

DURATION OF PROGRAMME

The programme will be offered over a period of 3 to 5 years.

AWARD OF DEGREE

In order to be awarded the BSc Management Studies (Marketing major) degree, students must successfully complete the 90 credits as specified in the programme structure.

DELIVERY MODE

All courses will be delivered fully online. However, some courses may have face-to-face final examinations.

HOW MUCH WILL THE PROGRAMME COST

The link below provides information on the programme cost.
<http://www.open.uwi.edu/undergraduate/financial-information>

HOW TO APPLY

Applications for the programme will be accepted online. Interested persons should complete an application form available at <http://apply.open.uwi.edu>.

The instruction sheet can be downloaded by going to http://www.open.uwi.edu/sites/default/files/Information_Instruction_Sheet.pdf

WHAT DOCUMENTS SHOULD I SUBMIT?

1. Signed copy of Declaration Page (required for all online applications) Please note that this document will only be accessible after you have selected the "Application is Complete" button.
2. Birth Certificate (not required from UWI graduates)
3. Marriage Certificate (where applicable)
4. Legal Affidavit or Deed Poll if your present name is different from that on the Birth Certificate
5. Professional Certificates/Diplomas obtained from institutions other than UWI
6. Official Transcripts (for non-UWI graduates)

Please note that official transcripts must be sent directly from the granting institution to The UWI Open Campus (please see mailing address at the back of the brochure). All other documents should be submitted through an Open Campus Country Site. Applicants are requested to take the originals to the nearest Site where they will be copied, certified, scanned, and then forwarded to the Assistant Registrar. Applicants from countries without an Open Campus Country Site should write to the Assistant Registrar at admissions@open.uwi.edu.

The links below provide further information on application, admission and documents required.

<http://www.open.uwi.edu/undergraduate/admissions>

<http://www.open.uwi.edu/undergraduate/documents-required>

WHY STUDY AT THE UWI OPEN CAMPUS?

The Open Campus provides attractive options for academic progress, lifelong learning and career development in a variety of formats and modes of delivery. Join the over 20,000 students who study in the Open Campus each year. Some of the reasons that students choose the Open Campus include:

Access: The Open Campus provides opportunities for students to gain access to higher education. The design of the programmes with entry at several levels allows more students access to The UWI through a number of different matriculation options.

Study at your own pace: The mixed mode teaching delivery method of the Open Campus allows students to organise their time to better fit in with their personal and work commitments. Students can achieve their academic goals on a flexible schedule.

Cost-effectiveness: The Open Campus offers courses/programmes at very affordable cost that can suit any budget. We also offer several financial payment options.

In-country education and training: Many of our programmes offer students the opportunity to study while remaining in full-time employment. In addition, the new skills and ideas developed can be applied in the workplace.

Professional Development: The Open Campus offers opportunities for persons to keep abreast of new ideas and concepts in their own fields of work or in other disciplines.



UWI

OPEN CAMPUS



BSc



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The Assistant Registrar
Recruitment, Admissions and Registration
The University of the West Indies, Open Campus
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www.open.uwi.edu

Canada

Support for this development is provided to The UWI Open Campus
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Management Studies (Marketing)

Management Studies (Marketing)

INTRODUCTION

Marketing is the professional skill that allows managers to tackle business challenges relative to competition and product/service innovation. Marketing creates customer value. It captures the attention of customers and clients, and introduces new concepts and ideas. It develops a social awareness that stimulates a desire for particular goods and services. As Peter Drucker states, *“Marketing is the distinguishing, unique function of the business”*.

ABOUT THE PROGRAMME

This BSc Management Studies (Marketing major) programme is geared towards building the knowledge base and skill sets of persons so that they will be able to identify and adopt the best strategies, tactics and evaluative measures that are required for consumer choices of products and services provided by organizations and business entities. Graduates of the programme will be able to:

- Identify, select and employ innovative and practical marketing approaches in the marketplace
- Adapt to a constantly changing marketing environment
- Understand and identify customer needs, enable product/service improvements and expand customer value
- Master the communication and personal-selling skills required for effective customer retention
- Use quantitative and qualitative tools for conducting market research

WHO IS THE PROGRAMME FOR?

The BSc Management Studies (Marketing major) programme targets persons who are currently working in any of the numerous areas of the public and private sector entities of business, industry and commerce; non-governmental organizations; educational institutions; and persons with an interest in the field of study.

PROGRAMME STRUCTURE

| Courses | | |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------|
| Level I | Level II | Level III |
| English for Academic Purposes | Research Methods for Business – Introduction to Qualitative and Quantitative Methods | Business Strategy and Policy |
| Introduction to Sociology | Organizational Behaviour and Human Resource Management | Research Project/Practicum |
| Foundations for Learning Success | | International Marketing Management |
| Introduction to Cost and Management Accounting | Business Law I | Marketing Strategy (Simulation) |
| Introduction to Computers | Principles of Marketing | Integrated Marketing Communication |
| Principles of Management | Financial Management | Consumer Behaviour |
| Principles of Economics | Management Information Systems | Organizational Marketing |
| Mathematics for Social Sciences I OR Mathematics for Social Sciences II | Introduction to Entrepreneurship | E-Marketing |
| Introductory Statistics | Project Management | Personal Selling and Sales Management |
| Introduction to Financial Accounting | Introduction to International Business | |
| | Marketing Research and Forecasting Methods | |

ENTRY REQUIREMENTS

Applicants must meet the University's normal matriculation requirements in order to be accepted into the programme. They must satisfy the requirements in (a), (b), (c) or (d) below:

- (a) Holders with CXC/CSEC and CAPE/GCE A Level qualifications having:
- An acceptable pass in CXC/CSEC English A or CAPE Communications Studies; AND
 - An acceptable pass in CXC/CSEC Mathematics or its equivalent; AND
 - One of the following minimum qualifications:
 - either five subjects (at least two GCE A Level or CAPE) and the remainder acceptable passes in CXC/CSEC or GCE O' Level; OR

- four subjects (at least three GCE A Level or CAPE) and the fourth an acceptable pass in the CXC/CSEC or GCE O' Level

Note: Grade requirements for CXC/CSEC subjects are General Proficiency - Grades I or II prior to June 1998 and Grades I, II, or III from June 1998.

- (b) Holders of five (5) CXC/CSEC or GCE O' Level passes or equivalent, not necessarily obtained at the same sitting.
- (c) Entrants with a Diploma, Certificate or Associate Degree from UWI or an approved Caribbean tertiary level institution.
- (d) Persons over the age of 21 who have been out of school for at least five years, on the basis of their overall academic and professional attainments.