



BA Marketing & Management

Open Day Presentation

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2026-2027



Session Outline

- About the department
- Programme Structure
- Teaching and Learning
- Course contents, Timetable, & Assessments
- Extra curriculum activities & Placement
- Why choose Durham
- Q&A

Durham University

89th in the world (QS World Ranking, 2025)

6th in the UK (Guardian University Guide, 2025)

4 Faculties & 26 Departments/Schools

17 Residential Colleges

65th in the world for employer reputation

60 College societies, **250** DSU societies

Helped to generated **£3.2 billion** for the UK economy, supported approx. 13,660 UK jobs

For each £1 that the University generates as a result of its direct operations, £4.56 in total benefits throughout the UK economy



About BA Marketing & Management

- **Top 5 in the UK** (Complete University Guide, 2025)
- Top 50 in the world for marketing subject group (QS, 2025)
 - N509 (3 years)
 - N510/N511 (4 years with Placement /Study abroad)
- **The leading Russell Groups provider** in:
 - Teaching on my course (91%, 2023)
 - Assessment & feedback (83.8%. 2023)
 - Student voice (84%; 87.2%, 2023, 2024)
 - Student Welfare & Wellbeing Support (86%, 23, 24)
 - Learning Opportunities (88.1%, 2024)

(NSS, 2023, 2024)



Field trip, NUFC, 2022

About BA Marketing & Management: Employability

- Over **95%** in employment or studying for a higher degree in six months
- Among the **Top 3** for employment in both The Guardian & The Complete University Guide
- Examples of placement/graduate schemes destinations for our students in recent years:

L'ORÉAL



 Microsoft



Deloitte.

amazon



IBM



Top 10

UK university

Ranked 6th in The Complete University Guide and 4th in The Guardian

University Guide

From 2026-2027 applicants:

BA Marketing & Management will be renamed as

BSc Marketing & Management

Curriculum updated for BSc. The programme structure is subject to yearly review.

Entry Level: Updated as **AAB**

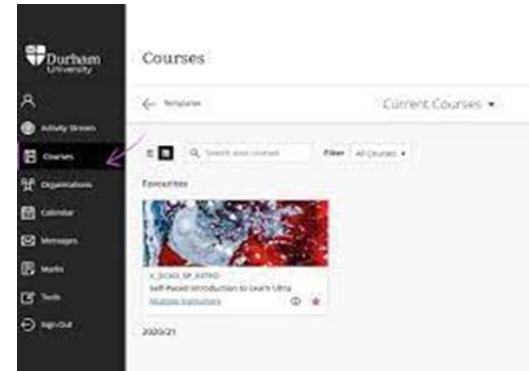
Programme Structure

One Year = 120 credits, normally 60 per term

A module (20 credit) can be:

- Weekly lecture (2 hrs)
- Fortnightly seminar for group work (2 hrs)
- Formative Assessment for feedback
- Summative Assessment for final grade
- Independent Learning (10-16 hours)
- Guided reading lists, lecture capture, webinars

Simulations, videos, discussions boards, etc.



Innovation in Teaching & Learning

BA Marketing & Management:

- Flipped Classroom
- Authentic Assessments

Ex: A module (20 credit) can be:

- Weekly Workshop & feedback (2 hrs)
- Weekly pre-recorded lecture online (1hr)
- Summative Assessment for final grade
- Independent Learning (10-16 hours)



Y1 simulation game



Students working as groups in workshop



Y3 project conference with external panels

Y1 Programme Structure

Level 1 Term 1

- Marketing Professionals
BUSI1301
- Marketing Principles BUSI1131
- People, Management and Organisations
BUSI1141

Level 1 Term 2

- Financial Information for Managers ACCT1011
- Introduction to Digital Marketing BUSI1221
- Marketing Strategy in Practice BUSI1241

Example Timetable a week: 6 hrs lectures + 2-4hrs seminars/workshops

Y2 Programme Structure

Level 2 Term 1 Core

- BUSI2381 Social Marketing, Ethics and Sustainability
- BUSI2351 Marketing Research Methods
- BUSI2201 Creative Strategy & IMC

Options:

- BUSI2361 Digital Marketing: Tools & Techniques
- BUSI2321 Applied Brand Strategy
- BUSI2141 Entrepreneurship
- BUSI2171 Branded Identity, Culture and Society
- Languages Module

Level 2 Term 2 Core

- BUSI2211 Behavioural Science for Marketers

Y3 Programme Structure

Core Module: Business Analytics for Artificial Intelligence BUSI3541

Then Students will select ONE of the following research modules:

Both Terms BUSI3322 Behavioural Science Marketing Project

Both Terms BUSI3242 Dissertation in Marketing

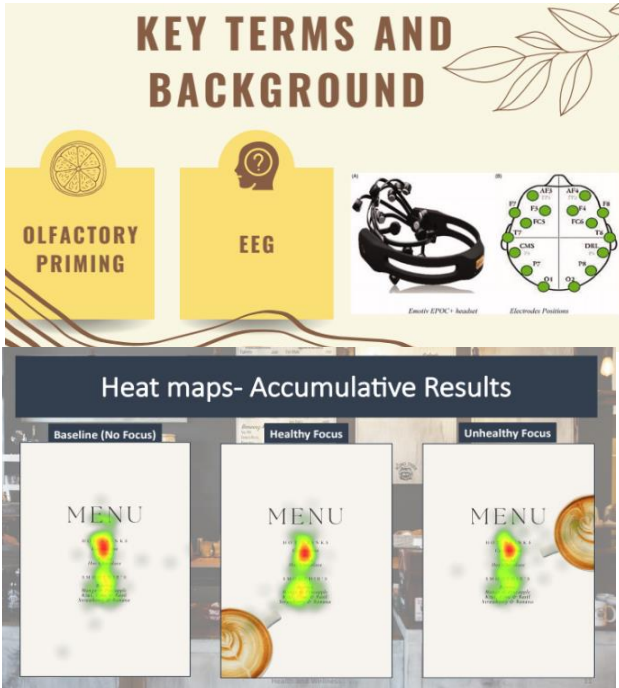
Marketing Options

- BUSI3221 Retail & Service Marketing
- BUSI3371 Influencer Marketing Strategies
- BUSI3141 Consumer Power
- BUSI3191 Global Marketing

Management options

- Global Sport Business
- Managing Organisational Change
- Facing the future
- Corporate Responsibility and Sustainability
- Language option

Assessment Samples



Project: use EEG to help LUSH on social media marketing emotional engagement; use eye tracking to design menu

The infographic for 'D&AD New Blood Awards 2024' has a vibrant pink background. It features a collage of photos showing people working, a hand pointing at a screen, and a person holding a trophy. Text elements include '2024', 'SAY YES', a lightning bolt smiley face, and '#NewBloodAwards'. Below the collage, the title 'D&AD New Blood Awards 2024' is prominently displayed.

- Launch engaging multi-platform 'Twister Takeover' campaign
- Kick off with captivating video across social media
- Target 'Young at heart' with OOH marketing using nostalgic 'Twister Takeover' boxes
- Engage 16-18 demographic with interactive vending machines for enjoyment and sharing
- Partner with brands popular among target demographic for collaborative products/promotions
- Collaborate with relevant social media influencers
- Organize surprise Twister games in public, share moments on social media

Creative Strategy: International competition, live briefs from real organisation, e.g. how to make Twister “not just for Kids”, video pitch + poster

The infographic titled 'Digital Tools Audit - WaterAid' features a blue and white color scheme. It includes a logo for 'SWAY' and a globe icon. The text discusses the key drivers for digital marketing, the importance of independence of location, interactivity, and intelligence. It also mentions the 'Intelligence' factor and the 'Twister Takeover' campaign.

Key drivers for digital marketing

Independence of location

Interactivity

Intelligence

Twister Takeover

Digital Marketing using Infographic to analyse a brand; Influencer Marketing Strategies- use SWAY to make interactive influencer agency playbook

Term 3: enhancing academic skills & graduate attributes

Marketing Alumni Career Talk



Lego Serious Play; Teams Building;
Sustainability Challenge Pitch



Field Trip to NUFC



External Engagement



Richard Atkinson-Toal (He/Him) • 1st

VP, Global Brand & Marketing

1mo • 🌐

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Yesterday I had the pleasure of meeting over 30 [Durham University Business School](#) students at the Behavioural Science for Marketing conference.

This collection of final year students presented their research findings in a whole range of marketing topics including sensory, content, influencer, social media & sustainability. They presented work across a varied range of sectors such as FMCG, B2B, healthcare, retail & hospitality.

I joined an industry panel to provide advice & guidance as students prepare to graduate and start their first professional roles. It was a fantastic day and it's remarkable to see all students producing such excellent work.

Great to meet [Andrew Harrison](#), [Andrew Watts](#), [Judit Plein](#) (BA, MSc, Cert DDM) & [Hannah Jones](#). Thank you for hosting & the invitation [Jenny Ma](#) & [Aaron Atkinson-Toal](#).



Andrew Watts • 1st

Founding Partner, KHWS the Insight Driven Brand Activation Agency, uncovering b...
4d • 🌐

An absolute pleasure to judge the Behavioural Science research projects from 3rd Year students at Durham University Business School over the last 2 days. I saw some amazing research studies that present real world applications.

Thanks to Professor Mike Nicholson & Dr. Jenny Ma and my fellow judges Clare Townsend and Mehroze Massood

[#behaviouralscience](#) [#durham](#) [#KHWS](#)



Placement Years

A Placement Year is: Why do a Placement Year?

- Minimum 40 weeks
- Professional level work experience
- Self sourced
- Between 2nd & 3rd year
- Enhance your CV
- Trial your future career
- Increase your academic prospects
- Earn money

“The opportunity to go on a placement year was really valuable and there was a lot of support in finding the placement year.” (NSS, 2023)



Placement students shared their experiences. Ibukun (at the left) working for a creative agency. She can now lead a project by herself. Oliver (at the right), received a graduate offer at the end of his placement at Accenture, and is going back to the company after graduation.

Student Support

Academic
Advisor

Academic
office

Faculty
Librarian

Academic skills
development
unit

Student
Support Hub

Learning &
Teaching
Office

Year tutors

Student Reps



Conclusion: Why choose Durham Marketing & Management

Department Features

- **Top** Marketing programme
- Excellent research & teaching
- **Best** student satisfaction

Placements

- Dedicated **support**
- Direct links to industry
- Student achievement

Course Features

- **Accredited** programme
- Wide range of assessments
- From specific marketing to business management

Year Abroad

- Destination include Barcelona, Milan, Hong Kong etc.
- Well-established collaborations with prestige universities in the world

Extra-Curriculum Activities

- Field Trips & Guest Talks
- **External engagement**
- Live brief competitions

Alumni Successes

In the field of

- Business consultancy
- Entrepreneurship
- FMCG
- Technology & Creativity.



Student Quotes

“University life in Durham has helped me to develop myself not just in academic way but also self-improvement”

“It was great to have people from the industry involved, it has helped to spark an interest in pursuing this subject”

“The staff at the university are excellent... They are incredibly supportive, and make the effort to check in from time to time. During my four years, I have found allies in my lecturers, who genuinely care about their students and their future prospects.”

“Fantastic lecturer, really engaging content, and really well constructed module”



Contact us

Ask Us: www.durham.ac.uk/study/askus/

Telephone: 0191 334 1000

Find us on Social Media!

