

Course Summary: March 28, 2026

Marketing and Management BSc Honours

- UCAS code: **NN52**
- Full time
- 3 years

Become a leading light in the business world by combining marketing expertise with all-round commercial acumen.

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 comprehensive degree enables you to apply the technical skills of a specialist marketing practitioner, such as the use of AI, or harness the power of marketing as part of a broader business management or entrepreneurial/intrapreneurial role.

There will be a continuous practical emphasis as you apply the academic theory throughout your studies. This will involve:

- regular live case studies
- hands-on skills training
- live consultancy projects
- valuable work placement and study abroad opportunities
- the chance to launch your own business

You build on a core of marketing and management modules in Stage 1, 2 and 3. You then strike your own balance between the two disciplines in Stage 2 and 3, based on your career path.

In Stages 2 to 3 you can identify, evaluate and exploit opportunities related to work placement and study abroad.

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](#)

You will take a series of core modules designed to give you a grounding in:

- general management and organisation
- digital aspects of contemporary business
- quantitative data analysis techniques
- academic and professional skills

You will also learn about the principles of business growth and the role of marketing in it, with focus on ethical and responsible behaviour.

Modules

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

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

You will study core modules on research methods and on key aspects of business such as:

- human resources
- service operations
- consumer behaviour

You will also take optional modules on complementary topics such as:

- business enterprise
- managing change
- global marketing

Modules

Compulsory Modules	Credits
Managing Human Resources	20
Service Operations Strategy and Management	20
Research Methods for Business and Marketing	20
Consumer Behaviour	20
NCL Edge - Marketing and Management Stage 2	0
Placement and Study Abroad Info Sessions (Stage 2)	0
Optional Modules	Credits
Introduction to Accounting and Finance	20

Understanding Work and Organisations	20
Managing Change	20
Business Enterprise	20
Business Analysis and Business Analytics	20
Global Marketing	20
Services Marketing	20
Strategic Marketing	20
Integrated and Digital Marketing Communications	20
Career Development for second year students	20

You will complete one of the following:

- a marketing or a management dissertation based on your own research
- a marketing or management consultancy project for a real-world client
- a practice-based module where you will put the skills you've learned to work

You will also tailor your degree to suit your interests and career plans by studying specialist modules on subjects such as:

- business information and sales management
- management of creativity
- design and innovation
- digital marketing
- global advertising and brand promotion
- cultural and heritage marketing
- new product and service development

Optional modules

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

Optional modules	Credits
Advanced Business Practice	40
Management Dissertation	40
Management Consultancy Project	40
Marketing Dissertation	40
Marketing Consultancy Project	40

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

Optional modules	Credits
Business Information Systems	20
Management of Creativity, Design and Innovation	20
International Entrepreneurship	20
International Human Resource Management	20
Critical Issues Human Resource Management: Pragmatic Dilemmas in Managing the Workplace of the Future	20
Global Advertising and Brand Promotion	20
Digital Marketing	20
New Product and Service Development	20
Supply Chain Management	20
Data Driven Marketing Decisions	20
Brand Management	20
Cultural and Heritage Marketing	20
Career Development for Final Year Students	20

Teaching and assessment

Teaching methods

You will be taught through lectures, seminars, hackathons and webinars, often enhanced with innovative technology that allows you to participate in instant anonymous polls and comprehension tests.

You will also benefit from our investment in specialist simulation software, which brings your learning to life by putting 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
- Group work
- Portfolio submission
- Presentations
- Projects
- Reflective report/journal

Skills and experience

Practical skills

You will gain professional skills training, both in research methods and in business analysis and analytics. Skills such as:

- questionnaire design
- sampling methods
- hypothesis testing
- forecasting

Through a variety of optional modules, you may also go on client field trips or:

- be trained to design a business analytics system
- use statistical software
- make a business pitch
- learn business Spanish

Real business skills

You will get opportunities to work on live case studies, and can choose to participate in developing and validating business ideas in Stage 2, and complete a live consultancy project in Stage 3.

You can also spend a year studying abroad at one of our partner universities to enhance your global perspective, setting you apart from other graduates.

Research skills

In Stages 1 and 2, you will take core modules on the quantitative and qualitative research methods required for collecting, analysing, reporting and visualising marketing and business management data, and have the option to study other analytical and statistical methods.

In Stage 3, you can conduct your own research to produce a dissertation, as part of a marketing or management consultancy project for a live client, or as part of an Advanced Practice module.

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 organisation either in the UK or internationally. You'll receive University support from our dedicated team to help you apply for work placements. Work placements take place 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 roles have included:

- Commercial Services Placement student
- Marketing Executive
- Procurement Assistant
- Marketing and Communications Intern

Examples of recent projects include:

- Reviewing packaging for global manufacturing company to look at sustainable options
- Conducting competitor analysis of marketing and branding for an international airport
- Managing marketing campaign for global drinks brand

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

Our Marketing and Management degree prepares you for a range of careers in business. These include professional marketer, manager or entrepreneur. It is

accredited by the Chartered Institute of Marketing (CIM) and Chartered Management Institute (CMI). It qualifies you for exemptions from the CIM and the Institute of Data and Marketing.

Our recent graduates have progressed to positions such as:

- district manager
- customer strategy consultant
- digital marketing executive
- product development and marketing specialist

Employers included firms such as:

- Abercrombie & Fitch
- Accenture
- Amazon
- HSBC
- Mercedes-Benz

Make a difference

Careers support

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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