MARKETING
Canterbury
MARKETING

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.
WHY STUDY MARKETING AT KENT?

Professional accreditation
Accredited by the Chartered Institute of Marketing (CIM), the programme benefits from our strong links with industry and the research expertise of our staff.

Academic support
University is different from school. You need to be self-motivated and well organised to succeed. We help by assigning you an academic adviser and organising peer mentoring. You can also get help with academic skills, such as essay writing and referencing.

Support for start-ups
Take the Business Start-up Journey and develop the skills you need to become a successful entrepreneur. You get advice from business experts to develop your own business plan, pitch your ideas and potentially win a cash prize to help fund your start-up.

World-leading research
You learn from leading experts. Our staff undertake research of international quality; write and contribute to journal articles and books; and provide expert comment to the media. They expose you to the latest ideas.

Year in industry/abroad
As part of your degree you can spend a year working in industry in either the UK or abroad, or a year studying abroad. This gives you the chance to put theory into practice as well as make a valuable contribution to an organisation.

Lively campus
Kent is a campus university, so everything you need is within walking distance. You can watch a play or film at the Gulbenkian arts centre, dance at The Venue nightclub, keep fit at our sports centre and meet friends at one of many campus cafés and restaurants.

Inspirational teaching
Great teachers inspire enthusiasm and provoke debate. Whether they’re lecturing on leadership or sparking a debate about business ethics, our staff are skilled at bringing their subject to life and drawing you into the conversation.

Excellent resources
Access more than 1 million books, ebooks, databases and journals at the University’s Templeman Library. Our expert subject librarians are on hand to help you find your way around and get the most from our specialist collections.

Career success
Employability is a priority at Kent. By studying, you sharpen skills that are useful in working life, such as time management and team work. You have opportunities to gain work experience and access to careers advice, boosting your CV and your confidence.
Ranked 9th for overall satisfaction in the Marketing subject for overall satisfaction in the Marketing subject for overall satisfaction in the Marketing subject for overall satisfaction in the Marketing subject.

For graduate prospects, Marketing at Kent scored 92 out of 100 in the Destination of Leavers from Higher Education (DLHE).

Over 93% of marketing graduates who responded to the most recent national survey of graduate destinations were in work or further study within six months (DLHE, 2017).

Based on the most recent Research Excellence Framework, Kent was ranked in the top 20 for research intensity by the Times Higher Education, outperforming 11 of the 24 Russell Group universities.

Kent was awarded gold, the highest rating, in the UK government’s Teaching Excellence Framework.

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.

Global outlook

*The University of Kent’s Statement of Findings can be found at www.kent.ac.uk/tef-statement
Abbie Clark is in the final year of her BA Marketing degree. This is what she told us about her course.

Why did you choose Kent?
I went to see loads of universities but as soon as I came to Kent, I knew I was in the right place. It was a gut instinct, it just felt so right. The person delivering my introductory talk was so passionate, it made me want to learn from them. I felt that every student has the opportunity to excel here.

How is your course going? What have you really enjoyed?
I love my course. The learning is not just textbook based; you are brought into the real world and you learn how to apply concepts and frameworks to real-life situations. My two favourite modules, Buyer Behaviour and Branding, showed this very clearly. We are connecting concepts and information that are, say, 20 years old to the real world and you start seeing these connections every day.

The course covers so much more than just marketing though. In the first year, you do accounting and finance, microeconomics. You gain a really balanced view of the business world. Marketing is something I’ve always wanted to do: advertising, promotion, celebrities. I love how brands are viewed and how we’ve formed relationships with them.

What do you think of the support available from your lecturers?
I can’t ask for more supportive lecturers. They have an open-door policy and if you email them, they reply really quickly. I feel that they connect to me on a personal level, rather than treating me as just a student number.

You had some time off due to illness, how did the School support you through that?
Yes, after my first year, I had a year out because I got really ill. I had Guillain-Barre syndrome, GBS, so I was paralysed for four months. As soon as I could walk and talk again, I started emailing the School and they were very supportive of me. I started revising in preparation to come back in the September as having that experience really refined my dreams of finishing university. The Student Support Officer from KBS kept in touch with me and my parents, sent me presentations to go through to keep up to date and constantly reassured me. The admin staff don’t just process your grade, these people also care for you and their role is to facilitate your learning and well-being. I am so grateful for their support.

How would you describe your fellow students?
The course has a real community feel; we’re all in this together. We may all have different perspectives and backgrounds but that gives us the chance to learn from each other. We are very open with each other, we share knowledge and we even find the same jokes funny! I have also made sure to have friends from outside my course, so have got to know students from biosciences, anthropology, English and Italian to name but a few.

What do you think of the campus and the facilities?
I love the library; I’m there every day because I feel I need to go there to work. There are silent areas and quiet study areas as well as a café and more social areas. The Business School is based in the new Sibson building which has a really good vibe and great facilities that all students can access, such as setting up in a seminar room and practise a presentation.

What social activities are you involved in?
I’ve always had the motivation to work hard and play hard. I like going to the Venue [student nightclub] as well as just meeting friends for coffee. I am also a student rep and lead mentor for marketing so have helped first-year students to settle in, support them if they have any problems and pass on my knowledge and experience to help them feel less alone. After the support I received from my school and the University, I wanted to give something back.

Any advice for future students?
Believe in yourself and find a balance between the work and enjoying your time at Kent.
CHOOSING YOUR PROGRAMME

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 Abroad
www.kent.ac.uk/ug/3721
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 or abroad. These four-year programmes have the same content as the three-year programme, see p9.

Other degree programmes

Accounting & Finance
www.kent.ac.uk/ug/235
Accounting & Finance with a Year Abroad (N405)
www.kent.ac.uk/ug/3723
Accounting & Finance with a Year in Industry (N404)
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 Abroad
www.kent.ac.uk/ug/3722
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
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. You take a compulsory employability module in both Stages 2 and 3 to help you acquire and develop the transferable skills necessary to apply for work experience and graduate opportunities.

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. The details below are correct at the time of publication (June 2019). 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 Organisation, Issues and Skills (CB391)
- 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)
- Digital Marketing Applications (CB602)
- Digital Marketing Strategy (CB587)
- International Marketing (CB544)
- Marketing and Society (CB782)
- Marketing Communications (CB546)
- Marketing Research (CB545)
- Marketing Strategy (CB758)
- New Product Marketing (CB693)
- Services, Technology and Marketing (CB783)
- Strategy, Analysis and Tools (CB676).

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

- Creativity and Innovation in Organisations (CB744)
- Diversity in Organisations (CB658)
- Entrepreneurship (CB613)
- Human Resource Management (CB5011)
- Marketing Management Project (CB737)
- New Enterprise Development (CB612)
- Operations Management (CB786)
- Psychology of the Contemporary Workplace (CB751)
- Technology-driven Business Innovation (CB788)
As part of your degree programme, it is possible to go on a year’s business placement or spend a year studying or working abroad. This 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 that have recently participated in the scheme include Denne, 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 you graduate.

The skills and knowledge acquired will also help you in your final year at university by allowing you to put your academic learning into practice in 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 provided with online support at other times. On your return to the University, you provide a reflective report on your placement.

**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.

**Year abroad**

For your year abroad, you spend your time studying at one of our partner institutions. It may also be possible to spend your year abroad on an approved work placement. See www.kent.ac.uk/goabroad for details.
SUPERB STUDY SUPPORT

We’ll support you throughout your time at Kent, from helping you adjust to university study to discussing module choices and essay topics with you.

You are assigned an academic adviser in your first year, and they help you get the most from your degree programme. They meet with you regularly to discuss general academic issues or specific assignments. They will assist you in developing academic skills and refer you to other sources of help if you need it.

Peer support
The best advice often comes from people who’ve been in your situation. On our Academic Peer Mentoring scheme, first-year students can ask to be matched with second- or third-year students on a similar degree programme.

Peer mentors will help you settle in to university life and find your feet. They can help you to discuss ideas and improve your study skills as you progress through your first year.

Study skills advice
Successful students take control of their own learning. Kent’s Student Learning Advisory Service (SLAS) can help you to increase your competence and confidence and fulfil your potential. You can request a one-to-one appointment or attend workshops on a diverse range of topics, from making the most of lectures to writing well and avoiding plagiarism.

Student support and wellbeing
You might need extra help to get the most from university. If you have a medical condition, specific learning difficulty, mental health condition or disability, the Student Support and Wellbeing team is there to support you.

The team is committed to improving access to learning for all students at Kent and can assist with many things, including:
• arranging note-takers, signers and other support workers for you
• discussing exam access arrangements
• helping you with emotional, psychological or mental health issues
• applying for relevant funding to support you.

Find out more at www.kent.ac.uk/studentsupport

DID YOU KNOW?
Kent has won the Times Higher Education (THE) Outstanding Support for Students Award two years running (2017 and 2018).
A SUCCESSFUL FUTURE

What do you hope to do once you have your degree? Whether you have a specific career path in mind or haven’t yet thought much beyond university, we can help you to plan for success in the future.

Build your CV
Your degree studies help you to develop skills such as thinking critically, expressing yourself clearly, solving problems and working both independently and as part of a team. These transferable skills are valued by employers and will also be vital if you go on to further study.

At Kent, you have lots of other great opportunities to enhance your skills. For instance, you could:
• join a society or sports club (even better – get involved in running it)
• volunteer in the community
• work in a part-time job or take up a summer internship
• represent your fellow students as a student rep, or become a student ambassador
• learn a new language or skill with Study Plus.

Getting involved like this means that you can earn Employability Points, which you can exchange for employability rewards. The more points you earn, the more valuable the rewards: we work with local, national and international employers to offer internships, work experience and a range of other activities that prepare you for the world of work.

Valuable contacts
Taking the year in industry programme gives you a wonderful opportunity to impress employers and make contacts in the business world. It also gives you a better understanding of what employers are looking for, and helps you discover what type of work most appeals to you.

The companies involved also 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 job prospects. See p10 for more details.

Find a great job
Marketing graduates from Kent have taken up positions with a wide range of employers, including Deloitte, KPMG, PWC, Lloyd’s Bank, Tesco, Sainsbury’s, Transport for London, Yahoo! UK, Thames Valley Police and Heineken.

Kent Business School’s qualified careers practitioners provide support to all Marketing undergraduate students both during their studies and for up to three years after graduation.

Visit our careers fair to talk to potential employers and use our award-winning Careers and Employability Service for advice on preparing your CV. Our track record speaks for itself: over 95% of Kent graduates who responded to the most recent national survey of graduate destinations were in work or further study within six months (DLHE, 2017).
Elizabeth Martin graduated from Kent in 2018 with a first in Marketing. She is currently working in digital marketing for a global marketing agency, Jellyfish.

What attracted you to Kent and to this particular programme?
I was attracted to the campus style of the University which meant that everything I needed was all in one place, from accommodation, gym and classes to shops. The Marketing programme really appealed to me because of the digital marketing courses on offer and the projects you are able to work on.

How were your studies?
I really enjoyed studying at Kent; the academics and my fellow students were really motivating and inspired you to achieve what you came to Kent to do. In my first year I was taught all areas of business, which I feel was a really essential step in my university experience as it taught me areas and topics I wouldn’t have understood before.

What did you think of the teaching at Kent?
The experience of the academics at Kent really help to make the degree what it is. The experiences they have had help you visualise topics and theories easier than just reading a textbook.

Was the course flexible enough to allow you to pursue your own passions?
Because this degree is very much self study, it meant that I had a lot of free time to head to the gym or socialise with friends but also to run my own blog, which helped me secure jobs because of the experience that it gave me.

How would you describe your fellow students?
Fun, motivated and determined!

What about the social life?
Freshers was one of the best times in my life and I will hold the memories forever. The social life at Kent is amazing because of the on-site nightclub and bars around campus, that don’t break the bank.

How do you think your course has changed you?
This degree has helped me be self sufficient and very determined to get things done, because of the high amount of self-study hours needed. To get the grades I wanted, I had to put in the work with no one else telling me what to do. This has helped me massively since getting a full-time job in marketing.

In what way has your degree helped you find work?
Because of the experience and knowledge I gained from my degree, especially in the final year, I was able to walk right out of university into a digital marketing job. It helped me secure a job in my dream industry.

Could you describe your career path since leaving Kent?
Since leaving Kent, I have worked in two marketing agencies, both in digital marketing roles. The first was with Paid Search (you’ll learn about this in digital marketing modules) and now as a Content Executive at Jellyfish.

What are your plans for the future?
My goal is to stay in content, climb the ladder and hopefully one day be a director in a global marketing agency.

Do you have any memories of Kent that you would like to share?
My favourite moment at Kent must be the day I graduated: in Canterbury Cathedral, walking up and being congratulated on all the hard work I put in over the three years. And being awarded the Director’s Prize for the highest grade was an achievement and moment I will never forget.
Choosing a university is a big step, so it’s important to find out as much as you can before you make your decision. Come and visit us to see what we can offer you.

Open Days

Open Days are a great way to find out what life as a student at Kent is like. For instance, you can:

• learn more about the course you are interested in at a subject presentation
• ask questions – talk to the academic teams at the information stands
• experience our teaching at a taster lecture*

• find out about student finance, opportunities to study abroad and extra-curricular activities such as Kent Sport.

Explore the campus at your own pace on the self-guided walking tour. You will be able to visit different types of accommodation, chat to current students and enjoy the stunning views over the city of Canterbury.

Open Days are held in the summer and autumn. Book your place at www.kent.ac.uk/opendays

Applicant Days

If you apply to Kent and we offer you a place (or ask you to come for an interview), you will usually be invited to an Applicant Day.

Applicant Days run in the autumn and spring terms and are an opportunity to find out about the course in more detail. You spend time with your academic school meeting staff and current students, and take part in activities that give you a flavour of your prospective course and university life.

Informal visits

If you can’t make it to an Open Day or Applicant Day, you can still visit us. We run tours of the campus throughout the year.

If you live outside Europe, we appreciate that you might find it difficult to attend our scheduled events, so we can arrange a personal campus tour for you and your family.
Let us know you’re coming
Scheduled tours and personal campus tours (for international students) need to be booked in advance – you can do this via www.kent.ac.uk/informal

Meet us in your country
Our staff regularly travel overseas to meet with students who are interested in coming to Kent. We also have strong links with agents in your home country who can offer guidance and information on studying at Kent. Find out more at www.kent.ac.uk/courses/international

Self-guided tours
If you prefer to explore on your own, you can download a self-guided walking tour at www.kent.ac.uk/informal or pick up a copy from us.

A self-guided audio tour is available too, which allows you to learn about Kent without even leaving home. See www.kent.ac.uk/courses/visit/informal/audio-tour.html

Explore online
If you can’t come and see us, you can find out more about the academic team, the course and events in the department and School online at www.kent.ac.uk/kbs

Keep in touch with us
• www.facebook.com/KentBusinessSchool
• www.twitter.com/kbs_kent
• www.youtube.com/KentBusinessSchool
• www.instagram.com/KentBusinessSchool

Contact us
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

Location
Canterbury

Award
BSc (Hons)

Degree programmes
• Marketing (N500)
• Marketing with a Year Abroad (N502)
• Marketing with a Year in Industry (N501)

Programme type
Full-time and part-time.

Offer levels
Single honours
BBB 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)

Year abroad/in industry
See p10.

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

*Programme of events varies according to subject.

This brochure was produced in June 2019. 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, which 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
COME AND VISIT US

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