



# BA (Hons) Business Management (Marketing)

Year 2 & 3 of a 3 Year Degree

This exciting and innovative general business programme, with a specialism in Marketing, is designed for students who want to embark on an in-depth study of Business, Management and Marketing to develop analysis and evaluation skills that can be applied to real-world situations. The course is designed to allow students to develop an awareness of modern business and marketing practice through practical activities which equip them with an holistic understanding of how an organisation functions, and how the functional areas of a business work together with marketing to achieve organisational aims.

A practical and practice-based programme, this course will equip students with the agile, reflexive and critical thinking skills which are vital for success in modern organisations. The course is based around four core pillars of digital business, sustainable business, innovative business and responsible business and students will explore the functional areas of business through these themes giving them an immersive experience which will result in a thorough understanding of the challenges and opportunities faced by organisations in the 21<sup>st</sup> century.

The course aims to supply future managers and professionals to various business and management sectors as well as to provide key knowledge, skills and attributes that are vital to modern organisations. Potential graduate careers include advertising, public relations, marketing and market research, business strategy and operations, small business management and start-up, business analytics, digital marketing and information management.

**Apply now:**  
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**Study Options**  
Full Time or Part Time

**Duration**  
2 Academic Years  
or 4 Academic Years (Part Time)  
240 CATS (120 ECTS)

**Assessment**  
Assessment through examinations  
and coursework assignments

**Entry Requirements**  
Level 4 Business/Management Award  
Higher National Certificate Business  
NCC Diploma in Business  
English Language Certification

**Location**  
STC Higher Education  
Block D, Giorgio Mitrovich  
Street, Pembroke, Malta

# UNLOCK YOUR TRUE POTENTIAL

## Year 2 of Degree

### Customer Acquisition and Retention

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This module explores the customer journey from prospect or enquiry to loyal customer or advocate. Students will learn about the marketing strategies and tactics involved in attracting new customers and keeping them. They will also gain practical experience of planning and designing marketing campaigns designed to attract, win and retain customers.

### The Professional Manager and Leadership

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The aim of this module is to develop students' understanding of management and leadership principles, and to explore the influence that various leadership and management approaches have on key Human Resources Management functions, including Change Management. Through the study of emerging leadership concepts, students will develop an appreciation for the development of self as a method to support others in their development.

### Operations and Project Planning

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This module will explore operations and supply chain management, as well as fundamentals of project management. The module aims at giving students the skills required to analyse contemporary issues facing business operations and supply chain. It also equips students with the skills of team working and communication in a project environment. Detailed study of management tools such as critical path analysis and PERT will be undertaken.

### Managing Finance and Accounts

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The aim of this module is to provide an introduction of a range of financial and accounting skills to the business students, which will help their understanding and managerial decision making skills. Learners will evaluate the organisation's financial statements, identify the principles for setting and managing budgets and understand finance within the organisation.

## Year 3 of Degree

### Marketing and Digital Strategy

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Explore the complexities of a strategic marketing approach that every organisation needs to employ to develop and sustain competitive advantage. What influences strategic decisions and how do organisations create and sustain competitive advantage? This module expands the knowledge and understanding of traditional and digital marketing, exploring strategic positioning of products and brands offline vs online, and assessing the role of marketing from a strategic perspective.

### Consumer Behaviour and The Responsible Marketer

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This module will address a wide range of issues and concepts involved in the management of integrated marketing communications, as well as the understanding of key issues pertaining to consumer behaviour. The module also offers an insight into how consumers buy and experience products and services and is fundamental in developing effective marketing and communication strategies.

### The Marketing Consultant

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This module will examine the role of the social media, search engine and freelance marketing in targeting and communications, with particular focus on competitor analysis. Students will gain exposure to digital marketing tools, and develop capabilities in Search Engine Optimisation, Keyword Research, Search Engine Marketing and Content Marketing.

### The Professional Project

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The Professional Project capstone module is an independent study unit. Students will be able to draw together learning from their previous subjects, focusing on key strengths, in the production of a business artefact. Alongside the artefact students will develop a written critical reflection, which is designed to elucidate their rationale for choice of artefact and reflect on the process of its production and dissemination.