



**NEW YORK COLLEGE**  
EUROPEAN & AMERICAN EDUCATION

## BA (Hons) Business Studies with Marketing - New York College

### **AIMS:**

Knowledge of marketing and product or service promotion is the key differentiating factor in all contemporary firms. The BA in Business (Marketing) is part of a last generation programme that was updated through the University's recent quinquennial review, with the aim of structuring Business Studies around contemporary business processes, rather than traditional thematic areas largely devised in the academic world alone. Alongside with dealing with business processes, which encapsulate the full range of managerial activities, the successful candidate will gain a holistic perspective and in-depth understanding of concepts such as marketing management, product promotion techniques, interactive and direct marketing methods and all the knowledge and skill necessary for an individual wishing to follow a successful career as a Marketing executive.

### **Duration:**

The BA in Business (Marketing) is a 3-year full-time course, taught exclusively in the English language. Courses are offered within a two term period, with two exam periods in May and August. All courses are delivered during the weekday mornings and/or evenings to accommodate the needs of working students, it starts in October