BIRMINGHAM CITY University

BA (Hons) International Marketing (Top-up)

Final Year | Part-Time Programme
Course Registration No.: 253286

KAPLAN HIGHER EDUCATION

BIRMINGHAM CITY University

With over 31,000 students from around 100 countries, Birmingham City University is a large, diverse and increasingly popular place to study. We put students at the heart of everything we do, giving them the best opportunities for future success.

The University has an enviable reputation for providing quality, student-focused education in a professional and friendly environment. Our superb courses, state-of-the-art facilities, first-rate staff, and focus on practical skills and professional relevance produce some of the country's most employable graduates.

AACSB Business Education Alliance Member | EFMD GLOBAL MEMBER | TEF Silver Teaching Excellence Framework | QAA UK Quality Assured

Business at Birmingham City University

Birmingham City University offers over 40 highly innovative undergraduate and postgraduate business courses that are tailored to students and industrial needs and wants.

Birmingham City University's business courses are led by a team of around 100 full-time academic staff but their academic skills are just part of who they are. Amongst them, they have worked in senior positions in companies such as, Tesco Stores Limited, The Prince's Trust, Midland Heart Ltd, Hong Kong University, Barclays Bank, Land Rover, H&M and BT to name a few.

We also have two specialist centres, both of which work closely with businesses to offer innovative research, consultancy services, training and the chance to employ our students. Everything that these centres teach, research or discover also feeds back in our courses, so that students across the University benefit from their great expertise and close links with businesses.

BA (Hons) International Marketing (Top-up) programme

The BA (Hons) International Marketing (Top-up) programme allows you to tailor your study around the job role and the career you want. It gives students the chance to broaden their knowledge of marketing within the global business environment.

Programme Highlights

Can be completed in
1 Year

6 Practice-Based Modules
100% Coursework based

Qualified as **Level 6**
in the England Qualification level

Programme Structure

This is a one year part-time programme of 6 modules with a total of 120 credits (20 credits for each module). Student will complete all modules in 3 trimesters. Each trimester is 4 months.

Term	Subjects	Credits
January Term	• Cross Cultural Consumer Behavior	20
	• Contemporary Advertising	20
May Term	• Marketing Strategy and Leadership	20
	• One Planet Business	20
September Term	• International Business	20
	• Digital Analytics for Marketing	20

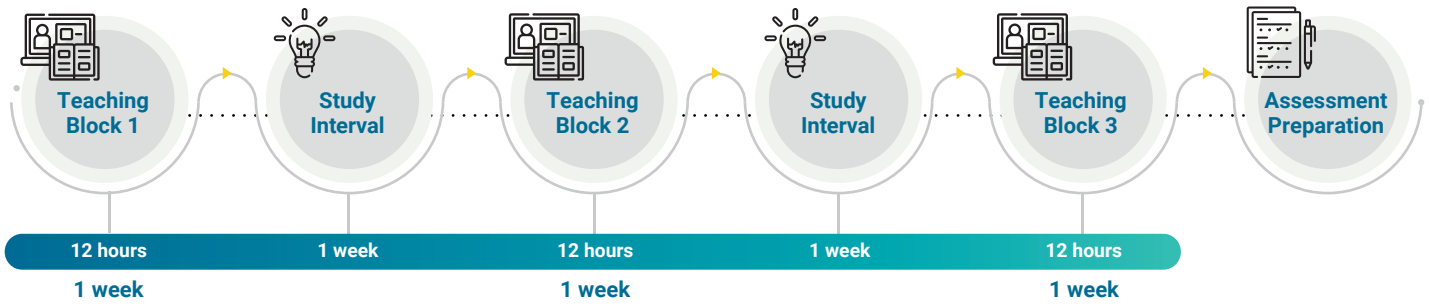
Remarks:
- The order of the modules is subject to the university's arrangement
- This new programme content is subject to final approval

Total: 120

Learning Cycle for Each Module

For each module, students will have 36 hours of lectures (to be divided into 3 teaching blocks, each 12 hours) and assessment(s) to complete. Students will study 2 modules in each trimester.

Delivery Pattern of Each Module



Module Description

1 Cross Cultural Consumer Behavior

This module will equip you with the knowledge, understanding and cultural awareness necessary to engage with the diversity of consumer values and behaviour in contemporary markets, resulting in you becoming an effective global citizen. You will be applying and evaluating consumer behaviour theories and models in a cross-cultural context to develop and justify persuasive marketing solutions for businesses dealing with a culturally diverse consumer base.

2 Contemporary Advertising

This module significantly contributes to the course philosophy providing the opportunity for you to expand your strategic marketing and marketing communications knowledge and skills at the required professional level for the business and contemporary advertising sector. It develops further the knowledge and skills used in the advertising industry, on both the agency and client-side, such as media agency account managers, marketing communications managers, and internal communication assistants.

3 Marketing Strategy and Leadership

Marketing is usually involved in providing information used in strategic decision-making and is often in the forefront of executing such decisions. It is very important for marketers to have an understanding of strategy and planning as it enables marketing activities to be directed to the specific needs of that organisation. This module will ensure that you appreciate the complexities of preparing, implementing and managing longer-term, customer focused plans, and the significant role marketing has in contributing to the core vision of an organisation.

4 One Planet Business

Whilst Marketing has contributed to the problem of over-consumption, this module aims to provide you with an understanding of the role that marketing has to play in meeting the needs of the sustainability agenda. It identifies the nature and extent of the challenges facing organisations and considers potential approaches for addressing these. In doing so, it aspires to create a vision of the future in which organisations, consumers and government can realise a one planet business strategy.

5 International Business

The module introduces the main issues of international business. It explores the cultural, administrative, geographical and economic differences around the world and how these shape businesses. The module addresses three fundamental issues: (i) the differences among domestic, international and global firms; (ii) the attributes of multinational corporations (MNCs); and (iii) the determinants of success in international business. It also discusses industry, resource and institution based views to understand the operational and strategic complexities of international markets.

6 Digital Analytics for Marketing

This module aims to equip you with the conceptual knowledge needed to develop your understanding of Digital Analytics for Marketing. It explores Marketing Analytics as it pertains to Digital Marketing campaigns, highlighting the differences between traditional and Digital Marketing analytics at a strategic level. You will also acquire the ability to develop and apply Digital Marketing techniques. In addition, you will develop various key skills, such as effective communication and strategy development.

Assessment Methods

Students' performance will be assessed by coursework and assessments (e.g. presentations) set in accordance with the modular learning objectives and desired learning outcomes.

Programme Management

The programme is managed by a professional team that provides students with full administrative support.

A dedicated programme manager will provide assistance via email, telephone and in person, with a wide range of services including seminar arrangement, study materials management, study notes collection, study group formation, Kaplan library membership application and assessment management.

Learning Outcome

The specialist marketing modules will give you the opportunity to strengthen and prepare you to move towards a career in the marketing industry. The curriculum is up-to-date and covers different marketing-related topics and skills that are required for the commercial world nowadays, for instance, Contemporary Advertising , an understanding of marketing strategy and planning, and digital analytics.

You will be able to understand how to identify and assess markets, develop marketing plans, analyze consumer behavior and develop communication strategies. Additionally, you will also gain the ability to analyze the complexities of international markets and inform your decision-making. This programme is designed to equip you with the skills and knowledge needed to thrive in the modern marketing landscape.

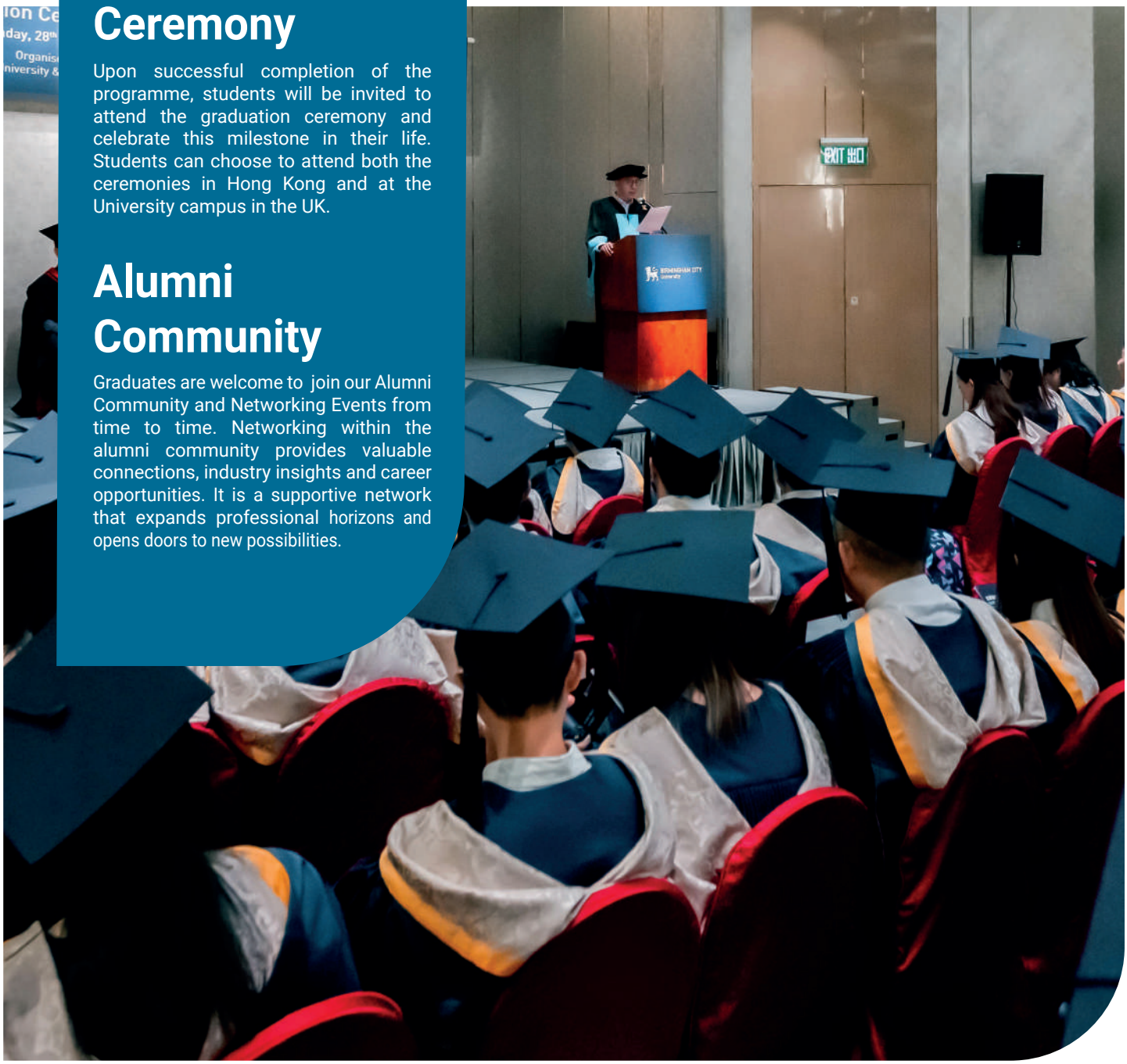
- Provide you with the foundational knowledge needed to gain a deeper understanding of Digital Analytics for Marketing
- Apply current marketing methods and able to solve contemporary business issues across multiple markets
- Equip you with the understanding and skills needed to deliver innovative marketing strategies and ideas

Graduation Ceremony

Upon successful completion of the programme, students will be invited to attend the graduation ceremony and celebrate this milestone in their life. Students can choose to attend both the ceremonies in Hong Kong and at the University campus in the UK.

Alumni Community

Graduates are welcome to join our Alumni Community and Networking Events from time to time. Networking within the alumni community provides valuable connections, industry insights and career opportunities. It is a supportive network that expands professional horizons and opens doors to new possibilities.



Advertising spending forecast

Both global and local marketing expenditure are forecasted to grow significantly in 2025. Marketing will remain a prevalent job function in the employment market.

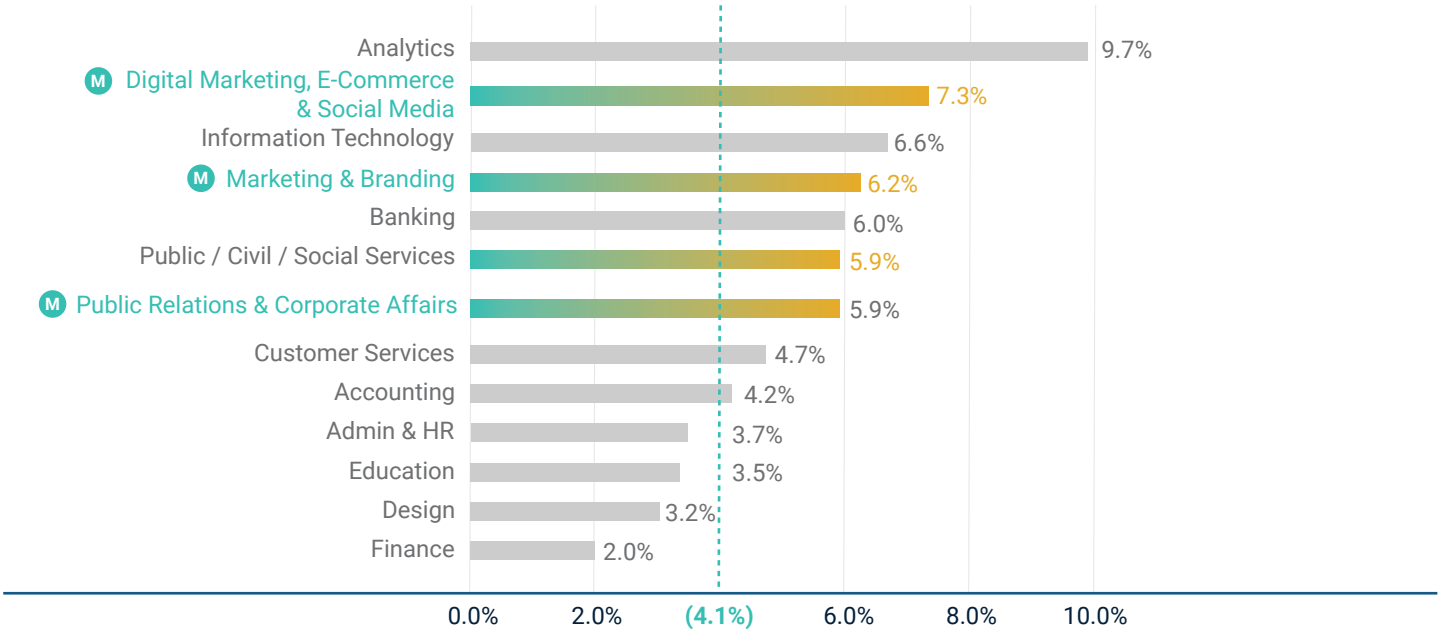
Global*	vs	Hong Kong^
HK$ 6.2 Trillion		HK$ 35 Billion
2025 forecast		2025 forecast
+13%		+30%
HK$ 5.5 Trillion		HK$ 26.9 Billion
2022		2022

Source: *Global Ad Spend Forecasts Report July 2023, Dentsu
^HKEX report 2023 - HK Advertising Industry
Ad Spend are rounded to 1 decimal place.

Salary adjustment in 2023 - by job function

Jobs that are marketing-related have a higher salary increment compared to the average (4.1%) in 2023, especially in the fields of Digital Marketing, E-Commerce and Social Media. People working in these fields have a 7.3% salary increment, whereas those in Marketing & Branding also have a 6.2% salary increment.

Monthly salary adjustment (%) in 2023 - by job function



M : Marketing-related job functions
- - - - : The average salary adjustment (4.1%)

Source: Job Seeker Salary Survey Report 2023, JobsDB

Career Prospects

After completing this course, students will be well-positioned to succeed in a range of marketing roles:

- Public Relation Specialist
- Content Marketer
- Growth Hacker
- Market Research Analyst
- Advertising Manager
- Marketing Manager
- Digital Marketing Specialist
- Event Planner

How to Apply

Entry Requirements

1. Associate Degree/Higher Diploma in a relevant subject area or other qualifications deemed to be equivalent. Other individual applications will be considered on the case-by-case basis.
2. Further information on all English Qualifications that are accepted can be found at the below link:

   https://www.bcu.ac.uk/international/your-application/english-language-and-english-tests/accepted-qualifications

   Scan the QR code to learn more.
3. Applicants whose first language is English or whose highest qualification was taught and assessed in English will also be considered.

Start your Application

- A completed and signed application form
- Certified copies of diploma(s), professional qualification(s), certificate(s) and relevant transcript(s);
- Application fee, payable to: Kaplan Higher Education (HK) Limited.

APPLY NOW!

CONTACT US AT:

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2526 3686

info@kaplan.edu.hk

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Scan the QR code to find out more.

1/F, E-Tech Centre, Nos 402-406 Hennessy Road, Wanchai, Hong Kong (Causeway Bay MTR Exit A)

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The information contained in this brochure is correct at the time of printing (Oct 2026)