The UK’s European university

MARKETING
Canterbury
Marketing is a fascinating area to study and an integral function of most organisations. Our Marketing degree involves research, strategic planning, brand and consumer analysis, and digital communication. If you are open to new ideas, persuasive, imaginative and a good communicator, you will enjoy this programme.

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

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 indepth 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.

Specialist expertise
The BSc in Marketing is an academically rigorous programme, underpinned by the research carried out by the Marketing group. The 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.

Year in industry
You have the option of taking a year in industry as part of a four-year degree programme. This takes place between your second and 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.

**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 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.

**A successful future**

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 see [www.kent.ac.uk/employability](http://www.kent.ac.uk/employability)

**World-leading research**

In the most recent Research Excellence Framework (REF), Kent was ranked 17th* for research intensity, outperforming 11 of the 24 Russell Group universities.

Kent Business School is proud of its strong research environment. Based on our results in the REF, business and management was ranked 25th in the UK out of 101 institutions for research intensity. Our academics contribute to cutting-edge research across a full range of disciplines and frequently publish in leading international journals. They also write textbooks for undergraduate and postgraduate students that draw on their research and are used to underpin teaching in the School.

**A global outlook**

Kent is known as the UK’s European university and has strong links and partnerships across the world. Forty-two per cent of our academics come from outside the UK, which adds an international dimension to your studies and outlook. At Kent Business School, we pride ourselves on the strength of our global connections. These have developed as a result of many strategies including a policy of regional, European and global recruitment, training and consultancy links. We also have excellent links with business schools in Hong Kong, China, France, Germany, Spain, Finland and Italy. We believe that an international perspective on business benefits all our students.

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**Independent rankings**

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<tr>
<th>Kent Business School</th>
<th>National Student Survey (NSS) 2016</th>
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<td></td>
<td>• Marketing at Kent ranked 13th for overall satisfaction</td>
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<tr>
<th>Kent Business School</th>
<th>The Complete University Guide 2018</th>
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<td>• Marketing ranked 9th in the UK</td>
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<th>Kent Business School</th>
<th>The Guardian University Guide 2018</th>
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<td>• Over 90% of students were satisfied with their course</td>
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<th>Kent Business School</th>
<th>Destination of Leavers from Higher Education (DLHE)</th>
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<td>• Marketing students who graduated from Kent in 2015 were the most successful in the UK at finding work or further study opportunities</td>
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<th>University of Kent</th>
<th>National Student Survey (NSS) 2016</th>
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<tr>
<td></td>
<td>• 1st in London and the south-east</td>
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<td>• 4th highest score for overall student satisfaction</td>
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<th>University of Kent</th>
<th>The Guardian University Guide 2018</th>
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<td>• 22nd in the UK</td>
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*of 122 universities, not including specialist institutions
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 in the newly opened Sibson building. Our new teaching and learning spaces and modern social and breakout areas encapsulate our academic values and identity. The state-of-the-art building is a short walk from Park Wood student village.

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.

Kent offers an incredibly cosmopolitan campus – 158 nationalities are represented here. We also have strong links with universities and research centres around the world.

Excellent study resources
The study resources on campus are excellent. The Templeman Library has extensive print and electronic collections specifically aimed at supporting the subject areas taught at Kent. Electronic resources include e-journals, e-books, databases, reference resources and newspaper archives.

Kent’s Student Learning Advisory Service (SLAS) also provides information and advice on all aspects of effective learning and study skills, and is available to all students at the University. Please see www.kent.ac.uk/learning for more information.

Sociable campus
The campus is built on 300 acres of parkland, overlooking the city of Canterbury. Modern buildings are surrounded by green open spaces, courtyards, gardens and woodland. It’s self-contained and all the main facilities are within walking distance. Our excellent academic resources are matched by extensive sport and social facilities including a sports centre, theatre and cinema, concert hall, nightclub, restaurants, bars, medical centre and pharmacy, and a shop.

Historic city
Canterbury city centre is just a 25-minute walk or a short bus-ride from the University campus. It’s a small but beautiful city with stunning medieval buildings, lively bars, pubs, restaurants and cafés, and a wide range of shops, from small independent outlets to high street chains. At the heart of the city, Canterbury Cathedral is also the venue for the University’s degree ceremonies.

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.
Jacquelynn Coughlin is in the second year of her Marketing with a Year in Industry degree.

Why did you choose Kent?
Kent was high in the rankings of UK universities and for business programmes, and I really wanted to go to the best place I could find. Then, when I visited I thought the campus was really nice. It was like countryside and it had an honest feel to it – it was a good university and proud of its status.

How is your course going?
So far, really well – I got the highest mark in the first year! We covered general subjects in that year, basic business skills, administration and so on, but this year is quite different and we’re doing far more modules directly involved with marketing, which I’m really enjoying. Favourite modules so far are Creativity, Innovation and Organisation – the kind of skills you need to employ in problem-solving – and Marketing Strategy, when you’re working on long-term objectives. The process of leading employees – or managers – and helping them and yourself to be creative is very interesting.

What’s the teaching like?
It hasn’t been what I expected – I hadn’t imagined there’d be so many lectures and didn’t know I would enjoy working in smaller groups, like in seminars, where you get more back and forth with questions and ideas. But the lectures are teaching me to be a good listener and be efficient at taking notes, so I’m learning extra skills.

What’s the level of support like in your studies?
The lecturers are very easy to approach. You can always go up to them after a lecture and ask for clarification of something you didn’t understand properly, or get direction on points you need to follow up. I’ve applied to several organisations for my placement and I had an academic adviser to assist with that, although I also went to workshops and really got all the help I needed there.

What kind of career do you hope for when you graduate, and why?
I’m not sure yet, as I don’t know what aspects of business I’d enjoy the most, although I like the idea of leadership and motivating people. I work part-time at the Odeon in Canterbury at the moment, and have worked for HMV, so I think it would be great to do something involved with entertainment or film, but I expect to have a stronger idea of what to go for after my placement.

What’s the accommodation like?
I shared a house in Park Wood in my first year and it was good – particularly as it was right next to a bus stop! But I think it’s better to be in a flat or rooms because that makes it easier to meet people other than your housemates. But we all got on well and went out together a lot.

What do you do in your spare time?
I do kickboxing. I’m president of the University’s Kickboxing Society this year, so as well as the sport itself there are lots of committee meetings, competitions and regular social events to organise.

Any advice for students coming to Kent?
Try to get accommodation in Darwin or Eliot, as I think it gives you more of a student experience, rather than living in a house. Join clubs and societies as that makes it easy to meet people. And do your work as it comes – don’t leave things until the last minute – because then your work will be better, and you’ll be able to accept last-minute invitations to go out!
Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job. We offer many opportunities to gain worthwhile experience and develop specific skills and aptitudes that employers value.

Good career prospects
According to recent employment statistics, Kent graduates are doing better than ever in the changeable job market. More than 96% of our 2016 graduates found a job or further study opportunity within six months of graduation.

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 to enhance your degree and your employability. See www.kent.ac.uk/qstep

Careers advice
The University’s award-winning Careers and Employability Service offers 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

In addition, Kent Business School’s qualified careers practitioners provide support to all Marketing undergraduate students for up to three years after graduation.
GRADUATE PROFILE

Angela Papageorgiou graduated from Kent in 2016 with a first-class honours degree in Business Administration (Marketing) with a Year in Industry. She now works for Cummins Inc as a Global Marketing Communications Specialist.

What attracted you to Kent and to this particular programme?
My main reason for choosing this programme at Kent was the fact that there was a specific degree choice of marketing and the opportunity to do a year in industry.

How were your studies?
Very enjoyable! The programme was very well organised by Kent Business School. I was given the opportunity to study a diverse range of subjects, apart from marketing courses, which was really useful in order to get a good understanding of the overarching business environment.

What about the social life?
I had a good social life. Canterbury is a great city offering many social activities. It is a very safe city and there is always something going on. The campus is also very lively and there are a lot of opportunities, especially through the societies and the student union, to network with other students and attend social events.

What careers advice did you receive at Kent?
I received great careers advice throughout my second year, to help me secure a placement as part of the Year in Industry programme. I received one-to-one consultation prior to any interviews I had and I also attended a number of assessment centre workshops that were organised by the Kent Business School team. I also received additional help from the Careers and Employability Service in regards to my CV.

All of this support was critical to my success in securing a really good marketing communications placement role at Cummins Inc.

In what way has your degree helped you find work?
In many ways! Apart from the careers advice and support, the careers fair at Kent gave me the opportunity to make that first contact with companies and the chance to view available job opportunities. The modules I studied covered most of the things that current companies are looking for. In addition, the Kent Business School name has a very good reputation in the business environment, which is an important factor when applying for jobs.

What are your plans for the future?
I am currently a graduate at Cummins Inc after receiving an offer at the end of my placement there. I work primarily on digital marketing, event management and PR. My future plans are to remain in this role, as there are various opportunities for career development and progression within the company. I would like to specialise in marketing and obtain good work experience before I go for my MBA.

Any advice for potential students?
Make the most out of your programme. Don't be afraid to speak up, participate and ask questions. Have an enthusiastic approach and be passionate. Work hard and network, but don't forget to also have fun!
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  
www.kent.ac.uk/ug/868  
Marketing with a Year in Industry  
www.kent.ac.uk/ug/869
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  
www.kent.ac.uk/ug/235  
Accounting & Finance with a Year in Industry  
www.kent.ac.uk/ug/237
Our Accounting & Finance degree is specially designed to ensure that it responds to the needs and expectations of the modern accountancy profession.

Business (top-up)  
www.kent.ac.uk/ug/12
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  
www.kent.ac.uk/ug/865  
International Business with a Year Abroad  
www.kent.ac.uk/ug/866  
International Business with a Year in Industry  
www.kent.ac.uk/ug/867
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.

Management  
www.kent.ac.uk/ug/1399  
Management with a Year in Industry  
www.kent.ac.uk/ug/1398
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 final year.

International students
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 p15. For the most up-to-date information, see www.kent.ac.uk/ifp

Need more information?
If you would like advice on which is the right programme for you, you may email the business school and request a one-to-one talk with the Head of Recruitment, Steve Robinson, at kbsinfo@kent.ac.uk

“I have learnt about different areas of marketing such as, digital marketing, branding, international marketing and new product development. These modules pretty much cover all aspects of business management, which I am certain will be helpful when I enter the marketing business.”
Cally Choy  
Business Administration (Marketing)
YOUR STUDY PROGRAMME

Your studies are divided into three stages: Stage 1, Stage 2 and Stage 3. If you are spending a year in industry, you do this between Stages 2 and 3.

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.

At Stages 2 and 3, you acquire deeper specific marketing knowledge through specialist modules in marketing. You also further develop your understanding of the core areas of management.

Teaching and assessment

In a typical week at Stage 1, 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. You must successfully complete Stage 1 in order to move onto Stage 2.

At Stages 2 and 3, you have about 12 hours of class time per week. Assessment is by a mixture of coursework and examinations.

Module information

Please note: the module lists below are not fixed as new modules are always in development and choices are updated yearly. Please see www.kent.ac.uk/ug for the most up-to-date information.

To read a full description of any of the modules listed, go to www.kent.ac.uk/courses/modules and search for the module code.

Stage 1

All students take the following compulsory modules:

• Business Analysis Tools (CB364)
• Business Skills and Employability (CB311)
• Financial Accounting, Reporting and Analysis (CB369)
• Global Business Environment (CB343)
• Introduction to Management (CB312)
• Introduction to Marketing (CB370)
• Introduction to Statistics for Business (CB313)
• Microeconomics for Business (EC313).

Stages 2 and 3

All students take the following compulsory modules in Stages 2 and 3:

• Branding (CB735)
• Business Ethics and Sustainable Management (CB733)
• Buyer Behaviour (CB738)
• Corporate and Business Strategy (CB679)
• Creativity, Innovation and Organisation (CB744)
• Digital Marketing Applications (CB602)
• Digital Marketing Strategy (CB587)
• International Marketing (CB544)
• Marketing Communications (CB546)
• Marketing Management Project (CB737)
• Marketing Research (CB545)
• Marketing Strategy (CB758)
• Strategy, Analysis and Tools (CB676).

Your remaining modules are selected from a wide range available, including:

• Contemporary Management Challenges (CB678)
• Decision Analysis (CB688)
• Digital Information Systems: A Management Perspective (CB756)
• Diversity in Organisations (CB658)
• Entrepreneurship (CB613)
• Introduction to Social Marketing (CB734)
• New Product Marketing (CB736)
• Service Management (CB520).
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.

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.

“The experience you gain from a year in industry, being able to apply and put into practice everything you have learned, really excited me. The opportunity to work in your specific chosen industry gives you valuable experience that will make you incredibly successful once you have graduated.”

Elizabeth Martin
Marketing with a Year in Industry
VISIT THE UNIVERSITY

Come along for an Open Day or an Applicant Day and see 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 with 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

Self-guided tours
You can explore the Canterbury campus in person or from the comfort of your home. Our self-guided audio tour gives you a real flavour of the campus and you will hear from people who help make Kent such an inspiring place to study – our staff and students. Go to www.kent.ac.uk.courses/visit/informal/audio-tour.html to get started.
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 overall or 16 points at higher inc Mathematics 4 at HL or SL.

Required subjects
GCSE Mathematics grade C (or grade 4)

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 on to the first year of the Marketing degree programme.

Year in industry
See p13.

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

More information
If you would like more information on Kent’s courses, facilities or services, please contact us on: T: +44 (0)1227 768896 www.kent.ac.uk/ug

To download another subject leaflet, go to www.kent.ac.uk/courses/undergraduate/leaflets

For the latest departmental information, please see: www.kent.ac.uk/kbs

This brochure was produced in June 2017. The University of Kent makes every effort to ensure that the information contained in its publicity materials is fair and accurate and to provide educational services as described. However, the courses, services and other matters may be subject to change. For the most up-to-date information, see www.kent.ac.uk/ug and for full details of our terms and conditions, see www.kent.ac.uk/termsandconditions

For the University to operate efficiently, it needs to process information about you for administrative, academic and health and safety reasons. Any offer we make to you is subject to your consent to process such information and is a requirement in order for you to be registered as a student. All students must agree to abide by the University rules and regulations at: www.kent.ac.uk/regulations

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
COME AND VISIT US

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