds your confidence and knowledge. The workload is set at the right level, with the first year focusing on the foundations, and the second and final years developing skills and knowledge with specialised modules.

How would you describe your lecturers?
They have a wealth of experience from the real world, enabling them to bring the subject to life. Teaching is up to date with the latest developments, providing thought-provoking classes.

What do you think about the level of support in your studies?
The level of support at Kent is of a high standard, and is constantly improving. I found the help available extremely useful, particularly when making the transition from A level to university studies during Stage 1.

How would you describe your fellow students?
Proactive and competitive. This creates an atmosphere that encourages teamwork and diversity, which makes university life exciting and offers a variety of perspectives.

How did you spend your year in industry?
I completed my year in industry with Bosch Power Tools, the number one brand in the power tools and gardening tools market. I was employed as an associate within the Product Marketing team, assisting the product managers with their tasks and responsibilities.

A particular highlight of the placement was being promoted to lead intern and becoming part of the largest segment – lawnmowers. This provided me with significant exposure to product development projects and enabled me to liaise with global project teams in China, Hungary and Germany on a daily basis. One of my key successes was the marketing management of a new range of accessories to be launched this year.

The year in industry has given me an excellent grounding to develop my career. It also enabled me to build a strong network of contacts, which is an invaluable asset.

What are you planning to do next?
I have secured a place on the Volkswagen Group Graduate Scheme, which offers a two-year overview of the organisation that will allow me to be part of brands such as Volkswagen, Audi, Seat and Skoda.

Any advice to other students?
Try new things, learn from your mistakes and get the most out of your time at university. Remember how much it’s costing you to be here, so aim to be proactive and make the most of being part of one of the top business schools in the UK.

Although completing your degree may seem a long way off, it’s not. Start thinking about gaining experience in careers you might be interested in; this will help you in the final year.
A SUCCESSFUL FUTURE

Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job.

We are consistently in the top 20 for graduate starting salaries and, six months after graduation in 2013, less than 6% of Kent graduates were without a job or a further study opportunity.

A degree in Marketing can lead to a marketing or management role in a wide range of sectors.

Valuable contacts
Kent Business School has an international reputation and good links with local businesses. Previous graduates have moved into management positions in the UK or overseas, while others have gone on to continue their studies at Master’s level.

Taking the year in industry gives you a wonderful opportunity to impress employers and make contacts in the business world. It also provides you with a better understanding of what employers are looking for, and helps you discover what type of work appeals to you most. The companies involved see these placements as a good way to find potential full-time employees, so the scheme gives you a definite advantage when it comes to your job prospects.

We also provide further opportunities to gain real-world experience during your degree, enabling you to apply what you have learnt. For example, companies such as Santander and Shepherd Neame have set ‘Pitch It’ challenges, which involve students solving a business problem. There are also opportunities to enter competitions run by the University and commercial organisations, which are publicised to students.

Marketing graduates from Kent have gone on to take up positions at a wide range of companies and sectors, including Deloitte, IBM, KPMG, Lloyds, Microsoft, PwC, Heineken, Sainsbury’s, Tesco, Transport for London, Yahoo! UK, Thames Valley Police, and a variety of media agencies and management consultancy companies. Other graduates began their own successful business ventures or start-ups.

Gain transferable skills
At Kent, we help you to acquire key skills that will stand you in good stead for future employment. You learn to analyse information, seek imaginative solutions to problems, demonstrate logical thinking and be sensitive to the values and interests of others. Analysing complex data, getting to grips with challenging ideas, writing well, gaining confidence and experience in expressing ideas in front of others, are all important skills and ensure that our graduates will be strong candidates whatever career they wish to go into.

Q-Step Centre
As a student on the Marketing programme, you have the opportunity to benefit from Kent’s Q-Step Centre, which provides advanced training in quantitative methods in the social sciences. You can choose to follow one of two pathways, which develop your quantitative skills in a practical and engaging manner, to greatly enhance your employability.

Careers advice
The University of Kent’s Careers and Employability Service can give you advice on how to choose your future career, how to apply for jobs, how to write a good CV and how to perform well in interviews and aptitude tests. It also provides up-to-date information on graduate opportunities before and after you graduate. For more details, see www.kent.ac.uk/employability

DID YOU KNOW?

Kent was ranked 12th in the UK for Marketing according to The Complete University Guide 2015.

In addition, Kent Business School’s qualified careers practitioners provide support to all Marketing undergraduate students for up to three years after graduation.
Samuel Callow graduated from Kent in 2012 with a first-class honours degree in Business Administration (Marketing). He now works as a Marketing and Business Development Manager for PSS Qatar.

Why did you choose to study at Kent?
I chose Kent because of the wide variety of business-related courses it offered and I was impressed by the new facilities and stunning campus overlooking the Cathedral. Canterbury is also only 45 minutes from home, which meant I could still easily visit family and friends.

What attracted you to the course?
Before applying to University, I was unsure about my career path. I was advised to keep my options open by choosing a subject I enjoyed and could be applied to a number of careers. The course at Kent offered an extensive choice of modules that appealed to me and the employment prospects for Kent Business School graduates were excellent.

What was your degree course like?
It was well organised and professionally delivered. Many of the marketing modules I studied required team working, which looks impressive on my CV.

Did you gain any industry experience during your degree?
Although I didn't choose the year in industry option, I undertook a couple of internships in London over the summer breaks. One was with a digital marketing company and the other was with a print company. I also combined studying with two part-time jobs.

Could you describe your career path since leaving Kent?
I secured my first full-time job a month before graduation with a real estate marketing franchise called Fine & Country, based in London's Park Lane. My role mainly involved building relationships with potential and existing clients.

I had been working at the company for just over a year when a Qatari businessman came into the office seeking a property investment. During my conversation with him, it transpired that he was looking for a marketing manager to help grow his construction business in Qatar and requested that I send my CV to his HR manager. After exchanging a few emails, we negotiated a contract and one month later I was working in Qatar.

Can you describe a typical day?
My role as Marketing and Business Development Manager varies from day to day, but typically includes arranging and conducting meetings with consultants, architects, contractors and government corporations to introduce business activities; harvesting tenders and managing technical proposals; arranging and conducting site visits submitting and negotiating quotations; and updating all marketing platforms.

The job has exposed me to some big opportunities and to a number of high-profile clients, and I get a real buzz out of winning contracts and building relationships with new people. It's been an incredible experience so far.

How have your studies at Kent helped you in your career?
I think the fact that I was awarded a first-class honours degree from Kent has massively improved my CV and generally made me more employable.

What are your plans for the future?
After gaining further experience in my current position, eventually I would like to move into a more senior management role, where I am able to contribute to new business and also help innovate and implement a company's long-term growth strategy, either domestically or internationally.

Any advice for potential students?
Make sure that you fully research the courses and modules available at Kent, along with all the facilities that are there to support you. Also, use your first year to identify your particular strengths and make sure you choose modules that complement them in your final two years of study.
Kent Business School offers a range of degree programmes that are tailored to specific aspects of industry, as well as your individual interests and requirements. Here’s a guide to what’s available.

Marketing
This degree focuses on developing marketing skills in a globally competitive environment. You take a range of modules to facilitate the development of your marketing skills and capabilities. The programme may be taken over three years full-time, or four years full-time with a year in industry.

Other degree programmes
The following single honours programmes are available to study at our Canterbury campus over three years full-time, or four years full-time with a year abroad/in industry. You may also study part-time.

Accounting & Finance
Our Accounting & Finance degree is specially designed to ensure that it responds to the needs and expectations of the modern accountancy profession.

Business Administration
Taking a single honours degree in Business Administration prepares you for a future career in management. You are introduced to key functional areas (strategy, human resource management, accounting, marketing and operations) while also being able to develop other specialist areas by choosing from the options offered in your second and final years.

Business (top-up)
Building on your in-depth knowledge of business and business-related subjects, this programme allows you to attain a full honours degree in one year provided you have gained an HND or foundation degree with a compatible syllabus in Business or a related discipline.

International Business
The International Business degree gives you a thorough grounding in the core topics that are key for a successful business career, as well as covering the contemporary issues within the global business environment. It may be taken over three years full-time or with an additional year in industry, or with the option to study a European language and spend a year overseas.

Kent Business School at Medway
Our school also runs several degrees at the University’s Medway campus, including Business & Management with a Year in Industry, Business & Management (Retail) with a Year in Industry and Accounting & Management with a Year in Industry. For more information, please see www.kent.ac.uk/ug

International Foundation Programme
If you are applying from outside the UK without the necessary English language qualifications, you may be able to take the Kent International Foundation Programme (IFP). Achieving a good pass from the Kent IFP with an overall average of 60%, including passing all components, guarantees you entry to the first year of the Marketing degree programme. For more details of entry requirements, please see p19.
Kent Business School offers the Marketing degree as either a three-year programme, or as a four-year programme with a Year in Industry.

Taking a single honours degree in Marketing prepares you for a future career in marketing or management.

In your first year (Stage 1), you are introduced to the foundations of marketing as well as key areas such as management, accounting, economics, global business, statistics and spreadsheet modelling before going on to acquire deeper specialist marketing knowledge as the programme progresses.

In a typical week, you spend four hours in lectures, four hours in group discussions or classes, and four hours in seminars. Participation in group work is encouraged. You also have sessions in the computer labs to develop IT skills. Most modules involve considerable periods of individual study using the resources of the library.

Most Stage 1 modules are assessed by a combination of coursework and examination. Many modules have an end-of-year examination which normally counts for 60% of the mark; the other 40% is derived from your coursework. Before proceeding to Stage 2, you must successfully complete Stage 1.

You take the following compulsory modules:
- Introduction to Marketing
- Business Skills and Employability
- Global Business Environment
- Introduction to Business Modelling
- Microeconomics for Business
- Introduction to Management
- Introduction to Statistics for Business
- Financial Accounting, Reporting and Analysis.

Modules: Stage 1

Introduction to Marketing
Focusing on both the consumer and the needs of companies, this module demonstrates the importance of marketing in competitive environments. You cover the marketing concept, brand development, new product development and gain an overview of internationalisation.

Business Skills and Employability
This module equips you with the key skills needed for the academic study of business, such as interpersonal and work-related skills, as well as an understanding of research, critical thinking and conceptual models.

Global Business Environment
To help you develop a sound knowledge of the global business environment, this module analyses specific real-world examples of multinational enterprises and international organisations, such as the World Trade Organisation,
Introduction to Management
Here, you are introduced to a range of management approaches, each of which advocates a different way of management. A key focus of the module is the contemporary relevance of these various approaches, with attention directed at the area of business and type of organisation within which different forms of management are practised. Topics include scientific management, bureaucracy, culture management, leadership, aesthetic labour and managing ethically.

Financial Accounting, Reporting and Analysis
In this module, you gain an understanding of the relationship between business and accounting. Topics include the principles underlying a double-entry accounting system, how to prepare primary financial statements from trial balance, and the analysis and interpretation of financial statements.

International Monetary Fund and the World Bank. You discover the complexity and diversity of doing business internationally.

Introduction to Business Modelling
This module covers basic spreadsheet functionalities, data management, facilities, what-if analysis and basic financial analysis. It develops essential spreadsheet skills for those seeking a graduate career in any area of management.

Microeconomics for Business
This module introduces you to the use of economics in analysing business decisions, strategic behaviour, problems and issues, enabling you to construct your own economic arguments.

Introduction to Statistics for Business
This module enables you to use graphical, numerical and algebraic techniques to handle business and accounting problems, and also make use of the appropriate software. It provides you with key statistical skills required for graduate employment.
STUDYING AT STAGES 2 AND 3

At Stages 2 and 3, you deepen your knowledge with specialist modules in marketing, as well as further developing your understanding of the core areas of management.

Stages 2 and 3 are the second and third years of full-time study. For those choosing the BSc in Marketing with a Year in Industry, the year in industry takes place between Stages 2 and 3.

You have about 12 hours of class time per week. Assessment is by a mixture of coursework and examinations.

All students take the following compulsory modules in Stages 2 and 3:
- Branding
- Buyer Behaviour
- Digital Marketing Applications
- International Marketing
- Marketing Communications
- Marketing Management Project
- Marketing Research
- Marketing Strategy
- Business Ethics and Sustainable Management
- Corporate and Business Strategy
- Creativity, Innovation and Organisation
- Interactive Decision Modelling
- Operations Management.

Your remaining modules are selected from a wide range available, including:
- Digital Marketing Strategy
- Introduction to Social Marketing
- New Product Development Marketing
- Contemporary Management Challenges
- Diversity in Organisations
- Enterprise
- Macroeconomics for Business
- Service Management
- Simulation Modelling.

Compulsory modules: Stages 2 and 3

Branding
You look at the importance of brand positioning and values, and consider brand loyalty, brand equity and associated implications. You also gain knowledge and an understanding of how to measure and monitor brand performance, and develop an awareness of issues related to growing and sustaining brand equity.

Buyer Behaviour
This module offers insights into consumption. It covers not only consumer consumption but also organisational buying decisions. By behaviour, you include the buyer, the customer (they can sometimes be different, particularly in the business-to-business sector), the user and the influencer. You explore the complex interrelationship between these groups or individuals.

Digital Marketing Applications
This module explores the challenges faced in the digital marketing arena and covers areas such as: website design, implementation and analysis; customers and brands in the internet age; e-marketing campaigns; and digital marketing and globalisation. You assess the unique characteristics of digital products and look at how these are marketed.
International Marketing
You develop a deeper understanding of the role of international marketing in the global business world. You examine the key decisions undertaken in international marketing, enhancing your awareness of the main concepts and theories, and preparing you for the challenges of marketing around the world.

Marketing Communications
This module introduces you to key concepts and theories of marketing communications, and prepares you for a role in the area. You gain practical experience of marketing decision-making within a framework of state-of-the-art theory to make sound, informed marketing communications decisions.

Marketing Management Project
Building on the skills and knowledge acquired during your degree, this module provides you with the opportunity to work on an independent marketing project. You gain an understanding of the techniques and approaches used in qualitative and quantitative research, and apply these skills to a topic agreed with the module convenor. You also develop your research, communication and other key skills.

Marketing Research
Here, you gain understanding and experience of the theory and practice of marketing research. During the module, you formulate and implement a marketing research plan, design a questionnaire, collect and analyse data, prepare an oral presentation and write a marketing research report.

Marketing Strategy
You gain an overview of the marketing planning process and the relationship between corporate and marketing goals. You learn how to carry out a marketing audit and SWOT analysis, analyse marketing trends, set marketing objectives, implement marketing mix strategies and tactics, and measure performance through controls and key indicators.

Business Ethics and Sustainable Management
In this module, you analyse the relationship between business and society over time and look at the impact of globalisation, policy and culture on business ethics and ethical dilemmas. The key principles of sustainability in business are studied, including the main ethical, economic, social and environmental challenges faced by public, private and not-for-profit organisations.

Corporate and Business Strategy
Extending your knowledge of strategic management, this module introduces a range of contemporary issues associated with the formulation and implementation of corporate strategies, with an emphasis on identifying and implementing strategic change within an organisation.

Creativity, Innovation and Organisation
Here, you gain a critical understanding of the challenges of managing people within contemporary organisations. The experience of work, employment and management practices are affected by rapid technological change, intensifying global competition and changing demographic profiles and values of the workforce. Contemporary organisations are pressurised to tackle these developments through creativity, innovation and new organisational forms.

“All of the lecturers are experts in their fields, which is clear from the moment you step into the lecture hall. It’s great to be taught by world-leading academics and have access to cutting-edge knowledge.”
Alex Sowter
Marketing graduate

STUDYING AT STAGES 2 AND 3 (CONT)
Interactive Decision Modelling
The inherent difficulties involved in modelling and decision-making in a business environment are studied in this module. You gain an understanding of advanced quantitative modelling techniques and develop hands-on experience in applying these modelling skills using Excel spreadsheets. Your knowledge and skills are also used to analyse and solve complex management and planning problems.

Operations Management
Operations management is concerned with creating the products and services upon which we all depend, realising the ideas of marketers and designers through the effective management of processes and people. The module provides you with a clearly structured outline of operations management, as it applies to service and manufacturing businesses.

Optional modules: Stages 2 and 3

Digital Marketing Strategy
Threats to security and other issues posed by digital marketing are studied here, with a focus on how the internet and other platforms (such as mobile) support digital marketing. Underlying business and marketing concepts are considered in order to understand the relationship between digital marketing strategy and the wider organisation.

Introduction to Social Marketing
Here, you look at the scope of social marketing and its growing importance in modern society. You consider the connection between business ethics and marketing strategy with social marketing, looking at a range of real examples. You also explore how social marketing works in modern organisations and the challenges faced by such organisations.

New Product Development Marketing
This module introduces you to core theories about innovation and new product marketing. It is based around understanding what a new product is and illustrating effective new product marketing practices through a systematic new product marketing process.

Contemporary Management Challenges
Drawing on advanced management and organisational theory, this module explores the management and organisational challenges that managers face in today’s business world. As well as considering contemporary challenges from the perspective of mainstream management thinking, the module also draws on critical management studies, which provides an alternative way of exploring contemporary aspects of organisations.

Diversity in Organisations
This module presents an overview of the definition of workforce diversity, and its relevance and usefulness in improving our understanding and management of people at work. The
demographics of the population and the workplace are changing dramatically because of a number of factors, such as an increasing number of ethnic minorities and women in the workforce and in management. Accordingly, there is a need to effectively understand and manage workforce diversity, not only to increase organisational business outcomes but also to create an inclusive workplace in a socially responsible manner.

Enterprise
Small businesses make up a very significant part of the UK economy. This module examines the role of enterprise in the economy, particularly in relation to small businesses. You consider issues of business start-up, survival and growth strategies, government policy and intervention. You also look at individual entrepreneurs and how their businesses have developed.

Macroeconomics for Business
Here, you develop your understanding of the principles of macroeconomics as they relate to business. You go on to see how these principles can help you to understand the current macroeconomic policy debate and how they are applied to common macroeconomic situations you will meet in business.

Topics include: the circular flow of the macroeconomy; inflation and unemployment definitions and causes; aggregate supply, aggregate demand and fiscal policy; money, the financial system, interest rates and monetary policy; international trade, the balance of payments and exchange rates.

Service Management
Following on from Operations Management, this module focuses on the management of the production and delivery of services. Evaluating different approaches to service design, you analyse case studies, present findings and suggest solutions.

Simulation Modelling
Real-world business systems are often very complex and characterised by considerable uncertainty, making them very difficult to analyse using precise mathematical and analytical techniques. Consequently, analysts must frequently rely upon the use of simulation models to adequately study the behaviours and dynamics of a system.

Here, you are introduced to some of the basic theoretical underpinnings of simulation modelling, learn necessary skills for the proper development and application of simulation models, and gain practical training in how to implement models using commercial software. You also have the opportunity to put your knowledge into practice by building and analysing a simulation model as part of a case study project.
YEAR IN INDUSTRY

As part of your degree programme, it is possible to go on a year’s business placement, which is taken between Stages 2 and 3.

Year in industry
Students at Kent Business School have had placements with many major companies, both in the UK and overseas. Opportunities for managerial-level jobs are available in a wide range of sectors.

Organisations who have recently participated in the scheme include Denne Construction, Enterprise Rent-A-Car, Ernst & Young, Eurosport, Fujitsu, IBM, Lloyds Banking Group, Morgan Stanley, National Grid, The Walt Disney Company, UBS AG Bank and Vauxhall Motors.

Study and career benefits
Employers are very keen to employ graduates who already have work experience, so this year can greatly enhance your job prospects by providing you with real managerial challenges. The placement also allows you to evaluate a particular career path and gain knowledge of the working environment. Following a successful placement, you may even be offered a full-time position with the organisation after graduation.

The skills and knowledge acquired also help you in your final year at university, allowing you to put your academic learning into a real-world context.

Finding a placement
Kent Business School provides information and support in finding placements, through a range of preparatory employability workshops. You are visited during your placement, and offered online support at other times. On your return to the University, you provide a reflective report on your placement.

Salary and benefits
Salary and holiday entitlements vary according to the employer you work for. However, many students find that they earn enough to be able to save some of their income, and this often helps them in their final year of studying at Kent.

Keeping in touch with Kent
The University maintains close contact with you during your year away. The year in industry is assessed by a combination of employer feedback and academic evaluation.

DID YOU KNOW?
In the National Student Survey 2014, Kent gained the 3rd highest score in the UK for overall student satisfaction.
VISIT THE UNIVERSITY

Come along for an Open Day or an Applicant Day and see for yourself what it is like to be a student at Kent.

Open Days
Kent runs Open Days during the summer and autumn. These provide an excellent opportunity for you to discover what it is like to live and study at the University. You can meet academic staff and current students, find out about our courses and attend subject displays, workshops and informal lectures. We also offer tours around the campus to view our sports facilities, the library and University accommodation.

For further information and details of how to book your place, see www.kent.ac.uk/opendays

Applicant Days
If you apply to study at Kent and we offer you a place (or invite you to attend an interview), you will usually be sent an invitation to one of our Applicant Days. You can book to attend through your online Kent Applicant Portal. The Applicant Day includes presentations in your subject area, guided tours of the campus, including University accommodation, and the opportunity to speak with both academic staff and current students about your chosen subject. For further information, see www.kent.ac.uk/visit

Informal visits
You are also welcome to make an informal visit to our campuses at any time. The University runs tours of the Canterbury and Medway campuses throughout the year for anyone who is unable to attend an Open Day or Applicant Day. It may also be possible to arrange meetings with academic staff, although we cannot guarantee this. For more details and to book your place, see www.kent.ac.uk/informal

Alternatively, we can provide you with a self-guided tour leaflet, which includes the main points of interest. For more details and to download a self-guided tour, go to www.kent.ac.uk/informal
Scholarships and bursaries
For details of scholarships and bursaries at Kent, please see www.kent.ac.uk/ugfunding

More information
If you would like more information on Kent's courses, facilities or services, or would like to order another subject leaflet, please contact us on:

T: +44 (0)1227 827272
Freephone (UK only): 0800 975 3777
www.kent.ac.uk/ug

For the latest departmental information on studying Marketing at Kent, please see www.kent.ac.uk/kbs

Location
Canterbury.

Award
BSc (Hons).

Degree programmes
• Marketing (N500)
• Marketing with a Year in Industry (N501)

Programme type
Full-time and part-time.

Offer levels
Single honours
ABB at A level, IB Diploma 34 points including 4 in Mathematics or IB Diploma with 16 points at Higher including 4 in Mathematics.

Required subjects
GCSE Mathematics grade C.

International Foundation Year
Applicants from outside the UK without the necessary academic qualifications, study skills or English language requirements may be able to take the Kent International Foundation Programme (IFP). A good pass from the Kent IFP with an overall average of 60%, including passing all components, guarantees you entry to the first year of the Marketing degree programme.

Year in Industry
Available on the Marketing degree.

Q-Step Centre
You have the opportunity to benefit from Kent’s Q-Step Centre, which provides advanced training in quantitative methods in the social sciences.

Offer levels and entry requirements are subject to change. For the latest course information, see www.kent.ac.uk/ug

Terms and conditions: the University reserves the right to make variations to the content and delivery of courses and other services, or to discontinue courses and other services, if such action is reasonably considered to be necessary. If the University discontinues any course it will endeavour to provide a suitable alternative. To register for a programme of study, all students must agree to abide by the University Regulations (available online at: www.kent.ac.uk/regulations).

Data protection: for administrative, academic and health and safety reasons, the University needs to process information about its students. Full registration as a student of the University is subject to your consent to process such information.
COME AND VISIT US

To find out more about visiting the University, see our website:
www.kent.ac.uk/visit