

# B.A. (Hons) Marketing Management

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The BA (Hons) Marketing Management award facilitates understanding of the theories and concepts that underpin effective marketing, and the practical skills required to undertake a career in marketing. Key areas covered include the underpinning core modules of marketing principles and marketing in practice, together with additional modules on consumer behaviour, marketing research, marketing communications and international marketing. Combined with other strategic marketing and general business modules, this enables students to acquire a clear understanding of the central role of marketing within the business world, and how the contemporary marketing management impacts in a variety of contexts. The APIIT Business School has established close links with the Chartered Institute of Marketing through the formation of a thriving CIM Student Chapter on campus, bringing students into direct contact with marketing professionals.

## Admission Requirements

The qualifications required for admission are 2 Passes at the GCE Advanced Level examination and 5 Passes inclusive of a Credit for English at the GCE Ordinary Level examination, **or** successful completion of the APIIT Foundation Course. Those with additional qualifications may receive advanced entry to higher levels of the programme. Please feel free to contact the Student Admissions Office for details.

## Programme Structure

The programme consists of lectures, tutorials, group discussions, individual/ group presentations, industrial visits, video presentations and case studies and a series of research projects. These are intended not only to develop students' practical skills and application of management techniques in the business, but also to develop their ability to work efficiently in a group or independently in a disciplined and structured environment.

Students are required to undertake a project as part of the training. The project requires students to design and carry out research into a business problem.

### Level C

The Level C is a one-year full-time programme, and comprises the following modules:

- Business Skills 1
- Business Skills 2
- Legal Environment of Business
- Managing People and Performance
- Introduction to Business Accounting
- Business Environment 1
- Marketing Principles
- Personal Management in Practice

### Level I

The Level I is a one-year full-time programme, and comprises the following modules:

- Critical Reasoning
- Business Environment 2
- Operations Management
- Managing Organisations
- Marketing in Practice
- Consumer Behaviour
- Business to Business Marketing
- Interactive and E-Marketing

### Level H

The Level H is a nine-month full-time programme, and comprises the following modules:

- International Marketing
- Marketing Research & Information
- Strategic Marketing Management
- Integrated Marketing Communications
- Brand Management
- Project
- Employment Relations and the Management of Conflict

## Career Opportunities

Graduates can embark on a wide range of careers in business management. Graduates may choose to focus on a specific business area such as marketing management, sales management, business development, international marketing, advertising & promotions, marketing research or move into general management.



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