

Course Summary: March 28, 2026

Marketing BSc Honours

- UCAS code: **N500**
- Full time
- 3 years

Master the art and science of professional marketing that drives the success of every business and brand.

You are currently viewing course information for entry year: **2026**

Next start date:

- September 2026

Tuition fees (Year 1)

- Home: **£9,790**
- International: **£25,750**

Entry requirements and offers

- A-Level: **AAB**

- IB: **34 points**

UCAS Institution name and code:

- NEWC / N21

Undergraduate Open Day

Start your university journey. Find where you belong. Friday, June 26 (9:00-16:00)

Saturday, June 27 (9:00-16:00)

[Book your place now](#)

Course overview

This focused degree will equip you with the technical skills and knowledge of a marketing professional. You'll learn academic theory in depth, and apply in real-world situations. This means you'll be ready to make an immediate impact in your career.

Designed and delivered with active participation of the industry, the course comprises a flexible mix of compulsory and optional modules.

You'll cover key topics such as:

- strategic marketing
- digital business
- consumer behaviour

You'll benefit from:

- modules enriched with live case studies and consultancy projects
- skills training designed to meet the latest marketing trends
- a valuable year-long work placement

Your course and study experience - disclaimers and terms and conditions

Please rest assured we make all reasonable efforts to provide you with the programmes, services and facilities described. However, it may be necessary to make changes due to significant disruption, for example in response to Covid-19.

View our [Academic experience page](#), which gives information about your Newcastle University study experience for the academic year 2025-26.

See our [terms and conditions and student complaints information](#), which gives details of circumstances that may lead to changes to programmes, modules or University services.

Quality and ranking

Professional accreditation and recognition

All professional accreditations are reviewed regularly by their professional body.

Modules and learning

Modules

The information below is intended to provide an example of what you will study.

Most degrees are divided into stages. Each stage lasts for one academic year, and you'll complete modules totalling 120 credits by the end of each stage.

Our teaching is informed by research. Course content may change periodically to reflect developments in the discipline, the requirements of external bodies and partners, and student feedback.

Optional module availability

Student demand for optional modules may affect availability.

Full details of the modules on offer will be published through the [Programme Regulations and Specifications](#) ahead of each academic year. This usually happens in May.

To find out more please [see our terms and conditions](#)

In Stage 1, you will take a series of compulsory modules. These will give you a thorough grounding in the interlinked principles of:

- marketing
- marketing channels
- business management and growth

You will receive practical training that prepares you for the business world in general.

Modules

Compulsory Modules	Credits
Introduction to Management and Organisation	20
Understanding Business Growth	20
Digital Business	20
Quantitative Methods for Business Management	20
Introduction to Marketing	20
Marketing Ethics	10
Academic and Professional Skills	10

NCL Edge - Marketing Stage 1	0
Placement and Study Abroad Info Sessions (Stage 1)	0

In Stage 2, you will study compulsory subjects such as research methods, strategic marketing and consumer behaviour. You will also study either global or services marketing.

You will then top this up with a choice of optional modules. These cover complementary topics such as accounting, business Spanish, or entrepreneurship.

Modules

Compulsory Modules	Credits
Research Methods for Business and Marketing	20
Strategic Marketing	20
Integrated and Digital Marketing Communications	20
Consumer Behaviour	20
NCL Edge - Marketing Stage 2	0
Placement and Study Abroad Info Sessions (Stage 2)	0
Optional Modules	Credits
Introduction to Accounting and Finance	20
Business Analysis and Business Analytics	20
Global Marketing	20
Services Marketing	20
Career Development for second year students	20

In Stage 3, you will choose to either:

- produce a marketing dissertation based on your own original research, or
- work on a consultancy project for a real-world client

You will also tailor your degree to suit your interests and career plans. You'll do this by studying specialist modules on subjects like:

- new product development
- digital marketing
- global advertising
- brand management

Optional modules

You select **one** of the following 40 credit optional modules:

Compulsory modules	Credits
Marketing Dissertation	40
Marketing Consultancy Project	40

You select **80 credits** of optional modules from the following list:

Optional modules	Credits
Global Advertising and Brand Promotion	20
Digital Marketing	20
New Product and Service Development	20
Data Driven Marketing Decisions	20
Brand Management	20
Cultural and Heritage Marketing	20

Optional modules	Credits
Supply Chain Management	20
Career Development for Final Year Students	20

Modules

Teaching and assessment

Teaching methods

You will be taught through:

- lectures
- seminars
- hackathons
- webinars

These will be enhanced with innovative technology that facilitates participation in instant anonymous polls and comprehension tests. You'll also benefit from our investment in specialist simulation software. This enriches your learning experience by placing you in charge of a virtual company.

Assessment methods

You'll be assessed through a combination of:

- Dissertation or research project
- Essays
- Examinations – practical or online
- Portfolio submission
- Presentations
- Projects
- Reflective report/journal
- Reports

Skills and experience

Practical skills

You will receive training in the design of qualitative and quantitative market research, and the sampling, collection and analysis of marketing data.

Through a variety of optional modules you may also work closely with external organisations and present your ideas to them based on real world briefs.

Business skills

Gain valuable experience working on projects for live clients in our innovative marketing consultancy project module in Stage 3.

You can also spend a year studying abroad or on a marketing placement with a UK or overseas business such as:

- Bosch
- GlaxoSmithKline
- L'Oréal
- Toyota
- The Walt Disney Company

Research skills

In Stages 1 and 2, you will be given training in the quantitative and qualitative research methods required for collecting, analysing and visualising marketing data.

In Stage 3, you will conduct your own research to produce a dissertation, or as part of a marketing consultancy project for a live client.

Opportunities

Study abroad

Experience life in another country by choosing to study abroad as part of your degree. You'll be encouraged to embrace fun and challenging experiences, make connections with new communities and graduate as a globally aware professional, ready for your future.

You may choose to spend a year abroad as part of your degree in one of our partner institutions. If you choose to study abroad, it will extend your degree by a year.

[Find out more about study abroad](#)

Work placement

Get career ready with a work placement and leave as a confident professional in your field. You'll spend 9 to 12 months working in an organization either in the UK or internationally. You'll receive University support from our dedicated team to help you apply for work placement between stages 2 and 3.

You'll gain first-hand experience of working in the sector, putting your learning into practice and developing your professional expertise.

Recent placement students have undertaken roles including:

- Retail Manager
- Marketing Intern
- Original Productions Marketing Internship
- Asset Management Placement Student

Recent placement projects have included:

- developing a social media strategy for a national brand
- leading on customer retention strategy for a global streaming service
- developing merchandise franchise plans for a global entertainment brand

If you choose to take a work placement, it will extend your degree by a year.

Placements are subject to availability and must be secured by the student.

[Find out more about work placements](#)

Facilities and environment

Facilities

Newcastle University Business School is one of the largest Schools in the University. We have over 4,000 students from over 85 countries. This valuable community extends beyond our current students to include:

- regional, national and international leaders
- over 37,000 alumni in our network, spanning 152 countries
- leading professional and academics who are experts in their field
- businesses and partners in academe

The Business School is the gateway to [Newcastle Helix](#) - a landmark 24 acre hybrid city quarter. It brings together researchers, business and communities with the purpose of helping families, communities and cities around the world live healthier, longer, smarter, and easier lives.

We have two buildings – the Business School and the Frederick Douglass Centre (FDC). Both offer a range of purpose-build facilities, including.

- computer clusters housing over 120 PCs, plus open IT spaces for laptops
- seven large lecture theatres, plus a 750-seat auditorium – the largest in the University
- 25 seminar and teaching spaces, many with flexible furniture to accommodate learning
- a dedicated Student Hub and Quiet Space, providing a mix of space for group work, individual study, or quiet study
- study pods, some with wall mounted screens, and bookable rooms for working in groups or individually
- a contemporary café, refurbished in 2025
- two dedicated hubs for employability support and events
- a Bloomberg lab with over 20 terminals, so you can experience a real trading room floor

- Experimental and Behavioural Economics Lab, a state-of-the-art research facility for conducting studies in experimental economics and economic psychology
- a flexible conference room with panoramic views across the city and St. James' Park, which doubles up as a large flexible teaching space

Accessibility

The Business School values individual differences and the diversity this brings. Our buildings are accessible and user friendly. We have a range of adjustments that can support you when moving around our buildings, such as lifts and accessible toilets. The FDC also offers gender-neutral toilets.

Support

Your teaching and learning is supported by Canvas. Canvas is a Virtual Learning Environment (VLE). You'll use Canvas to submit your assignments and access your:

- module handbooks
- course materials
- groups
- course announcements and notifications
- written feedback

Throughout your studies, you'll have access to support from:

- peer mentors – fellow students who can help you settle in and answer any questions you have.
- academics
- personal tutor – an academic member of staff to support with academic and personal issues
- our University Student Services Team
- student representatives
- wellbeing colleagues
- employability, graduate outcomes and placement and study abroad teams

Your future

This degree offers you a shortcut to gaining a professional qualification from the Chartered Institute of Marketing and the Institute of Digital Marketing by exempting you from some of their study requirements.

It also equips you for a successful career on both the agency and client-side of marketing, advertising and public relations.

Our recent graduates have progressed to positions such as brand manager, head of marketing, product marketing manager and senior digital marketing consultant for employers such as:

- Barbour
- Barclays
- Microsoft
- Nintendo

Make a difference

Careers support

Career development and employability are woven throughout our teaching, learning and student experience.

The School has dedicated employability support and career spaces in the School to support our students on their career journey. Find out more about our employability offer.

You'll have access to a wealth of resources and support to enhance your employability, including:

- the annual Careers Success Week event, tailored to different industry areas
- interwoven employability provision

- access to a dedicated placement officer within the Business School who can help you find a work placement in your area of interest
- specialist careers and business start-up support from the University's Careers Service and the Business School's careers consultants
- career management sessions with a careers consultant
- work experience opportunities while studying with us
- Business School summer internship scheme

We're also one of 140 business schools worldwide to be accredited by the EQUIS scheme for our managerial and entrepreneurial skills development.

Our Careers Service is one of the largest and best in the country, and we have strong links with employers. We provide an extensive range of opportunities to all students through our ncl+ initiative.

[Visit our Careers Service website](#)

Recognition of professional qualifications outside of the UK

If you're studying an **accredited degree** and thinking about working in Europe after you graduate, the best place to find current information is the [UK Government's guidance on recognition of UK professional qualifications in EU member states](#). This official resource explains whether your profession is regulated in another country, what steps you need to take, and which organisation you should contact.

Find out more...

- Go online for information about our full range of degrees:
www.ncl.ac.uk/undergraduate
- Watch videos about student life in Newcastle by visiting our YouTube channel at **www.youtube.com/@newcastleuni**
- Watch a virtual tour of our campus at
<https://youtu.be/vJUfHcqB7l8?si=8lUrf7kTxXbgdfr1>
- Book for an Open Day to come and see us in person
www.ncl.ac.uk/openday
- Contact us online at **www.ncl.ac.uk/enquiries** or phone +44 (0)191 208 3333

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<https://www.ncl.ac.uk/student-welcome/student-contract/>

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