



BSc single honours or in combination with another subject

Advertising

Year of entry 2017/18 ▼

**CLEARING
PLACES
AVAILABLE**

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VIA UCAS**
➔

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OUR TEAM**
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WHY ADVERTISING?

The advertising and branding industries play an increasingly important role in the global economy, and qualifications in this area offer opportunities to become part of this exciting and growing industry. Our advertising course is business focused, and is designed to equip you with the knowledge, skills and confidence to work effectively in advertising and marketing. On our advertising course you will be able to experience a fascinating mixture of creativity and business strategy, combining research, planning and management skills with creativity, imagination and innovation.

90% of BSc (hons) Advertising graduates were in employment or further study six months after completing their studies*

DLHE 2014-15

Our range of contacts in the advertising and marketing industries means that you will have opportunities to meet and talk with industry professionals, visit real advertising and marketing departments, and take advantage of opportunities for internships and placements.

* single and combined honours

You can spend an optional third year of a four year degree in a full-time, paid work placement with an employer, supported by the University's career development service. If you take this option you will also be entitled to receive tutorial support from an academic member of staff throughout the year. This valuable opportunity enhances your professional development by giving experience in a real environment. You can register on the programme at the end of your first year.

We are proud that our students have been finalists a number of times in the national IBM Business Challenge.

This course offers you real hands-on experience of developing advertising campaigns, often in collaboration with professional organisations.

WHO IS THIS COURSE FOR?

This course is for you if you would like to understand how the various parts of the advertising and marketing industries work, and how advertising messages communicate and persuade, both online and through the use of traditional media. You will learn how to develop ideas and campaigns that meet the needs of clients and consumers, and how to produce convincing professional presentations and pitches.

“I studied Advertising Management & Marketing at Canterbury Christ Church University: What I most enjoyed about my course was the diversity of all the modules. From studying copywriting and PR to digital marketing and branding, I have left with the knowledge that my skills lie in many different baskets. It means that no day was ever boring and it has been extremely beneficial for me in my new job role carrying out a variety of different marketing tasks.”

Connor Parkes , graduated 2015 now works Marketing Executive at Premier Education Group UK

WHAT WILL I STUDY?

As part of your course you will study specialist modules in advertising strategy, media planning, creative campaign development and brand management and communication. In your first year you will also take introductory modules that give you a solid grounding in general business. In your second and third years you will be able to choose modules that introduce you to marketing planning, copywriting, market research, and international and cross-cultural marketing.

Each year the Business School organises a student exchange project with Fontys University of Applied Sciences in Venlo, The Netherlands. This fully funded exchange will give a maximum of 15 undergraduate students the opportunity to explore what it is like to study abroad, work on a business project in The Netherlands, experience a different place and culture, and make new friends.

Industry stakeholders regularly contribute to the lecture programme to enhance the student experience.

You can study **French, German, Italian, Mandarin Chinese** and **Spanish** as part of, or alongside, your course.

[MORE INFO](#)

Work experience

The programme provides students with the opportunity to take a work-based learning module in year two and the opportunity for a placement year between years two and three.

Students have undertaken a variety of interesting placements and are often given responsibility very early on in their placement years.

Senior lecturer, Dr Andrew Jackson runs the COaST research group at the University and carries out market research work for arts organisations, including the Turner Contemporary art gallery in Margate.

MODULE INFORMATION (SINGLE HONOURS)

Year one

Core modules

Accounting and Finance for Business (Semester 1)

Accounting and Finance for Business introduces you to key accounting and finance topics. They are introduced to financial statements, and use a number of case studies to understand the role of finance in the business environment.

Branding and Advertising Essentials (Semester 2)

The aim of this module is to provide you with grounding in branding and the role that advertising and marketing communications plays in supporting the brand. It also lays a foundation for your future advertising and marketing study.

Business Analysis (Semester 2)

This module is designed to help you to develop a range of statistical and computing skills that will be valuable during the course of their academic programmes and in your roles in business. Although there are not pre-requisites for this module it is assumed that students have basic mathematical skills.

Contemporary Business Issues (Semester 1)

This module prepares you for the academic study of business by developing knowledge of contemporary and emerging business issues to support students' personal, academic and professional development to prepare for work in the modern business environment.

Economics (Semester 2)

The aim of the module is to introduce you to the fundamental economic issues stemming from the scarcity of resources. The relationship between business and the economic problem is analysed by means of micro and macro-economic models to equip students with an understanding of decision-making at the levels of the market, the firm and the nation.

Marketing Principles and Practice (Semester 1)

This module provides you with an introduction to marketing, its fundamental concepts and an overview of marketing practice. You will cover the development of the marketing concept and examine the ways in which it differs from the production, product, and sales approaches to business.

Year two

Core modules

Advertising Media Planning (Semester 2)

The aim of the module is to develop in students a critical understanding of the decision making processes involved in, and the factors which influence the advertising planning process, including account handling, media selection, scheduling and buying. It aims to develop an understanding of the actual and potential marketing applications of new and emerging media, and the role they play in delivering a targeted and fully integrated promotional mix for a modern organisation and its customer.

Advertising Strategy (Semester 1)

The aim of the module is to develop in students a critical understanding of advertising, both as an industry, and as a social and cultural force. It aims to develop a practical and theoretical knowledge of the stages undertaken and techniques used in strategic advertising planning and management, and to give students experience of developing a strategic advertising campaign.

Copywriting (Semester 1)

The aim of this module is to develop your written skills applicable to a range of marketing communication methods and channels. The module will explore how to identify different writing styles, structure and tone-of-voice to create clear and easily understood messages on behalf of an organisation. You will explore how different media use different writing styles to

appeal to their target audiences. The process of writing for marketing communication will include researching the story, relationships with brand owners/ organisations, writing headlines, using a brand dictionary, structure, layout, style and editing.

Work Based Learning (Semester 2)

The aim of the module is develop students' skills in seeking and obtaining a work placement or internship of a minimum of three weeks' duration. It will also develop in students their skills in learning from work experience and applying academic learning to the work place.

Optional modules

Accounting for Business (PR) (Semester 2)

Accounting for Business extends the scope of Financial Accounting for Professionals to more advanced topics in Financial Accounting. It aims to develop knowledge and skills in understanding and applying accounting standards particularly in the preparation of financial statements of entities, including groups. Understanding the theoretical framework and how to analyse and interpret financial statements are essential.

Advertising in Context (Semester 2)

The aim of the module is to provide students with the opportunity to undertake an in-depth study of a particular line of enquiry related to a business issue selected by you.

Consumer Behaviour (Semester 2)

The aim of the module is to develop in students a critical awareness and understanding of consumer and organisational buyer behaviour and how they can be influenced by marketing activity. The module will cover three aspects of consumer behaviour. First, it will cover the psychology of the individual consumer and the roles that memory, learning, motivation and perception play in consumer decision making. Second, the module will examine the social, cultural and environmental influences on the consumer. Third, it will cover the main characteristics of organisational buyer behaviour and how they differ from household buyer behaviour.

Digital Marketing (Semester 2)

The module explores the changes in the macro and micro environment, particularly the technological changes which have led to the growth of digital marketing for most organisations' marketing activities. It considers the role of the Internet as a focal point in the digital marketing mix focusing particularly on the online product, pricing issues on the web, and online distribution. The wider context of digital marketing strategy and the implications for B2B and B2C markets are examined in closer detail.

Human Resource Management (CMI) (Semester 2)

This module aims to equip students with the ability to understand and analyse core HRM concepts, operational human resource activities and responsibilities and relate these to a range of organisational contexts.

Innovation and Enterprise Management (Semester 2)

The module will consider the role and definition of innovation in organisations of all types and sizes, including the concept of Intellectual Property and its contribution to competitiveness. It will explore the concepts and theories of innovation, the tools and techniques for innovation management and review how these are used in practice.

Management Accounting (Semester 2)

Management Accounting introduces and develops an understanding of the fundamental concepts and techniques of management accounting and applies these techniques in an appropriate way. It also develops students' ability to critically evaluate the strengths and limitations of these techniques. It demonstrates how management accounting information may be used for the purposes of planning, decision making, performance measurement and control within organisations, in order to further the organisation's strategic objectives.

Marketing Communications (CIM) (Semester 1)

The module explores integrated marketing communications as a tool for building and maintaining brands. It will give good insight into the practical processes and the strategies involved in creating such campaigns, and explores in particular the characteristics of the different communications tools available to marketing communications executives

Market Research (PR) (Semester 1)

The module will explore the nature, scope and recent development of marketing research and its context in the marketing decision process. A range of both primary and secondary data sources as well as quantitative and qualitative research techniques will be explored, evaluated and contextualised. For example, government and commercial sources of data and the use and design of questionnaires, focus groups and in-depth interviews will be used to demonstrate various aspects of the research process. In line with current practice the use of current information technology software will be introduced in order to facilitate data analysis and presentation.

Retail Marketing (Semester 1)

The module introduces you to the background and context of the modern retail business. A history of retail development will be reviewed and an analysis of its impact on current activity will be undertaken, including an exploration of prevailing trends in consumer retail marketing environments. The module will examine the practical applications of the elements of the retail marketing mix. Decision-making processes and strategic choices will be evaluated in respect of a number of areas, such as retailer organisation, structure and size, location, logistics, store design and layout, in-store communication and merchandising. Special consideration will be placed on retail buyer behaviour and the influence of the store and the brand on intention to purchase.

Year three

Core modules

Advertising Individual Study (Semester 2)

The aim of the module is to provide students with the opportunity to undertake an in-depth study of a particular line of enquiry related to a business issue selected by you.

Brand Management and Communication (Semester 2)

The aim of the module is to develop in students an understanding of the theory and practice of brand management and communication in the modern enterprise. The module aims to develop in students a critical perspective on brands, their social and cultural impact in the developed world, and the ability to apply this knowledge to the brand planning process.

Creative Campaign Development (Semester 1)

The aim of this module is to develop in students an understanding of the critical importance of creativity in the modern enterprise. This will include an understanding of creativity in the creative industries generally, (drawing upon the Department for Culture Media and Sport definition) as well as specifically the role of creativity in the advertising industry. The module aims to give students direct, hands on experience of creative processes, and an understanding of how this integrates into strategic advertising planning.

Public Relations (Semester 1)

This module aims to develop in students a theoretical and practical understanding of the role of PR in building relationships with stakeholders and gain an appreciation of the strategic and specialist roles of PR.

Optional modules

Advertising Practice (Semester 2)

This module is above all a practical one, geared towards the production of an advertising campaign that assists a local small enterprise (SE) or charity. After a guide to what is involved in such a campaign, teams of students will either be assigned a real SE or charity for which they need to generate an effective campaign or they may find their own SE or charity for the same purpose. The guidelines for the campaign are procedural and organisational.

Global and International Marketing (Semester 2)

The module develops student understanding and then provides a forum for critical analysis of the application of marketing techniques in international, multi-national, and global market situations. Emphasis is given to the relative importance of political, economic, socio-cultural, technological, legal and regulatory, and environmental issues as they apply to (changing) country-specific and regional contexts. Market research techniques and practices develop student understanding of market entry and market sustainability techniques as aspects of competitive advantage.

Marketing Culture and Communication (Semester 2)

This module develops student understanding in relation to the importance of an appreciation of how the cultural context(s) for global marketing activities can be regarded as similar, or dissimilar to their home-country situation. Emphasis is given to language (spoken and 'silent') as a barrier to effective communication across the full range of marketing activities, but with particular emphasis on its value in relation to both personal and non-personal marketing communications activities such as face-to-face personal selling, and advertising and packaging, respectively.

New Venture Creation (Semester 1)

The module aims to provide a practical perspective on the development and planning processes involved in the creation of a new venture, either as a new business start-up or as a new product or service development within a public or private organisation setting. It aims to develop an understanding and awareness of business models underlying successful new business ventures, and the potential of business model innovation. It will explore the fundamental building blocks of a business model, the interrelationships between the building blocks and the links to the external business environment, and aims to arrive at a detailed operational and financial feasibility study that assesses the real potential of the new venture creation project.

Social Media Marketing (PR) (Semester 1)

This module critically assesses the role of digital media for marketing communication. Students will learn how to evaluate the key stages in the planning and implementation of a digital marketing campaign, including use of the major channels and platforms and be able to examine how digital marketing campaigns are monitored and measured.

Strategic Marketing Planning (Semester 1)

The aim of the module is to develop in students an understanding of the major aspects of strategic marketing and their role in the development of sustainable competitive advantage in an organisation.

Retail Strategy (PR) (Semester 2)

This module aims to develop a critical awareness of the strategic factors and operational implications a retailer needs to achieve in order to establish a clear market position in a competitive market.

MODULE INFORMATION (COMBINED HONOURS)

Year one

Core modules

Accounting and Finance for Business (for students combining with Marketing or Business Studies) (PR) (Semester 1)

Accounting and Finance for Business introduces you to key accounting and finance topics. They are introduced to financial statements, and use a number of case studies to understand the role of finance in the business environment.

Branding and Advertising Essentials (Semester 2)

The aim of this module is to provide you with grounding in branding and the role that advertising and marketing communications plays in supporting the brand. It also lays a foundation for your future advertising and marketing study.

Marketing Principles and Practice (Semester 1)

This module provides you with an introduction to marketing, its fundamental concepts and an overview of marketing practice. You will cover the development of the marketing concept and examine the ways in which it differs from the production, product, and sales approaches to business.

Optional modules

Business Analysis (Semester 2)

This module is designed to help you to develop a range of statistical and computing skills that will be valuable during the course of their academic programmes and in your roles in business. Although there are not pre-requisites for this module it is assumed that students have basic mathematical skills.

Contemporary Business Issues (Semester 1)

This module prepares you for the academic study of business by developing knowledge of contemporary and emerging business issues to support students' personal, academic and professional development to prepare for work in the modern business environment.

Economics (Semester 2)

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Year two

Core modules

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Consumer Behaviour (Semester 2)

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Work Based Learning (Semester 2)

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Year three

Core modules

Brand Management and Communication (Semester 2)

The aim of the module is to develop in students an understanding of the theory and practice of brand management and communication in the modern enterprise. The module aims to develop in students a critical perspective on brands, their social and cultural impact in the developed world, and the ability to apply this knowledge to the brand planning process.

Creative Campaign Development (Semester 1)

The aim of this module is to develop in students an understanding of the critical importance of creativity in the modern enterprise. This will include an understanding of creativity in the creative industries generally, (drawing upon the Department for Culture Media and Sport definition) as well as specifically the role of creativity in the advertising industry. The module aims to give students direct, hands on experience of creative processes, and an understanding of how this integrates into strategic advertising planning.

Optional modules

Business Ethics (Semester 2)

The module will consist of a broad syllabus addressing practical considerations of the nature of ethics, progressing through learning of a range of traditional and post-modern ethical theories, and the appreciation of these theories in the practical setting of modern business processes. Students will study topics such as corporate social responsibility, sustainability and the environment, professionalism and integrity, ethics and technology, financial scandals, whistle blowing and other emerging issues, by reference to case studies.

Global and International Marketing (Semester 2)

The module develops student understanding and then provides a forum for critical analysis of the application of marketing techniques in international, multi-national, and global market situations. Emphasis is given to the relative importance of political, economic, socio-cultural, technological, legal and regulatory, and environmental issues as they apply to (changing) country-specific and regional contexts. Market research techniques and practices develop student understanding of market entry and market sustainability techniques as aspects of competitive advantage.

Marketing – Culture and Communication (Semester 2)

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particular emphasis on its value in relation to both personal and non-personal marketing communications activities such as face-to-face personal selling, and advertising and packaging, respectively.

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This module aims to develop in students a theoretical and practical understanding of the role of PR in building relationships with stakeholders and gain an appreciation of the strategic and specialist roles of PR.

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This module aims to develop a critical awareness of the strategic factors and operational implications a retailer needs to achieve in order to establish a clear market position in a competitive market.

Social Media Marketing (PR) (Semester 2)

This module critically assesses the role of digital media for marketing communication. Students will learn how to evaluate the key stages in the planning and implementation of a digital marketing campaign, including use of the major channels and platforms and be able to examine how digital marketing campaigns are monitored and measured.

WHAT CAN I DO NEXT?

Successful graduates from our advertising course are equipped to work for independent marketing and advertising consultancies, and as part of in-house marketing departments. There are also opportunities to work in brand management and communication. Graduates from the course have also gone on to take Masters degrees in marketing, brand communications and branding strategy. Increasingly graduates go on to work in digital marketing roles, social media strategy, media planning and buying.

FEES AND ADDITIONAL COSTS

Fees

The 2017/18 annual tuition fees for this course are:

| | UK/EU | Overseas |
|---------------------------------------|--------------|-----------------|
| Full-time | £9,250* | £11,000** |
| Full-time (placement year) | £1,850 | N/A |

| | | |
|------------------|--------|-----|
| Part-time | £4,625 | N/A |
|------------------|--------|-----|

Tuition fees for all courses are payable on an annual basis, except where stated.

*Full-time courses which have a Foundation Year 0 will have a 2017/18 UK/EU tuition fee of £6,165 in Year 0.

**Tuition Fee Scholarship discounts of £1,500 are available to eligible overseas students. Visit the International webpages for further information.

Please read the 2017/18 Tuition Fee Statement for further information regarding 2017/18 tuition fees and year on year fee increases

Further information

- Read further advice about funding your degree
- See information about the financial support available for undergraduate studies
- If you would like information about paying your fees, please contact finance@canterbury.ac.uk
- For specific fee queries, please contact fees@canterbury.ac.uk

Additional course costs

Although we aim to minimise any additional costs to students over and above the course tuition fee, there will be some additional costs which students are expected to meet.

Costs applicable to all students

| Category | Description |
|-------------------------|--|
| Text books | Own purchase text books |
| Travel to other sites | Where travel to other sites is required, this will be payable by the student |
| Library Fees and Fines | Where students fail to return loaned items within the required time they will be responsible for the cost of any Library Fees and Fines applicable |
| Printing & Photocopying | The cost of printing and photocopying undertaken by students to support their individual learning are payable by the student |
| Graduation ceremonies | It is free for the student to attend the ceremony itself. Guest tickets and robe hire / photography are additional costs payable by the student |

Course specific costs

| Category | Description |
|----------|-------------|
|----------|-------------|

| | |
|--------------------------------|--|
| Professional Body Registration | Professional Body qualification is optional and for marketing the fees range between approximately £300 and £500 depending on the professional body, the subject and the level of the award. |
|--------------------------------|--|

General principle policy

The University's general principles policy for additional course fees are set out here

| Category | Included in the tuition fee | Additional cost to student |
|--|--|--|
| Field trips (including trips abroad and trips to museums, theatres, workshops etc) | Yes, if the trip contributes to the course (whether it is part of an optional or compulsory module), but not including food and drink. | Yes, if the trip is not an essential part of the course but is offered as an enhancement or enrichment activity, or for a student's personal development. |
| Travel and accommodation costs for placements | No | Travel and accommodation costs for professional placements within the Education and Health & Wellbeing Faculties. Travel and accommodation costs for other work placements. |
| Text books | No | Own purchase text books. |
| DBS / Health checks | No | Yes |
| Professional Body registration | No | Yes |
| Travel to other sites (e.g. travel to swimming pool for lessons) | No | Yes |
| Clothing / Kit | Yes, where the clothing / kit is essential for Health & Safety reasons. | Yes, where the clothing is kept by the student and not essential for health and safety reasons. |
| Learning materials | Essential learning materials (excluding text books) in connection with the course. | Additional materials beyond the standard provision essential for the course or where the costs are determined by the student's area of interest and the outputs are retained by the student. |
| Library fees and fines | No | Yes |
| Printing and photocopying | No | Yes |
| Social events | No, unless the event forms an essential part of the course. | Yes, unless the event forms an essential part of the course. |

| Category | Included in the tuition fee | Additional cost to student |
|-----------------------|---|---|
| Graduation ceremonies | It is free for the student to attend the ceremony itself. | Guest tickets and robe hire/ photography are additional costs payable by the student. |

LEARNING AND TEACHING

You will study modules to the value of 120 credits each year. Across the year each module combines 50 hours of lecture and seminars with 150 hours of self-study time student which you will use for reading, research and preparation and production of assessments. On average, you should expect to study for 35 hours per week during term-time.

Delivery of modules will typically consist of a one hour lecture and a one hour seminar per week for each of the six modules being studied each year. If you choose to take Advertising with either Marketing or Business Studies these modules will all be in the Business School. If you take another combination, your modules will be taken from other Schools and you will be taught by staff in those areas.

Academic input

The majority of staff have worked as practitioners. As well as teaching, the team is also actively involved in research, knowledge exchange and cross-cultural teaching at institutions in other parts of Europe.

ASSESSMENTS

You will be assessed by a number of methods including essays, reports, business simulations, presentations, reflective logs, computer-based assessments, examinations, and case studies, both individually and as a group.

This mixture is intended to build individual knowledge and skills in the application of theory and best practice to realistic advertising and marketing scenarios. It also provides valuable experience in the importance of effective teamwork and leadership in achieving goals.

PROFESSIONAL ACCREDITATION

The Business School has accreditation with the Chartered Management Institute (CMI). The year two modules of Marketing Planning and Communication and Human Resource Management are accredited by the CMI and on successful completion you will be eligible for CMI Level 5 qualifications in Leadership and Management.

SPECIALIST FACILITIES

You will have access to our Bloomberg Trading Room. This offers you the chance to gain practical experience of trade floor activities and financial market analysis. We are one of the few universities in the UK offering direct use of Bloomberg data, information and analytics in a dedicated trading room which provides a simulation of what it is like to work on a real trading floor in the financial district.

INDUSTRY LINKS

A Business School Advisory Board has been established which includes representatives from across the private and public sector. This encourages employer engagement as the Board engages in discussion about technical content of the curriculum and the development of wider employability skills, the provision of work placement opportunities, guest speakers, live case studies, and workplace visits.

APPLY NOW

UK/EU

Full-time study

APPLY VIA UCAS

Part-time study

APPLY DIRECTLY TO US

International

Full-time study

- Apply via UCAS
- Apply directly to us (pdf)
- Find a representative in your country

Need some help?

UK

For advice on completing your application please contact the **Admissions Enquiry Team**:

Email: admissions@canterbury.ac.uk

Tel: +44 (0)1227 782900

EU/International

Contact our International Team

FACT FILE

UCAS code

N561 Advertising

N560 Advertising
(with Professional Placement)

Institutional code

C10

Length

3 years (or 4 years with Professional Placement) full-time

6 years part-time

Starts

September 2017

Entry requirements

A typical offer would be 112 UCAS Tariff points. More entry requirement details.

Location

Canterbury

School

Canterbury Christ Church University Business School

Our Staff

COMBINES WELL WITH

Business Studies, BSc - 2017/18

Marketing, BSc - 2017/18

Digital Media, BA - 2017/18

Events Management, BSc - 2017/18

Media and Communications, BA - 2017/18

Psychology, BSc 2017/18

Combined Honours explained



[VIEW ADDITIONAL UNISTATS](#)

[Advertising \(with Professional Placement\)](#)

[Advertising/Business Studies](#)

[Advertising/Business Studies \(with Professional Placement\)](#)

[Advertising/Digital Media](#)

[Advertising/Digital Media \(with Professional Placement\)](#)

[Advertising/Events Planning](#)

[Advertising/Events Planning \(with Professional Placement\)](#)

[Advertising/Marketing](#)

[Advertising/Marketing \(with Professional Placement\)](#)

[Advertising/Media and Communications](#)

[Advertising/Media and Communications \(with Professional Placement\)](#)

[Advertising/Psychology](#)

[Advertising/Psychology \(with Professional Placement\)](#)

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