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If you have any questions about courses, applications or student life at Bristol, please contact the Enquiries Team.

### Photography

Dan Rowley

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# Management and Marketing



If you need all or part of this publication in an alternative format please contact us:

**Tel** +44 (0)117 394 1649

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# Courses

## BSc Management<sup>†</sup>

three years N200

## BSc Childhood Studies with Management

three years L524

## BSc International Business Management<sup>†</sup>

three years N120

## BSc Marketing

three years N500

## BSc Accounting and Management<sup>†</sup>

three years NN42

## BSc Economics and Management<sup>†</sup>

three years LN12

## BSc Management with Study in Continental Europe

four years 4H56

## MSci Management with Innovation

four years N204

## BSc Social Policy with Management

three years LN42

<sup>†</sup> Study Abroad option available, four years.

\* This course is subject to approval.

This leaflet contains information for students planning to start university in autumn 2020. We have made every effort to ensure all details are correct at the time of going to press (May 2019). However, since this information is subject to change, you are advised to check the University's website, [bristol.ac.uk/ug-study](http://bristol.ac.uk/ug-study), for the latest updates.

## BA International Business Management and French\*

four years NR11

## BA International Business Management and German\*

four years NR12

## BA International Business Management and Spanish\*

four years NR14

## Why study management and marketing at Bristol?

A management or marketing degree from Bristol will help you to think critically and creatively about management, marketing and organisational practice, giving you the skills needed to succeed in today's rapidly changing global environment. Many of our units incorporate a global perspective, and most management courses have the option of studying abroad for a year at one of our partner universities in Europe, America or Asia. You can also choose to study international business management, with the option of combining this with French, German or Spanish.

Our courses focus on developing your understanding of management and marketing as both social sciences and practices, combining academic rigour with real-world relevance. Our academics are experts in their fields, drawing on the latest case studies and research to inform their teaching. Our highly rated research ranks sixth in the UK for impact (*THE* analysis of REF 2014, Business and Management Studies).

Bristol will provide you with an excellent education in management and marketing, but we also ensure you gain a solid foundation in areas such as economics, statistical analysis and accounting. Employability and professional skills development are embedded throughout our degrees.

We offer a structured yet flexible programme of study across our courses, allowing you to build your skills and knowledge while keeping your personal interests and career goals firmly in mind. Management students have the option to transfer to BSc Marketing (and vice versa) at the end of year one, and all students can tailor their study with a choice of optional units in years two and three. Bristol is an ambitious and vibrant city in which to study and is fast becoming the UK's leading city outside London for digital innovation and enterprise. The University has ambitious plans, with a vision for a new £300 million city centre campus and digital innovation hub, based at Temple Quarter in the heart of the city.

'I chose Bristol because it had the whole package. It has the course rankings and employability rankings, and it's one of the best cities to live in.'

Magda (BSc Social Policy with Management)

# What will you study?

You may choose to study a management or marketing course, or you can take a degree that combines management with accounting or economics. While many of our units provide a global perspective, BSc International Business Management offers a more in-depth understanding of international management. In MSci Management with Innovation, you will combine in-depth subject specialism in management with interdisciplinary breadth, creative teamwork and entrepreneurial skills.

## Year one

BSc Management, BSc International Business Management and BSc Marketing share a common first year in which you can explore key concepts and ideas in the fields of management, economics and accounting, as well as understanding the context of the global business environment and the use of statistics. In BSc Accounting and Management or BSc Economics and Management, approximately one third of your studies will be taken up with core management units and the remainder in accounting or economics.

## Year two

In the second year all BSc Management and BSc International Business Management students will study units in Analysis in Management as well as People, Work and Organisations; this teaching will enhance your understanding of core research methods used in management. You will also study another core unit relevant to your named degree: BSc Management students will take a core unit in project management, and BSc International Business Management students will start to explore the international dimension of management in more depth. BSc Marketing students will broaden their marketing knowledge to cover consumer insight, communications, new product development and management research.

All students will have the opportunity to take optional units, which could include Foundations of Business Law and Project Management. Joint honours students will continue to take a combination of units from both disciplines. Popular options in recent years have included Management Science, Project Management, Public Management and Foundations of Business Law.

Our professional mentoring scheme means you can be matched to a mentor with a management-focused career.



## Study Abroad year (optional)

If you choose one of the Study Abroad pathways, you will spend your third year studying in English at a leading university abroad, either in Europe or farther afield in destinations such as Australia, Hong Kong or the USA. You will then return to Bristol for a fourth year. Study Abroad courses combine the challenging, broad academic content of all our management degrees with an overseas dimension that reflects the international nature of management today. Allocation of places is merit-based, dependent upon your first-year assessment results.

## Study in Continental Europe

On this pathway, you will spend your third year studying in the host language of a partner university in France, Germany, Italy or Spain. To study in France, Germany or Spain you need at least an AS-level in the relevant language. To study in Italy you need at least a GCSE in Italian. You will deepen your language skills by studying units in years one and two to further develop your understanding of the relevant language, both generally and in the specific context of business and in management.

## Final year

The final year allows you to put your skills and knowledge into practice, as well as tailoring your degree to match your career ambitions through a choice of specialist units. All students (except BSc Accounting and Management and BSc Economics and Management) will complete a dissertation.

BSc Marketing students may choose to conduct an applied group consultancy project for an organisation or write a business plan for their own business or social enterprise.

## International Business Management with a foreign language\*

You can choose to study international business management with French, German or Spanish. You will study management topics alongside your chosen language, as well as units on the history, culture and politics of countries where the language is spoken. You will spend your third year abroad, and you will combine your linguistic, cultural and management competencies in an individual research project in your final year.

\* These courses are subject to approval. See [bristol.ac.uk/ug20-management](http://bristol.ac.uk/ug20-management) for the most up-to-date information.

**'A Bristol degree will not only give me a good theoretical base, but also a lot of soft skills crucial to a successful career. The University provides you with a lot of contact hours and flexibility when it comes to unit choices.'**

Marcin (BSc Economics and Management)



## Teaching and learning

Our courses are delivered by world-class academics and practitioners. Appointed from a wide range of complementary disciplines, they incorporate the very latest research and ideas into their teaching. The quality of teaching and enthusiasm of our staff are valued highly by our students.

In addition to lectures we offer teaching in smaller groups, which supports discussion and participation with your peers. Our lecturers and class tutors have office hours when you can drop in to discuss the course.

Outside your academic study, you can access Bloomberg Professional, software used throughout the financial services industry, in our purpose-built financial trading computer room. Students can work through Bloomberg Market Concepts, an e-learning course that provides an introduction to financial markets analysis.

You can also benefit from becoming a member of our very active student society, which provides a range of academic, career and social events.

Of those employed six months after finishing an undergraduate management course at Bristol, 85 per cent were in a professional or managerial role.

Destinations of Leavers from Higher Education survey, graduates from 2016/17 and 2015/16 combined

### Assessment

We know how important timely and effective feedback is, and we will work closely with you to ensure you get the most out of your time at Bristol. You will prepare assessments and receive feedback on them throughout each academic year. Formative assignments are intended to support your learning and do not count towards your final degree result, while summative coursework and examinations do contribute to your final result for the relevant unit.

Your final degree award will be determined by assessments in years two and three (40 and 60 per cent respectively). The Study Abroad and Study in Continental Europe degree results are based 30 per cent on second-year assessment, 10 per cent on the year abroad and 60 per cent on the final year.



"The University of Bristol is fantastic. It not only has exceptional teaching staff, but also supportive teams that are aimed at helping students with all aspects of study and life. The many libraries and study rooms provide great places for study; some of them are even open 24/7.'

Yiren (BSc Accounting and Management)

# Careers and graduate destinations

Bristol graduates are highly sought after by leading employers, and the University has an excellent Careers Service. As well as organising recruitment events and skills workshops with prestigious employers, they can support you with finding work experience and internships. In autumn we run an investment banking and management consultancy careers fair on campus.

You will also benefit from events and initiatives organised by our Professional Liaison Network. These include 'Inside Track' lectures, where guest speakers from a variety of sectors give students a unique insight into management or marketing roles. All management and marketing students will have the opportunity to take part in a mentoring programme with a manager or marketing professional.

While many of our graduates go on to work in management consulting, finance, marketing or accountancy, a management degree from Bristol will also prepare you well for a wide range of careers and graduate management trainee programmes in both the public and private sectors. Some students continue to study management or marketing at master's level, while others pursue professional conversion courses for law or teaching.

**'I really like the Careers Service's workshops on employability skills, and employer presentations where you can ask questions directly to your dream company or build connections. The regular Inside Track talks held by the faculty allow you to broaden your horizons.'**

Cindy (BSc Economics and Management)



**Graduate employers**  
RBS  
Citigroup  
Deloitte  
McNab Pension LLP  
Capgemini



**Career destinations**  
Case Analyst  
Investment Banker  
Analyst  
Management Consultant  
Business Development  
Associate

Source: Destinations of Leavers from Higher Education survey 2016/17.  
Find out more at [bristol.ac.uk/careers/be-inspired](http://bristol.ac.uk/careers/be-inspired).



**'Bristol is a high-ranking university in a lively city with so many opportunities within, and beyond, my course. It's one of the top universities when it comes to graduate recruitment.'**

Yash (BSc Economics and Management)

# Making your application

Visit [bristol.ac.uk/ug20-management](http://bristol.ac.uk/ug20-management) for more information about our courses.

## Typical offer for BSc Management

**A-levels** AAA or A\*AB (contextual ABB).

**IB Diploma** 36 points overall (contextual 32 with 18 at Higher Level (contextual 16).

Our contextual offer is a grade reduction of up to two grades below the standard entry requirements, made to applicants from under-represented groups. Find out more at [bristol.ac.uk/contextual-offers](http://bristol.ac.uk/contextual-offers).

**GCSEs** Advanced numeracy requirement (7 or A in GCSE Mathematics or equivalent).

## Selection process UCAS.

For other accepted qualifications, and for our English language requirements, visit [bristol.ac.uk/ug20-management](http://bristol.ac.uk/ug20-management).

## Application advice for management courses

We do not interview candidates; selection is based on your UCAS application. In your personal statement we are looking for evidence of motivation, so tell us why you are interested in the degree for which you are applying. Include any work experience or positions of responsibility that you have held, why you took on those roles and why they are relevant to your chosen degree.

You do not need to have studied economics previously to apply for BSc Economics and Management.

## Further information

Find out more about the Department of Management: [bristol.ac.uk/management](http://bristol.ac.uk/management).

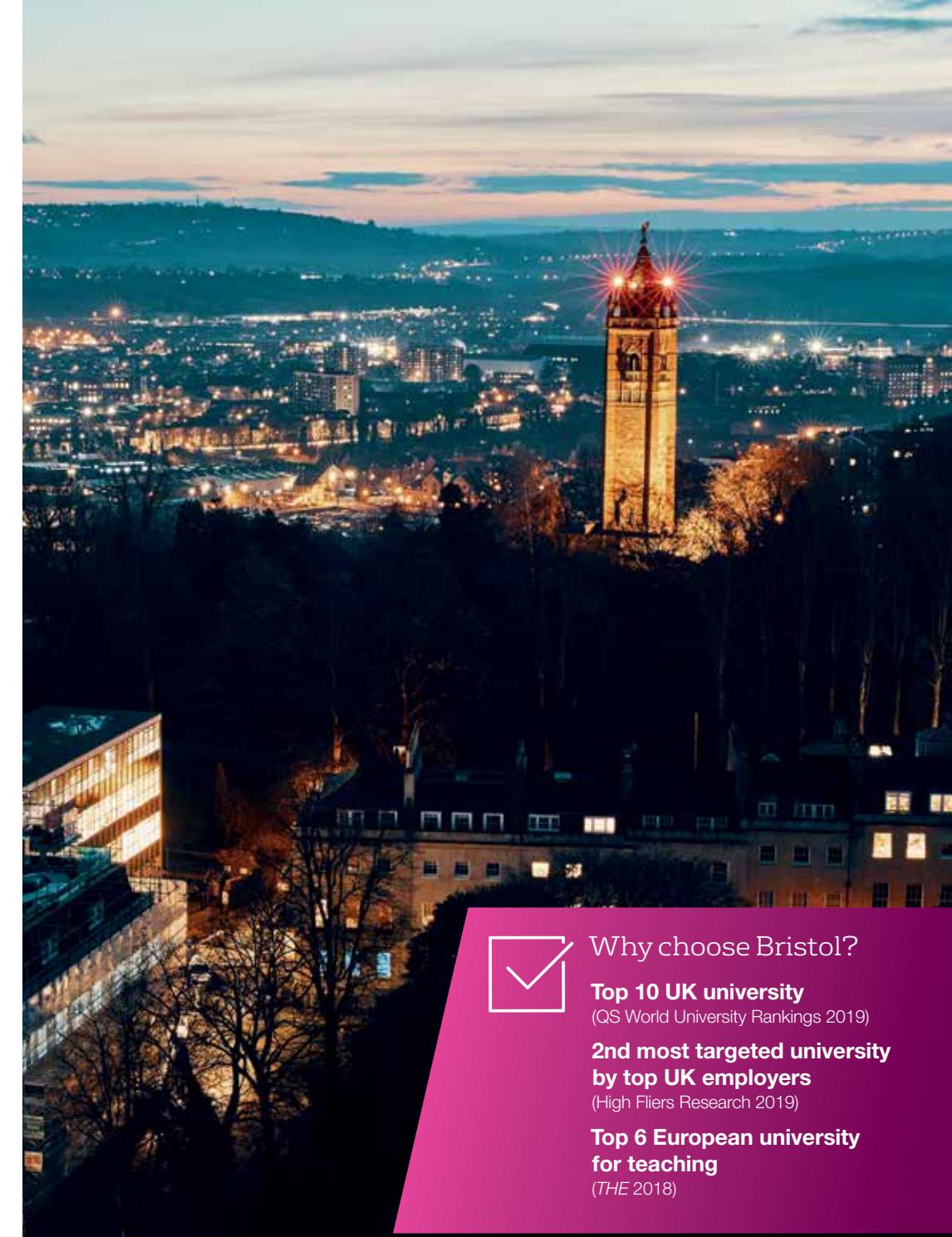
This information is correct at the time of printing (May 2019), but we recommend you check the University website for the latest information: [bristol.ac.uk/ug20-management](http://bristol.ac.uk/ug20-management).



Read more about how we support you when you are here:

[bristol.ac.uk/students](http://bristol.ac.uk/students)

[bristol.ac.uk/ug-study](http://bristol.ac.uk/ug-study)



Why choose Bristol?

**Top 10 UK university**  
(QS World University Rankings 2019)

**2nd most targeted university by top UK employers**  
(High Fliers Research 2019)

**Top 6 European university for teaching**  
(THE 2018)