

**Manchester
Metropolitan
University**

Final Year Module Options

BA (Hons) Marketing

Gillian Cosser

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Choosing your option modules

- During week 3 (w/c 10th February) you will choose which **OPTION** modules you want to study next year.
- These will be in addition to your **CORE** modules.
- It is important to consider the options available to you; careful preparation is key to securing the options you want.
- Spaces on options modules are limited, so if you wait until the window opens to start thinking about it, you're probably already too late.
- Do your groundwork now!

What your Final year looks like

Semester 1

Strategic Creative Advertising
Content Strategy
Research Project
Marketing & Advertising Professional
PLUS 1 option choice

Semester

Creativity in Advertising & Brand Comms
Research Project
PLUS 1 option choice

Optional modules to choose from

Semester 1

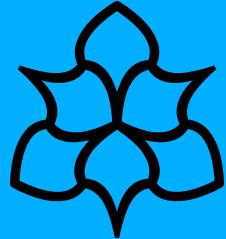
Pick one from:

Strategic Communications and Advertising
Public Relations Specialisms
Content Strategy
Marketing Creativity and Innovation

Semester 2

Pick one from:

Understanding the Customer Experience
Persuasive Writing
E-commerce Communications Practice



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Things to consider when choosing your option module:

- If you have a career path in mind, will this module complement that?
- Will I enjoy this module?
- Does this module suit my skill set?
- Do I want to challenge myself with this module?



Options Videos

We will now watch videos explaining each of the options modules available to you next year.

- Make a note of any questions you might have about the module and you can ask them at the end of the video.
- Also, it may help to think right now, how enthusiastic am I about the module? Is it a 'must have'?



Strategic Communications and Advertising

This is an End-to-end process of how to respond to a client brief. Developing a pitch. You will produce a strategic communications and advertising plan for your chosen brand.

Assessment: PRESENTATION



Public Relations Specialisms

Students critically analyse and evaluate public relations practice from a range of perspectives in both the UK and Internationally, such as non-for-profit, arts, public sector, business-to-business, financial and investor relations and consumer communications.

After taking this module, you will understand the importance of effective communications and gain employability skills in a range of specialist contexts.

Assessment Type: PORTFOLIO



Content Strategy

Focusing on the overall strategy regarding marketing content, bringing in learnt knowledge from digital modules in L4 and L5.

Assessment: PORTFOLIO



Marketing Creativity and Innovation

Focusses on the use of AI and sustainable factors within brands currently, includes guest speakers and the opportunity to focus on an area you are interested in.

Assessment: REPORT



Understanding the Customer Experience

Further development of your skills, whilst utilising those developed at earlier levels. This module further develops your learning of the key concepts of customer experience. An integral part of advertising and brand communications.

Assessment Type: REPORT



E-commerce Communications Practice

This module gives you the opportunity to build an e-commerce site, developing writing, copywriting and marketing skills.

Assessment Type: PORTFOLIO



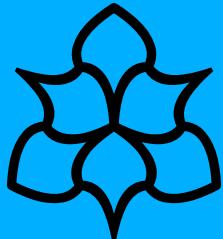
Persuasive Writing

This module is very practical.

As the name suggests, the assignment examines your writing and communication skills across a range of media. In addition to practical writing skills, it offers you a learning opportunity around theoretical concepts of persuasion, from debates to persuasive writing techniques.

Assessment type: PORTFOLIO

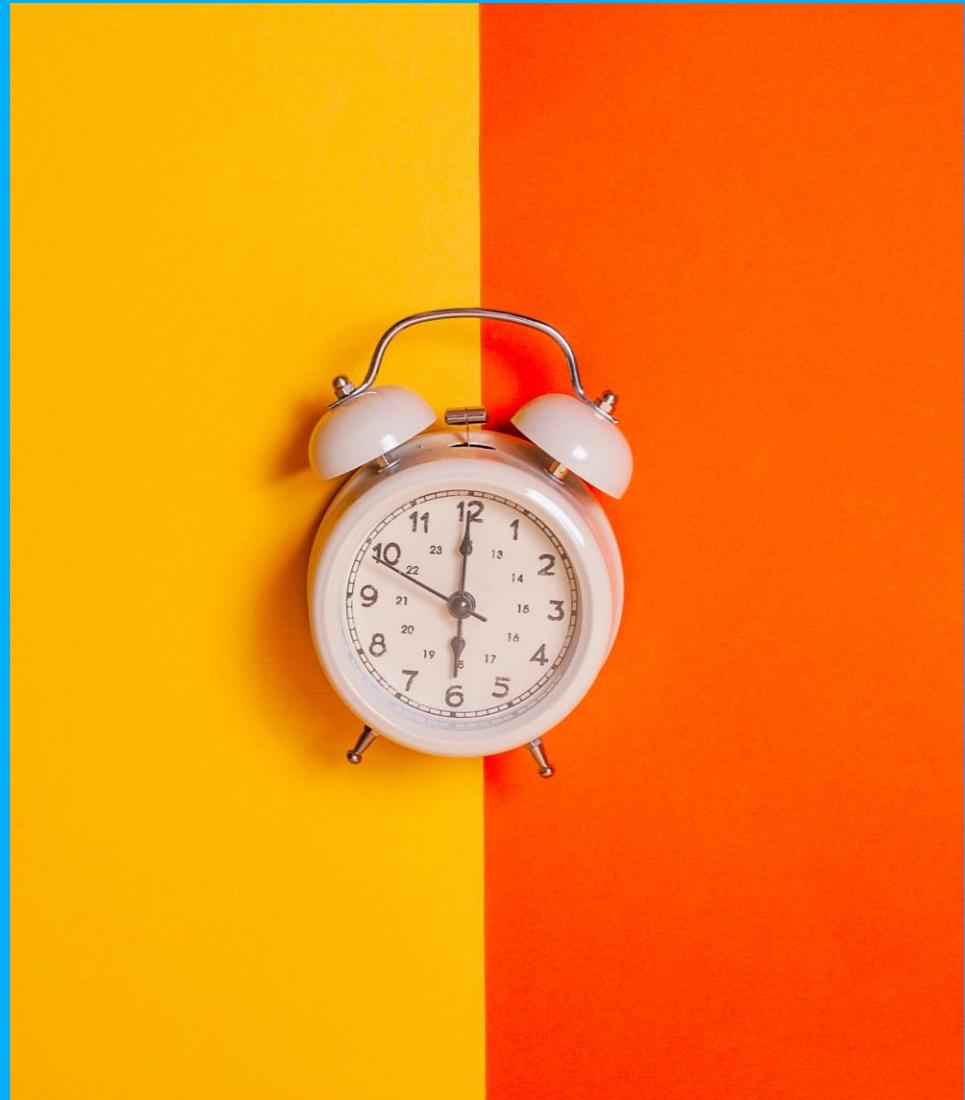




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So, what happens next?

- You will receive an email and text message from the University when the options window opens with a link to the options portal and details of how to access it.
- This email will be sent to your student email account – keep an eye out for it and flag it.
- The options selection period will open from Monday, 9th February to Friday, 13th February.
- Be prepared. Popular options can fill up fast, Log on as soon as it opens to give you the best chance of securing your first choice.





Unit Selection

Welcome to the unit selection system for the 2025/26 academic year.

Within this system you will be able to select your preference in optional units and confirm your core units.

Please note that we aim to deliver on your selected optional units and preferences, however, this may be subject to change to ensure that we are delivering the best possible student experience. In the event of a unit being under-subscribed this offer may be withdrawn. In this circumstance, we will reach out to you directly to ensure you are aware and can select an alternative unit for the forthcoming academic year. There are occasionally wider reasons why a particular option can no longer be made available. Please see the [terms and conditions](#) for further information

If you require any support throughout the selection, please click 'Support' at the bottom of the page.

Next

Support
Open hours

Additional support for choosing your Level 6 options

Module videos

- Visit the [**MIBT blog**](#) to access videos for all your optional module choices.



Podcast episodes

- Your Programme Lead has recorded a podcast episode for further advice and guidance on the options process.
- Find your programme's episode on:

[**SoundCloud**](#)



[**Spotify**](#)



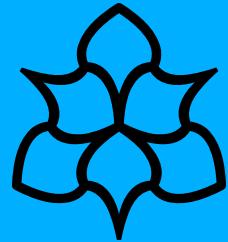
Support with selecting options during selection period

- During options selection we will have teams in place to support students:
Business School and Law
Email: businesslawoptionsupport@mmu.ac.uk
Telephone: 0161 247 3451
- Please **do not contact this number or email address before Monday, 9th February**, as that is when they will become active.
- Please do not contact teaching staff for options selection guidance.

Thank you

Choose carefully!

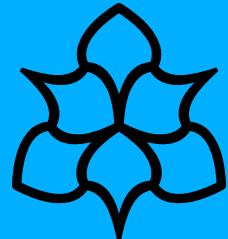
- Options Support Team:
 - Email: businesslawoptionsupport@mmu.ac.uk
 - Telephone: 0161 247 3451



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**Thank you
Any questions?**



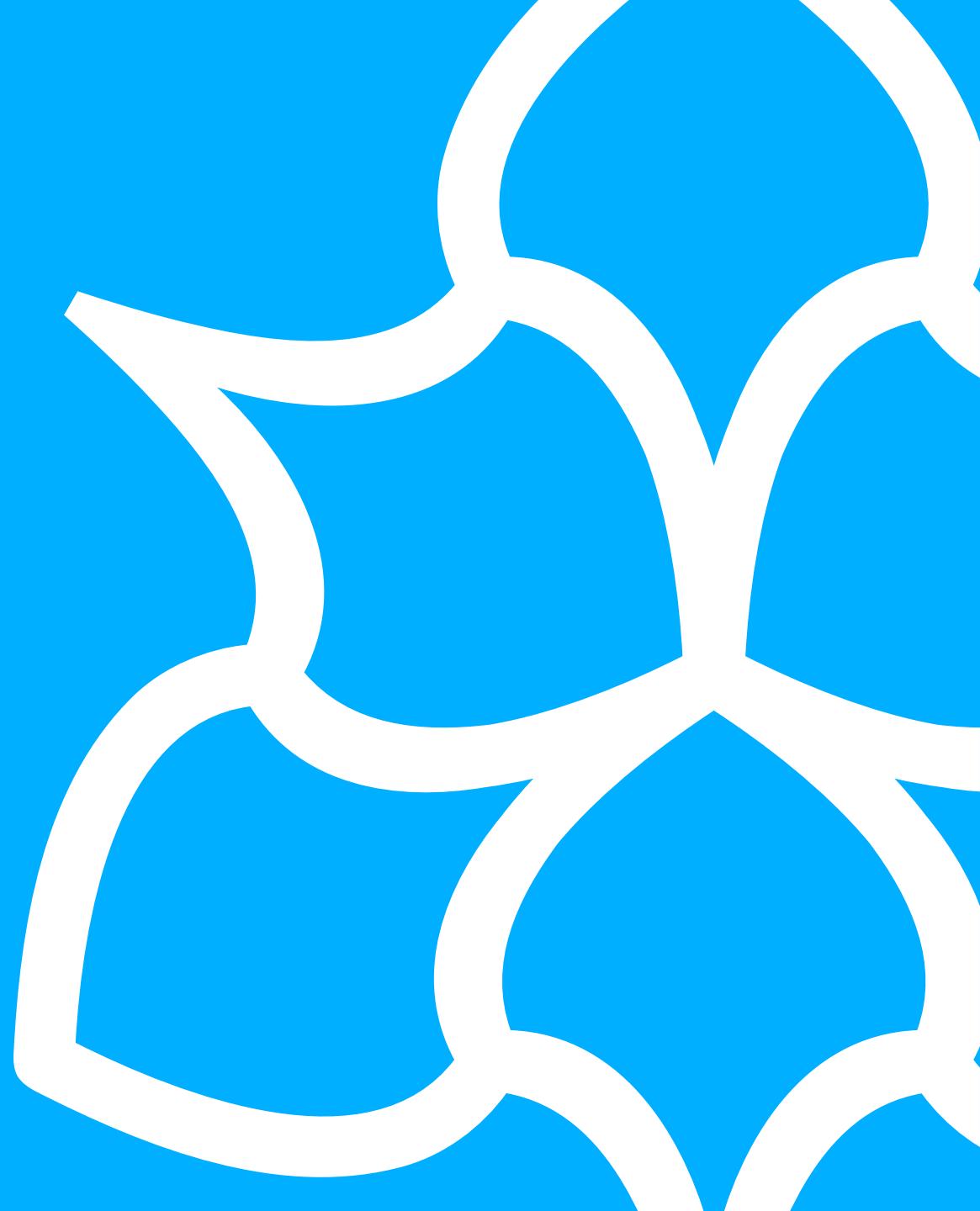


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GoGlobal

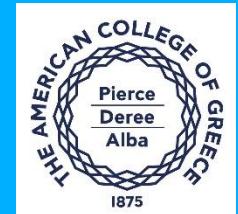
COILs and International Case Competitions

Go Global week – Monday 3rd to Fri 7th March



What is a COIL?

- **Collaborative Online International Learning**
- Students from different universities work together on an issue or topic of mutual interest.
- Example COILs include:
 - *Explore how Tesco operates in the UK and Hungary*
 - *Explore how Primark operates in the UK and Ireland*
 - *Explore how BYD operates in China and the UK*
 - *Explore the cashless economy in Manchester and Athens*
 - *Scenario planning: It is now 2025 and the United States of Europe is thriving*
 - *Work with Glebe to solve a real business problem*
 - *Work with Vodafone Egypt to solve a real business problem*



What do students do?

- Minimal academic supervision. Students run the project
- Tasks vary from COIL to COIL – every COIL is different. Typically, students must conduct research, develop data-driven proposals, and showcase their problem-solving, presentation, and teamwork skills to demonstrate business acumen
- Long-lasting friendships are made with students from around the world
- RISE points 😊
- Student outputs are typically things like:
 - Short presentation
 - Reflective essay
 - Video pitch
- Example – MMU/BBU and Tesco
<https://padlet.com/maidalamgir/coil-mmu-bbu-2024-93dzniu5mnjomu1l>



OUTLINE OF COIL PROJECT BETWEEN
MANCHESTER METROPOLITAN UNIVERSITY AND
BUDAPEST BUSINESS UNIVERSITY

2024 OCT - DEC

COIL PROJECT TEAM

DR MARK CROWDER - PROJECT LEAD
DR GÁBOR ANDRÁSI
CHIRANJEEWA ATAPATTU

What is a case competition?

- **Typical case competition – solve a real problem for a real client:**
- Students from across the faculty work in teams to analyse a situation, develop solutions, and create a realistic implementation plan for the client.
- Example cases include:
 - *Explore how Carlsberg can disrupt traditional on-trade channels, such as bars, restaurants, and cafes in order to digitally engage with consumers and ensure further revenue growth in the European region.*
 - *How can IKEA utilise both new and existing circular initiatives in their retail operations to make sustainable choices easier and more convenient for customers?*
 - *How can Pandora reach more Millennials and Gen Z consumers?*

“Representing not just my university, but the United Kingdom as well, is not something I ever expected but is something I am extremely grateful and proud of”

Nayan Higgins – Former student at Man Met. Now Audit Associate at PWC



What do students do?

- Students work in teams to analyse a real-world business problem within a limited timeframe, develop innovative strategic solutions, and present their recommendations to a panel of judges and industry professionals.
- Students must conduct research, develop data-driven proposals, and showcase their problem-solving, presentation, and teamwork skills to demonstrate business acumen
- Long-lasting friendships are made with students from around the world
- RISE points 😊

“Representing your country is something that not many people can say they have had the chance to do. So, to sit here and say I have achieved that in an internationally-recognised business case competition with 15 other top business schools around the world is a true honour”

Joshua Underhill – Final year Business and Management student



What support do students get?

- **Selection process is rigorous but rewarding**
- Students are selected from across the faculty and are trained in how to analyse complex situations. They gain knowledge in areas far beyond their own specialisms, including strategy, finance, supply chain, HR, marketing, etc and apply this to real-world business problems
- We work on presentation skills, confidence building, international cultural awareness
- We invite guest speakers from around the globe to work with our students. These include coaches and other students from award-winning universities with a strong track record over many years.
- Students put their skills to work in mock competitions and training days on-and-off campus
- Students are given the opportunity to travel internationally as part of their training
- **The university will cover all reasonable costs of the trips abroad**

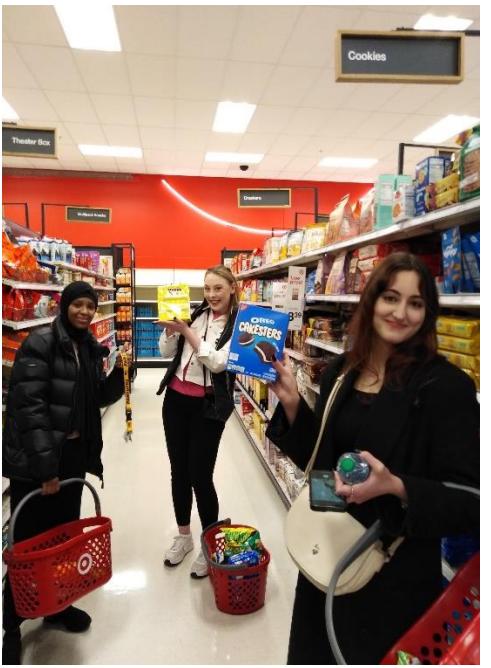




China



Italy



USA



The Netherlands



Egypt



Romania

Our track record

We have achieved an impressive track record over the past few years. Highlights include:

- ROCA 2025 – Only UK team invited. Finalist. Freya Lambert best presenter
- RICCB 2025 – Only UK team invited. Joint top of our division
- PMI Student Hackathon 2025 – student in each of the top three teams
- NIBS Worldwide Case Competition 2025 – category award: Most Spirited Team. Global finalist. Only UK team to qualify
- Kolding IBA Business 2025 – Only UK team invited. Student in winning team
- Kolding IBA Marketing 2025 – Only UK team invited. Student in second-placed team
- EM Cup 2025 – 3rd place overall. Best white paper in Europe
- AUC / MMU competition 2025 – Student in winning team
- NIBS Business Plan Competition 2025 – Only UK team to qualify. Joint 5th place
- STR Data Competition 2024/5 – European 3rd place. Global finalist
- Kolding IBA Business 2024 – Only UK team invited. Student in winning team
- ICDC Cairo 2024 – gold medal (competition winners)
- Cesim 2024 – student in 4th placed team.
- NIBS Worldwide Case Competition 2023 – Global finalist. Only UK team to qualify
- STR Data Competition 2023/4 – European 4th place
- EM Cup 2021 – 2nd place overall



Some of our successes!



The American University in Cairo
School of Business
El-Khazindar Business Research and Case Center

IVEY | Publishing

International Case Development Competition (ICDC 2024) Winners

1st Place

Ayia Alaoua
Manchester Metropolitan University

Amiro Omar
Manchester Metropolitan University

Divya Patel
Manchester Metropolitan University

Evergreen Organics: Scaling Sustainable Dining in the Middle East



Our plans for this year

This year we are entering more competitions than ever!



Rotterdam / Carleton International Case Competition



International Case Development



The World's Leading International Business Case Competition



Global Case Competition at Harvard



PLUS ... MORE COMPETITIONS ARE IN THE PIPELINE!

Next steps ☺

Are you interested?

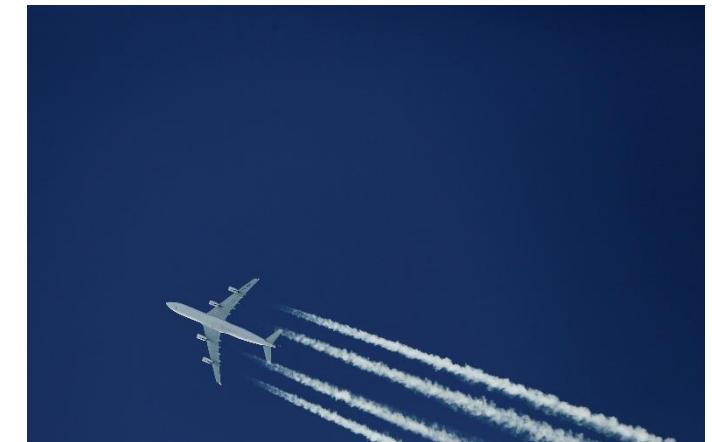
To be considered for COILs, you will need to:

- Be able to follow instructions ☺ (Name, ID, programme of study is one example ☺)
- Demonstrate punctuality and levels of engagement with the programme you are studying
- Demonstrate engagement with the COIL programme



To be considered for competitions, you will need to:

- Be able to follow instructions ☺ (Name, ID, programme of study is one example ☺)
- Have a valid passport with a long enough expiry date
- International students....your visa will have to allow you to travel
- Demonstrate punctuality and levels of engagement with the programme you are studying
- Demonstrate ability and commitment throughout the training programme and beyond.
- Engagement with COIL will help, but it is not strictly required



Next steps ☺

Are you interested?

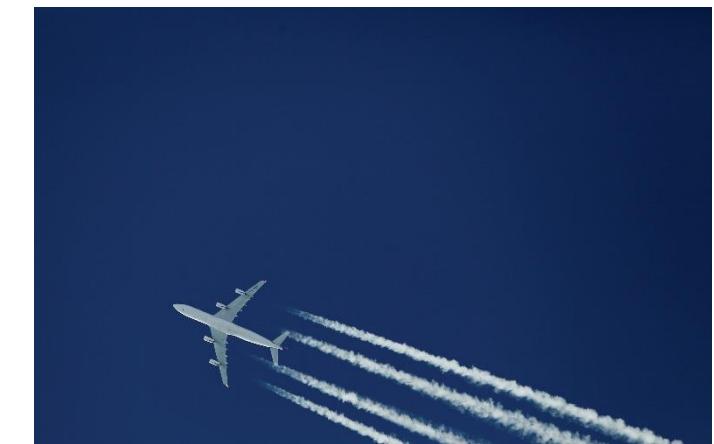
COIL

- **Email Gillian Cosser** with a 150-word statement explaining why you would like to be considered for COILs. **Subject area should say COIL - Please include your name, student ID and programme of study**
- We will get in touch with successful applicants to confirm, and then we will be in touch again as and when COIL opportunities become available.



International competitions

- **Email Gillian Cosser** with a 150-word statement explaining why you would like to be considered for International competitions – OR – if you are interested in COILs as well, use a 250-word statement that covers both. **Subject area should say International Competitions - Please include your name, student ID and programme of study**
- We will get in touch with successful applicants to confirm, and then we will be in touch to invite you for shortlisting via solving a brief case and presenting to a panel. We will then be in touch with successful candidates to embark on a series of intensive training sessions to get you ready for competitions.

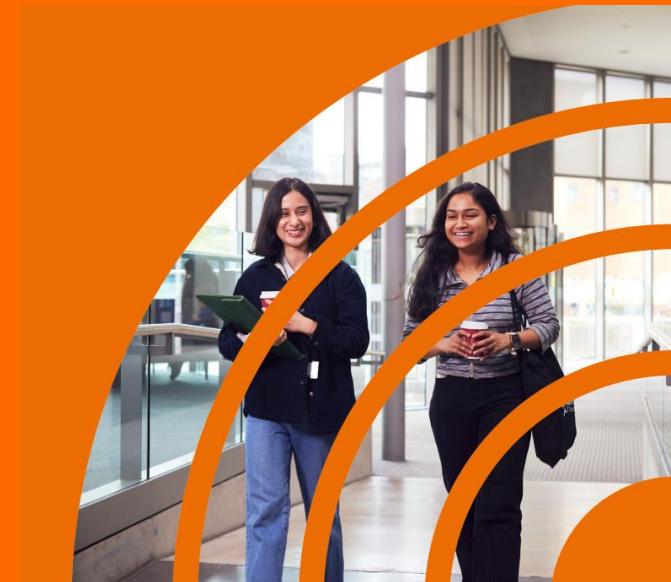


g.cosser@mmu.ac.uk

Faculty of Business and Law

GoGlobal: Summer school opportunities

Applications Now Open



Summer Schools 2026 – Do you want an international experience?

- We are offering to send approximately **6 students** from each department signed up for this experience **at level 5** for a one-week Summer School experience. We will also send staff with you to ensure you are safe.
 - We will pay for the Summer School*
 - We will pay for your accommodation
 - We will pay for your return journey from Manchester Airport – for each trip you will all travel together.

*Student contribution will be £100 for all Summer Schools, except for Hanoi, which is £200.

What do you need to do:

- Check your MMU email or use the QR code application form link (at the end of these slides).
- Be free to travel during the dates of the Summer School you apply for
- You will be responsible for the cost of your food, although we have a mobility fund for any students where this may be a problem.
- Remember... you can only apply for one trip

Requirements to apply

- **Have a minimum of 60% average GPA from Semester 1 2025/26 academic year**
- Have a good attendance record in Semester 1 – we are looking for **minimum 65%**
- **You will have to attend 4 activities within GoGlobal: week 6 (week beginning 2nd March 2026) we will check the RISE platform as evidence of attendance.**
- 50% of the places will be prioritised for students on the student welfare package.
- *Level 5 is year 2 undergraduate (note you have to be a permanent student, not a visiting student, to be able to apply)
- **If you are selected, pay a non-refundable deposit to show you are serious**
- **If the deposit is a problem, don't hesitate to get in touch with ggsmf@mmu.ac.uk for information on our GoGlobal Student Mobility Fund.**
- **It is expected that the demand for places will be competitive, so you can only apply for one Summer School from the experiences offered.**
- **If you are attending a Spring School, you can not apply for a Summer School**

**Summer School:
International Management
Institute – Lucerne,
Switzerland. 31st May – 3rd
June 2026**

- 5 days agenda, including classes
- Cultural excursions
- Industry/ company visit
- Meeting with local students
- Accommodation included
- Includes public transportation/ private transportation to and from companies/institutions/cultural visits, coffee breaks during the in-class sessions, and full board when on Campus



Summer School:- Cett

University of Barcelona.

27th May – 3rd June 2026

(exact dates TBC)

- 7 days agenda, including classes
- Cultural excursions
- Industry/ company visit
- Meeting with local students
- Accommodation and Most meals included
- Includes public transportation/ private transportation to and from companies/institutions/cultural visits, some meals



Summer School: British University Vietnam (Hanoi) 17th May – 1st June 2026.

- 15-days agenda, including classes
- Cultural excursions
- Industry/ company visits
- Meeting with local students
- Accommodation included
- Includes private transportation to and from companies/institutions/cultural visits, coffee breaks during the in-class sessions, Welcome and Farewell Dinner
- **NB. £200 student contribution for this trip**



Summer School: S. P. Jain Institute of Management & Research in Mumbai

27th May – 3rd June 2026

- 5 days agenda, including classes
- Cultural excursions
- Industry/ company visits
- Meeting with local students
- Accommodation included
- Includes private transportation to and from companies/institutions/cultural visits, coffee breaks during the in-class sessions, Welcome and Farewell Dinner



Apply Now for Summer Schools – Deadline 12 noon 9th February

Access the application via this QR code

Rise x Future Me at Manchester Met – Hong King Summer School



Placements

The Undergraduate Placement Year



Minimum 36 Weeks



You remain a student



Eligible to apply for
Student Finance



An accredited and
assessed part of
your degree



Scan me to go to the
Placements
Website

Why do a placement?

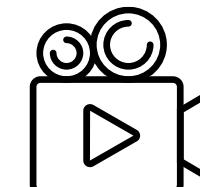


Next steps

- **Look at opportunities and resources on Career Hub**
- **Think about what you might want to do as a placement**
- **Use Prospects to help consider future careers**
- **Network and attend Careers Events**
- **Get your CV ready**
- **Consider boosting your experience – LinkedIn Learning**



mmu.ac.uk/placements



Why should I
do a placement?



Questions



Ask A Question

Visit mmu.ac.uk/careers

MIBT social media & podcast

- [Blog](#)
- [LinkedIn](#)
- [Instagram](#)
- [TikTok](#)
- MIBTalk podcast:
 - [SoundCloud](#)
 - [Spotify](#)



