



**MARKETING  
SCIENCE**

BACHELOR, 3 YEARS

## **Marketing Science**

Bachelor, 3 years

At The Cyprus Institute of Marketing (BVI), we have been world-leaders in Marketing for decades.

Our BSc in Marketing Science offers a broad yet solid and thorough introduction to the fascinating world of Marketing.

In this general three-year course, you will be introduced to the fundamental principles of Marketing. By the end of the course, you will have appreciated the exciting and important ways in which Marketing impacts upon an organisation and the society more broadly. You will have become ready to excel as a Marketing Manager in today's competitive world and learn to come up with solutions for immediate - and successful - actions.

We will offer you a unique blend of skills, allowing you to catch up on the latest marketing techniques and tools, including Digital Marketing and Marketing through Social Media.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Marketing Science.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Marketing Science.

### **Core Modules for each year**

#### **Year 1**

1. Marketing Management
2. Economics
3. Business Organisation
4. Statistics
5. Business English
6. Business Law

#### **Year 2**

1. Relationship Marketing
2. Consumer Behaviour
3. Human Resource Management
4. Computers & Information Systems
5. Marketing Case Studies
6. Practice of Marketing

#### **Year 3**

1. Marketing Communications
2. Market Research
3. Public Relations & Advertising
4. Marketing Planning & Control
5. International Marketing
6. Case Studies

### **Assessment**

Written exam (unseen) - 100%