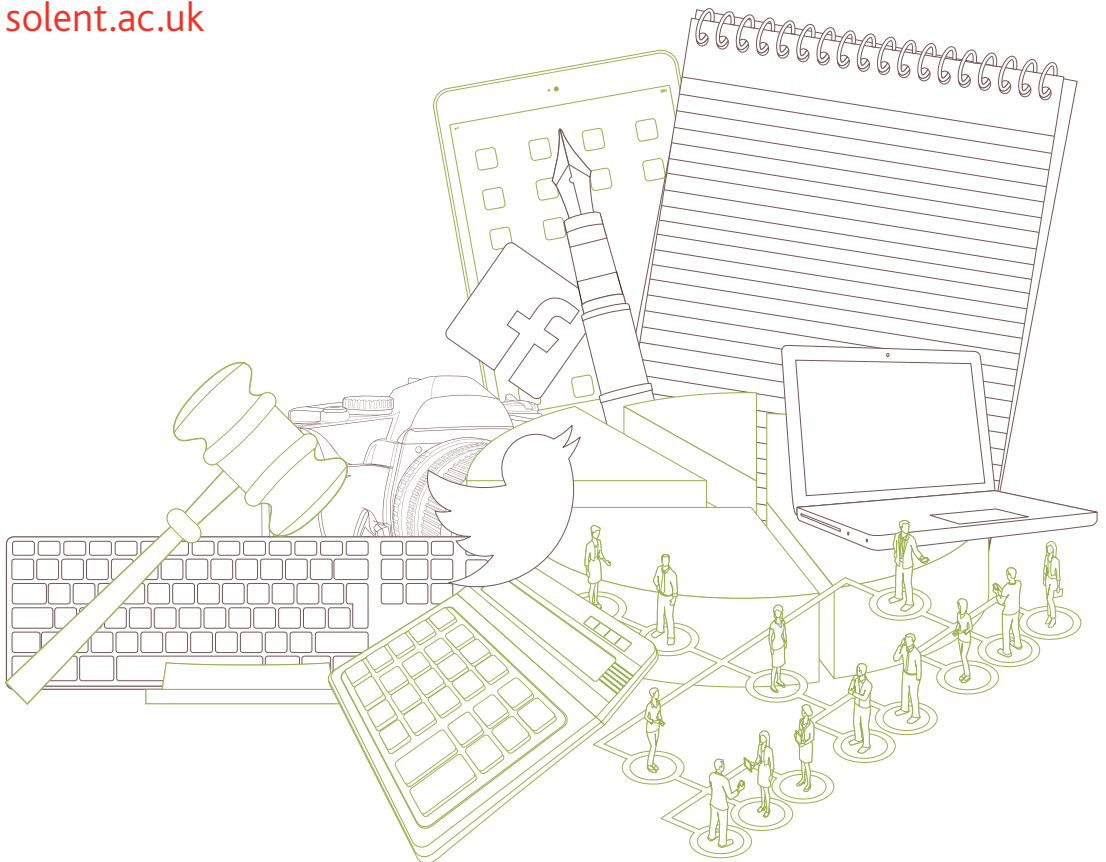
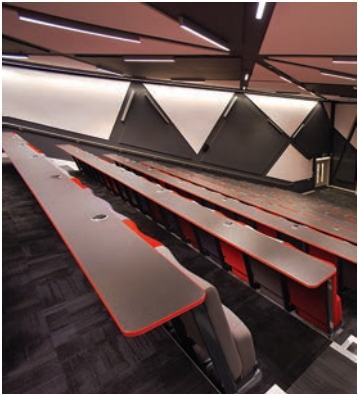


BUSINESS, LAW AND COMMUNICATIONS

Industry-focused courses

solent.ac.uk







Welcome

Students are at the centre of everything we do in the School of Business, Law and Communications.

I want to see our students maximise their potential to become confident and capable graduates who are highly satisfied with their university experience, and thereby go out to get good jobs, both in Britain and the global business environment.

I wish you every success with your studies.

**Dr Michael L Nieto
Director, School of Business,
Law and Communications**

Southampton Solent University is an open, friendly and inclusive university with around 11,000 students from over 100 countries. Our enthusiastic teaching team and modern facilities provide you with wonderful opportunities to learn, make friends and gain the knowledge and skills you need for your future career. Our staff are committed to ensuring that current business practice and research are part of your learning experience. Lecturers at Solent take part in conferences around the world and issue business publications and articles that are used by other universities.

We offer a range of exciting courses developed with industry experts and taught by talented practitioners and academics. Our students go on to careers in business, law, the creative industries and media.

The city of Southampton is vibrant and modern, with something to offer everyone. The University's East Park Terrace campus is in the city centre, surrounded by spacious parks. Our latest multi-million-pound building project – the Spark building – has great new teaching facilities and provides an exciting, modern and environmentally friendly space for social events, teaching, exhibitions and shows.

All the best of Southampton is within easy walking distance of campus and our student residences – restaurants, bars, nightclubs, museums, galleries, theatres and one of the biggest shopping centres in the south are just minutes away. Southampton has excellent transport links by road, rail and air. Visitors can fly directly into Southampton International Airport, while London is just 90 minutes away by car or train.

Our courses

To help you find the right route through your education, we offer HNCs, HNDs, foundation years and top-up courses, as well as our undergraduate degrees.

Undergraduate honours degrees usually take three years, with some offering a four-year option that includes a year abroad, a work placement (WPLa) or a study abroad placement (SPLa).

Foundation (Fdn) years are ideal for people without the usual academic qualifications/experience for an undergraduate degree. Over one year you'll learn essential study skills and prepare to join a specialist degree the following year.

Foundation degrees are two-year courses, usually focused on a specific career or sector, equivalent to the first part of an undergraduate degree.

Higher National Certificate (HNC) courses (two years part-time) are vocational undergraduate qualifications. This is the level below an HND but can be topped up to a full degree.

Higher National Diploma (HND) courses (two years full-time or three years part-time) provide work-related experience and knowledge. Once completed, you'll be able to top up to a full undergraduate degree.

Top-up courses take place over one year and allow you to top up your foundation degree or HND to a full BA (Hons), BSc (Hons) or BEng (Hons) degree.

New courses are regularly introduced – please visit our website for an up-to-date list.

Jargonbuster

There's a lot of terminology surrounding coming to university – here's a quick guide to help you.

Further education – follows on from compulsory secondary school – for example, A-levels, BTEC, diplomas and so on.

Higher education – follows on from further education, at a university or other HE institution – for example, an undergraduate degree or HND.

Hons – short for 'honours', this shows that your degree includes the maximum number of units. All of our undergraduate degrees are honours degrees.

Undergraduate degrees – a first degree, also called a bachelor's degree, these are classified by subject type:

- BA (bachelor of arts) – business or creative courses
- BEng (bachelor of engineering) – engineering-related courses
- BSc (bachelor of science) – science-related courses
- LLB (bachelor of laws) – law-related courses



Online course comparison tool

You may be interested in more than one course. Visit solent.ac.uk to see which one would best match your aspirations.



Disclaimer: every effort is made to ensure that the information given in this brochure is correct at the time of publication and that the course information accurately describes the courses offered by the University. However, from time to time details change; you should contact the University to verify information, especially if you wish to place particular reliance upon it prior to accepting an offer.

Business, Management and Law

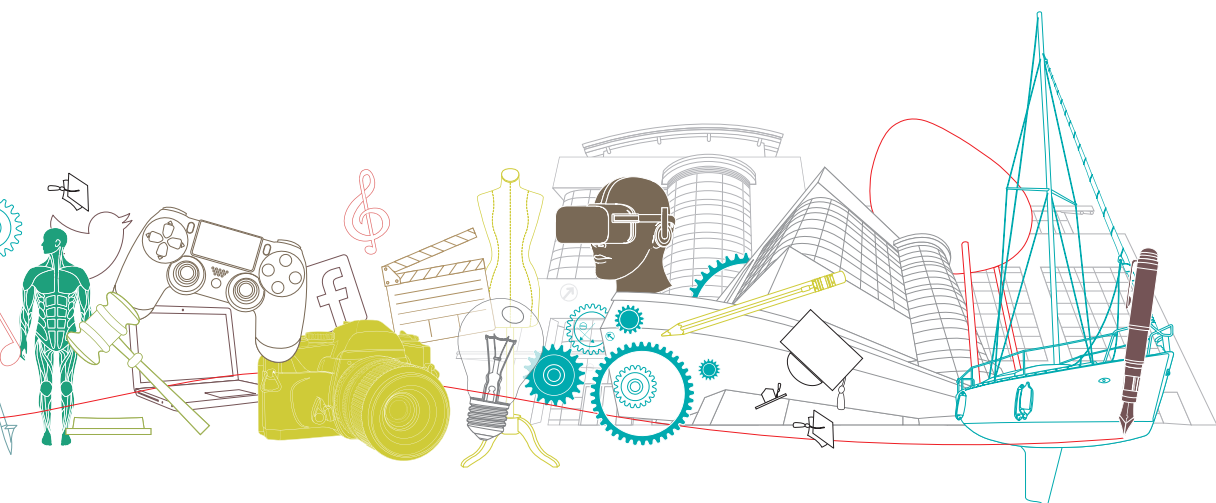
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*Foundation year route available – please check the relevant course webpage for detailed information.



“

The University offers support to develop your talents and helps you with getting into the workplace and facing the real world. ”

Lucia, BA (Hons) International Business Management student



Support and funding for student/ graduate start-ups



Gold-standard award from the Association of Chartered Certified Accountants



Opportunities to study for PRINCE2® project management and other professional courses



Founding member of the Southampton City Law Network



Holder of the Small Business Charter



BUSINESS, MANAGEMENT AND LAW

From start-ups to multinationals, business and law drive and regulate the world economy – and offer a wealth of career paths across every industry, from retail to shipping, tourism to sport, and events management to fashion.

If you have a head for facts and figures, you could be balancing the books in an accountancy firm or managing multi-million-pound portfolios as an investment banker.

Perhaps you'll use your knowledge of the global economy to improve business, or combine your commercial sense and creative flair to devise that brilliant advertising campaign that everyone's talking about. You could develop a career in human resources, making sure your organisation has the right people in the right places.

Or if you're fascinated by the laws that shape society and business, you could practise law as a solicitor, barrister or commercial lawyer. Or you could protect one of an organisation's most important assets – its reputation – thanks to your understanding of public relations. Whatever your strengths, the world will be your oyster.

Solent degrees are designed with input from employers and industry experts, and you'll be supported to develop the skills they are looking for. Many degrees also feature industry-recognised accreditation or provide exemption from professional examinations, helping to put you ahead of the pack from day one.

Meanwhile, partnerships between the University and local organisations can offer you fantastic opportunities to boost your career, through live briefs, consultancy projects and a range of flexible work placements. There's also a wealth of support on offer for student entrepreneurs: business start-up advice, funding, office space, guest speakers and the Solent Sparks Society providing support for budding entrepreneurs.



ACCA

This professional course provides specialist tuition in the principles of accounting and is specifically designed to help you take your ACCA qualification exams.

Taught by an experienced course team from public practice and various industries, you'll be supported to build the accountancy skills and knowledge necessary for professional practice in a range of businesses and sectors. You'll also have the chance to attend regular enrichment weeks, providing you with opportunities to meet with external professionals and gain valuable insight into career options.

Upon successful completion of the ACCA qualification and three years of relevant work experience, you can use the letters ACCA or FCCA after your name (depending on your grade of membership), and will be able to work in all areas of the profession, from public practice or industry to central or local government.



LENGTH: 1 to 3 years

solent.ac.uk/ACCA



I was always interested in doing something related to accounting and Solent offered the combination of units I wanted to study. I like the supportive and helping environment of the University. The guest lectures I attended during the employability week were very helpful too. ”

Ramandeep, BA (Hons) Accountancy and Finance student



BA (Hons)

Accountancy and Finance

There's a strong emphasis on your future career on this challenging professional course, and recent graduates have found roles at Ernst and Young, PWC and Vodafone.

The course supports you to develop the skills to get started in a career in accountancy or finance, from enquiry, analysis, interpretation and communication to knowledge of the latest accounting techniques and software. You'll be encouraged to carry out relevant work placements, building hands-on experience and professional connections.

You'll also have the chance to choose a year in industry between the second and third years, and the University's placement team can support you in finding a suitable position.

Whatever path you choose, you'll be taught by an experienced and professional course team, many of whom are qualified accountants. You will also gain exemptions from up to two-thirds of professional exams such as ACCA, CIMA and AIA.

We'll also help you build up your contacts with employers; in the past this support has included running an employability week, with guest speakers from industry and the chance to work on real-world briefs.

You'll cover a wide area of business interests, from industry, retailing and manufacturing to the financial services sector, helping prepare you for roles in organisations from SMEs to large multinationals.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: NN34

solent.ac.uk/NN34



BSc (Hons)

Accountancy and Finance (Top-up)

On this one-year top-up course you'll be supported to develop the skills required to go into a variety of roles in business, management and finance environments – from accountancy practices, business and the public sector to banking, insurance, the stock market, tax advice, credit consultancy, financial services, management and more.

You'll build on your existing qualifications and experience to gain a valuable honours degree, while improving your general business knowledge.

There's a focus on finance and accounting, and you'll be encouraged to develop your own research and analytical skills through a dissertation.

The course team has strong links with industry, and past students have had the opportunity to attend guest lectures and work on live assessment briefs to develop their learning, while also building up a network of industry contacts.

We'll also encourage you to develop your employability through focusing on your CV and professional networking, as well as refreshing your academic writing. Recent graduates from this course have moved into the financial sector, finding roles such as chartered accountants and business analysts.



LENGTH: 1 year
UCAS CODE: N4N3

solent.ac.uk/N4N3



BSc (Hons)

Business Administration (Top-up)

On this course you'll be supported to develop fantastic future job prospects and active links across the business world.

This one-year top-up course will enable you to convert your existing qualifications and experience into an essential honours degree, and will support you to develop your knowledge further in general business and management skills.

You will work with students from the UK and overseas, collaborate on projects and have the chance to manage live briefs and make pitches to industry representatives.

You'll also do your own research on a relevant business administration problem, developing your real-world business skills.

Thanks to the industry contacts and extensive experience of the academic team, your learning will keep you right up-to-date with the latest industry developments, helping you on your way to the world of work.

We'll encourage you to boost your employment prospects by focusing on your CV, professional networking and academic writing, and there's also the opportunity to develop your skills further and learn from industry by attending guest lectures. In the past this has included talks by Solent's honorary doctor and *Dragons' Den* star Theo Paphitis.



LENGTH: 1 year
UCAS CODE: N101

solent.ac.uk/N101



HND

Business and Management

Designed in conjunction with industry and running for over 20 years, this innovative HND Business and Management supports you to develop the key transferable skills to take on a range of roles after graduation.

You'll study a variety of units reflecting the nature of the modern business environment, including marketing for business and business strategy. You'll also have the opportunity to select optional units in the second year, helping you build a course suited to your research interests.

The University has strong links with industry, and past students have had access to some of the UK's most inspiring business leaders, including guest lectures from the stars of TV's *Dragons' Den*. You will also have the chance to work on live briefs to develop your learning further – previous students have benefited from pitching ideas to companies including Mercedes-Benz and Ahmad Tea.

Graduates of this course can progress to a range of career destinations including retail, management, hospitality and leisure. Many students also progress to top-up degrees to gain a full honours qualification.



LENGTH: 2 years
UCAS CODE: 102N

solent.ac.uk/102N



HND

Business and Marketing

This well-established and highly regarded course will support you to develop a comprehensive understanding of business, while specialising in marketing.

Explore a range of areas, including marketing for business and marketing planning, while being supported to develop the key transferable skills required by industry after graduation, including communication, presentation, project management and teamwork skills. You will also have the opportunity to select optional units in the second year of study, allowing you to build a course suited to your research interests.

The course team is made up of experienced lecturers who will give you a wide view of business and marketing, and who have key links with industry. These links mean you'll have the chance to attend guest lectures to hear from businesses about the current state of the industry, while learning from real case studies. The School of Business, Law and Communications holds the Small Business Charter award, recognising Solent's role in helping small and medium-sized businesses set up by student entrepreneurs.

Upon successful completion of the HND you will have the opportunity to progress to the BSc (Hons) Marketing or BSc (Hons) Business Administration top-up programmes, gaining a full honours degree with one further year of study. Graduates may also progress to a range of industries after completion, including sales and marketing.



LENGTH: 2 years
UCAS CODE: 52NN

solent.ac.uk/52NN



BSc (Hons)

Business Economics

On this course you'll study economic theory and how it applies to the world of business, and be supported to develop numerical, research-orientated, collaborative and problem-solving skills.

Learn to see the world as economists do and improve your understanding of business. You'll also have the chance to gain work experience in a real-world setting as part of your final-year project. In the past this has included doing research for organisations such as Southampton City Council, Hampshire Constabulary and BT.

There will be plenty more opportunities to get hands-on experience – for example, with two weeks of work

experience in the second year. You will also have the opportunity to choose from a selection of optional units, specialising in business, economics, international finance, or a combination of the three.

On the academic side, the teaching team has extensive research and business experience, so you'll be right up-to-date with the latest developments and industry practices. We also invite regular guest speakers to run seminars and workshops on current business issues, giving you greater insight into the world of work. Past speakers have included Solent honorary doctor Theo Paphitis, as well as other prominent business figures.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: L110

solent.ac.uk/L110



BA (Hons)

Business Enterprise with Entrepreneurship

Learn what it takes to run your own business on this exciting course, offering both an in-depth look at the concept of entrepreneurship and a traditional education in essential business management skills.

Throughout the course you will benefit from a unique and varied curriculum developed in consultation with local employers and entrepreneurs, covering a range of topics including marketing, the law, finance and management. This allows you to develop a broad base of transferable skills to help you after graduation.

Thanks to the University's close links with business, there are opportunities to attend guest lectures. You may also have the chance to work on live client briefs as part of your final-year business consultancy project. This project enables you to develop consultancy skills while at the same time undertaking in-depth business troubleshooting exercises.

Suitable roles for graduates may include setting up their own business or continuing to grow the business that they set up during their studies. Alternatively, graduates could go into conventional employment in strategy-based roles. There is also the opportunity to progress to valuable professional qualifications to develop your skills further, including CIM and PRINCE2 Project Management.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: N100

solent.ac.uk/N100

“

I applied for the PepsiCo summer internship programme and, after the assessment centre, was offered a place. After a successful summer with PepsiCo, I've now been offered a place on the fast-track training programme after I graduate. PepsiCo says that it took me on because of my unique degree, relevant but varied work experience and outgoing attitude. ”

Charlie, BA (Hons) Business Management graduate



BA (Hons)

Business Management

Build the skills and knowledge that employers are looking for on this modern business management degree.

The course is supported by a team of experienced and dedicated academics who maintain close links with industry, which enables you to benefit from a range of guest speakers and learn vital insight from professionals. Recent speakers have included representatives from Carnival UK, Enterprise Rent-a-Car, Matchtech Group, Theo Paphitis Group and IBM.

Solent University is also one of Britain's top 25 universities for graduate start-ups* and holds the Small Business Charter award, recognising its support to small businesses in the area.

Work experience opportunities aim to help you shape your business expertise, and recent placement providers have included Ralph Lauren, Holland and Barrett, and John Lewis Partnership. We also have strong partnerships with local organisations, enabling students to build close links with potential employers and take part in live briefs. In the past this has included Southampton City Council, Marwell Zoo and Ahmad Tea.

You will also have the opportunity to study a range of professional qualifications alongside your degree, including CIM and PRINCE2, giving you a real advantage by demonstrating to employers that you are educated to a standard put in place by the industry itself.

Recent graduates have gone on to a range of exciting and varied roles, including business analyst with J.P. Morgan, the graduate programme at FujiFilm UK Ltd, new-build project co-ordinator for Carnival Corporate Ship Building and founder of ThinkEngine.

*Higher Education Business and Community Interaction (HE-BCI) Survey, 2014/15.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: N200

solent.ac.uk/N200



Quentin Richard, co-founder of footwear label Piola – BA (Hons) Business Management graduate

Kick-starting sustainable success

Independent footwear label Piola, set up a few years ago by Solent business management graduate Quentin Richard and his co-founder Antoine Burnier, aims to establish a sustainable business with rubber and organic cotton producers in Peru – with Piola paying three to five times the market price for their materials.

Quentin and Antoine have also found innovative ways to fund their business. Instead of seeking funding from a bank or venture capital company, the Kickstarter crowdfunding platform

allows people like Quentin to publicise their project and collect pledges from the public, providing the capital to get Piola off the ground.

"Crowdfunding is a wonderful tool which helped us build our company, finance our production and get new clients and press articles on a worldwide market," said Quentin, who graduated from Solent in 2009.

Only 28 per cent of the fashion businesses launching a project on a crowdfunding platform obtain the expected funding – but Piola hit its \$60,000 target in just 25 days, and

raised over \$85,000 overall. Using Kickstarter also helped Piola convince American stores to consider its products, since the funding platform is popular in the USA.

"Our project is very important to us," said Quentin. "The development of economic and social projects with our producers in Peru is the base of our brand. And thanks to Kickstarter, people know that there are alternative and realistic economic models in the fashion industry or for other types of product."





BA (Hons)

Creative Enterprise (Top-up)

Develop an impressive portfolio of work in a creative agency while building on your existing qualifications towards an honours degree.

This one-year top-up course is delivered within Solent Creatives, our in-house creative agency, and is designed for students who are already confident practitioners of their chosen creative discipline but would like to develop a portfolio of work and gain the business skills to work in the creative industries.

Solent Creatives will support you as you work with businesses on creative projects, while teaching you how to launch your own business or succeed

as a freelancer. This unique opportunity supports you to build on your existing qualifications, learning essential business skills and earning a full UK honours degree in just one year.

The course has a key focus on helping you develop enterprise skills, and the varied curriculum looks at areas including portfolio techniques, business management, marketing, the creative climate and critical thinking.

Throughout the course you will have the opportunity to use a range of facilities to support your studies, including high-end film-making technology, design and photography studios, and the latest computing hardware.

Suitable roles for graduates may include freelance creative work, entrepreneurship, account management, creative agency positions and creative directors.



LENGTH: 1 year
UCAS CODE: PP31

solent.ac.uk/PP31



BA (Hons)

Criminal Investigation with Psychology

This exciting interdisciplinary course will help you understand the underlying social and psychological causes of criminality, focusing on the various forms of criminal behaviour and the ways in which the UK handles criminal justice.

Alongside a foundation of psychological inquiry and research, you'll study the methods by which crimes are investigated, responsibility allocated and prosecutions secured.

The course offers you the opportunity to build a solid knowledge of criminal investigative practices, seeking to understand how and why people think and interact in the ways they do, and to consider the implications of

psychological and criminological research for criminal investigation.

There will be plenty of opportunities to get hands-on, and you may also have the chance to go on a study trip to the USA, visiting criminal justice agencies there and comparing the approach and attitudes of the USA with those of the UK.

You'll receive support to get that all-important internship and work experience with criminal justice groups, and attend a varied programme of guest lectures.

You can also volunteer or do work shadowing, getting a behind-the-scenes look at agencies such as the

special constabulary, or drugs, alcohol, youth and victim support services.

On graduating, opportunities could be available to you in criminal justice agencies such as the police and the National Crime Agency where a good knowledge of criminal investigation and psychological theory are particularly important for understanding and preventing crime.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: L4C8

solent.ac.uk/L4C8

“

Studying criminology at Solent University has been life-changing. The lecturers made studying this course even more interesting, due to them all being so passionate about their field. We had the opportunity to go to Washington DC, undertake great volunteer roles and develop lots of professional contacts within our field. ”

Hannah, BA (Hons) Criminology graduate



BA (Hons)

Criminology

Explore the definition, nature and incidence of crime – and explanations for criminal behaviour – on this fascinating course which our students have given a 96 per cent overall satisfaction rating in the National Student Survey (2015).

Different perspectives on policing, investigation, prosecution and punishment will be looked at, as well as the experience of crime victims and how crime is portrayed in the media.

Guest lectures and study visits offer you inside knowledge and a fascinating insight into the world of criminology. Visits have included to the Old Bailey, prisons and the Houses of Parliament, as well as to the USA

to see American criminal justice agencies in action

You can take part in mock sentencing scenarios, business impact reports and crime scene management, helping to bring the subject to life.

You will be offered access to work experience opportunities through Solent's strong ties to the local criminal justice system. Previous internships and work placements have included the Association of Chief Police Officers Criminal Records Office and the prison service, as well as positions with criminal justice groups.

You can also volunteer or do work shadowing, getting a behind-the-scenes look at agencies such as the special constabulary, or drugs, alcohol, youth and victim support services.

On graduating, opportunities could be available to you in the police, youth offending teams or customs and excise. You could also take a more specialist role depending on your interests, whether as a crime analyst in police services, a cyber-security officer, a fraud investigator or similar.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: M930

solent.ac.uk/M930



PC Jeanette Denton, Southampton Solent University
Engagement Officer, Hampshire Constabulary –
BA (Hons) Criminology graduate

"The variety of modules, flexibility of learning experience and lecturer knowledge in the field was amazing.

"My course gave me a good grounding and insight into criminology-related subjects at work.

"Uni life was a great experience all round. Studying certainly makes you feel more confident in completing CVs and applications.

"The main focus of my job is geared towards crime prevention in the local community, raising awareness of

certain issues, identifying patterns of criminal behaviour and responding to them. I also work with the partner agencies to ensure that we are engaging with the local community. I enjoy my job – every day is different."



BA (Hons)

Criminology and Psychology

This exciting course gives you the opportunity to focus on different aspects of both criminology and psychology.

You'll have the opportunity to learn to understand the social, psychological and economic factors contributing to criminal behaviour, examine forms of crime and criminality, and study criminal justice structures and processes.

The course offers you the opportunity to build a solid knowledge of psychological working practices, seeking to understand how and why people think and interact in the ways they do and to consider the implications of psychological findings for criminology.

There will be plenty of opportunities to get hands-on, with the possibility of study visits to the USA, internships and work placements with criminal justice groups, and a varied programme of guest lecturers. Previous placements have included the Association of Chief Police Officers Criminal Records Office, the prison service and the Youth Offender Panel.

If you have a particular interest in criminal psychology, you could choose to work as a mental health case worker in local authority community safety units, or within the National Crime Agency, for instance, where psychological theory is particularly important for an understanding of crime.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: MC98

solent.ac.uk/MC98



After graduating, I worked for Cunard in Southampton, organising the inaugural events for Cunard Line's new ocean liner Queen Elizabeth - named in Southampton by Her Majesty the Queen - which were attended by 5,000 guests.

The role was highly pressurised and demanding, and required a reliable team player who could work to tight deadlines and be well co-ordinated, organised, proactive and trustworthy. My time at Solent gave me those skills. ”

Jantina, BA (Hons) Events Management graduate

BA (Hons)

Events Management

We know there's no substitute for experience, and there are many opportunities to build hands-on experience on this highly practical course.

You'll have the chance to work at live events to develop your studies and hone your skills. In the past students have been involved with events such as Southampton Boat Show, the Blissfields and Isle of Wight music festivals and rugby's Six Nations. Further previous placements have included the 2012 Olympics, the Paris Motor Show, corporate hospitality for the Rugby Football Union and the Aegon tennis championships, and festivals including Beach Break and Boardmasters.

Learn to analyse event requirements and apply management skills, both as part of a team and as an independent learner. You'll be assessed largely on how well you plan, organise and deliver special events, so practical experience is crucial. These skills will support you for a wide range of careers, and previous students have gone on to in-house corporate events companies, PR agencies and consultancy positions, as well as planning and project management roles in almost any sector.

The University is also a founding member of the Association of Events Management Educators, so you'll have the chance to meet guest lecturers, enter competitions and attend seminars from industry professionals and future employers.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: N820

solent.ac.uk/N820



James Merrick, director and founder, All About ME Marquees – BA (Hons) Events Management graduate

"I started at Southampton Solent University in 2009 with the intention of furthering my career in the sailing industry, but while learning a mixture of different topics connected to the events industry, my girlfriend Sam and I decided to start our own company in the marquee industry.

"Sam and I are now married and running All About ME, a tipi hire company which is based in the north-west of England and delivering events nationally. Our main market is weddings; however, we've hosted

many successful corporate events for companies such as Candy Stock and Spinningfields in Manchester.

"We completed our first year of trading in 2013, and it was a successful one! We won Best Marquee Provider in the North West of England at the Wedding Industry Awards 2014, and we were also nominated for the best national newcomer to the industry.

"Sam and I both graduated with first-class honours, and Solent University's facilities and support programmes for start-up businesses were a big part

of helping us achieve our dream and making All About ME a success.

"There are so many elements Solent helped us with when we were starting our business, such as health and safety courses or learning valuable skills such as Gantt charts and event organisation – all of which played an invaluable part in the success of our company."





BA (Hons)

Festival and Event Management

If you dream of a career in festival management and outdoor events, this is the course for you. With a key focus on practical event management techniques and business theory, this hands-on course supports you to develop the key transferable skills required to help you on your way to an exciting career.

Throughout the course you will have opportunities to gain vital hands-on experience at events including nightlife entertainment, live performances, networking events and award ceremonies. Past students have also visited event businesses and industry exhibitions, providing an insight into the different opportunities the sector

has to offer. There is also the option to take part in a year-long work placement to develop your skills and knowledge further.

Taught by an experienced and supportive course team, academics maintain established links with festivals and specialist event businesses and incorporate these connections into their teaching and research.

Suitable roles for graduates may include events management, sales and marketing management, sport events promotion, charitable fundraising, conference and exhibition management or running your own events company.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: N823

solent.ac.uk/N823



BA (Hons)

International Air Travel and Tourism Management

With a unique focus on air travel and tourism management, this course will support you to develop valuable business, project management and customer relations skills to help you on your way to an exciting career in the industry.

Throughout the course you will study a range of areas to help you build vital transferable skills, including how and why specific activities are undertaken at airports and in-depth analysis of the contemporary issues currently affecting the global aviation and tourism industry.

The course team has a range of industry experience and backgrounds, and draws on this experience to help

support your learning with real case studies. The curriculum has been built around the needs of industry, with industry experts playing an integral role in designing and developing the programme.

Your future employability is a strong focus of the course and you will be encouraged to seek work experience to develop your skills further during a year-long optional placement year. You will also have the opportunity to attend field trips and guest lectures while studying, providing essential industry insight. Suitable roles for graduates of this programme may include international tour operation, tourism marketing and tourism management.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: N838

solent.ac.uk/N838



BA (Hons)

International Business Management

The world is yours for the taking on this degree which looks at all aspects of global business.

The global nature of modern business ensures that practical experience of different languages, cultures and business environments – areas that this course is specifically focused on – is increasingly highly prized.

The course team has a range of international experience and you'll mix with students from all over the world, building a deep personal understanding of international collaboration and teamwork. Guest speakers are regularly invited and have included the owner and MD of Performance Academy UK, Miles Henson.

The course also gives you a range of flexible study options, including the chance to study a language or spend all or half of an academic year on a study placement with partner institutions in Austria, Canada, Finland, France, Germany, Italy, the Netherlands, Spain or Sweden. Thirteen-week work placements in the UK or abroad are also possible. Previous students have had placements in the House of Commons, publishing and tourism.

The degree prepares you for a wide range of careers in the international business world. Previous graduates have gone on to do work for the Chamber of Commerce in London, freelance work in the energy sector in France, online marketing in Germany, financial services in Gibraltar and translation services in marketing in the Czech Republic.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: N120

solent.ac.uk/N120



BSc (Hons)

International Event Management (Top-up)

Learn how to manage events all over the world while building on your existing qualifications towards an honours degree.

You'll develop an in-depth understanding of the contemporary events industry alongside the management skills needed to succeed in this rapidly growing sector. You'll explore how events of all sizes are organised, from community arts festivals through to the Olympic Games, and look at the challenges of organising events across national borders.

Our course team has varied industry backgrounds so you'll be well informed about the latest developments. You'll also have the chance to attend guest

lectures involving high-profile external experts. Past speakers have included Holly Payton-Lombardo (board member, BAFTA) and Rob Da Bank (Bestival organiser).

Live briefs and case studies will help you put your new learning into practice. There are also opportunities to organise an Oscars-themed event alongside fellow students or to help run the University's annual SMILE music festival.

With all this experience, you'll be able to build an impressive work portfolio to showcase your skills to potential employers, giving you the perfect springboard for your future career. Recent graduates from our courses

have gone on to diverse roles, helping to organise major events such as the Cartier Queen's Cup Polo, the Farnborough International Airshow, the London 2012 Olympics and wider roles in Oxfam, the National Trust and many other organisations.



LENGTH: 1 year
UCAS CODE: NN82

solent.ac.uk/NN82



BSc (Hons)

International Hospitality Management (Top-up)

This course combines academic study with hands-on experience to help you on your way to a management career in the hospitality business.

From luxury hotel resorts through to the cruise market, the hospitality industry is one of the fastest growing sectors in the world and there are exciting opportunities for talented graduates with the right attributes.

Topping up your existing qualifications into a full honours degree, this course will equip you with the skills, knowledge and confidence to be a successful manager in this sector. Working with our talented course team – with its extensive industry experience – you'll study all aspects

of tourism, travel and hospitality, such as global trends, cross-cultural awareness, crisis management and the impact of technology. You'll gain key transferable skills – such as leadership, communication and teamwork – for your future career.

Live briefs with local businesses and group projects will provide valuable hands-on experience. Real-world experience of hotel management is also provided using the latest simulation tools. And you'll be studying in Southampton, the cruise industry capital of Northern Europe, so you'll be able to draw on our links with leading employers in this sector. Past students have benefitted from a behind-the-scenes ship visit and

volunteer work at the International Cruise Convention, dealing with up to 700 delegates and gaining workplace insights.

On graduating, you'll be able to hit the ground running in your chosen management career. Recent graduates from our courses have taken up management roles in the Hilton Hotel Group, Jurys Inn and the Grand Harbour Hotel, and key positions with Carnival UK, P&O Cruises and other leading employers.



LENGTH: 1 year
UCAS CODE: NN86

solent.ac.uk/NN86



BSc (Hons)

International Management (Top-up)

Together with language skills – always in high demand – this one-year top-up course offers a broad range of skills that will boost your job prospects across many sectors.

Specifically designed to convert your existing qualifications into a valuable honours degree in international management, the course delivers focused tuition in strategy, finance and marketing – supporting you to build on your existing experience and develop your business knowledge, with a specific focus on the global market.

You'll have the chance to learn a foreign language and work on real industry projects, and our diverse student community means there are opportunities to meet and work alongside students from a huge range of other countries – learning from each other and developing links and contacts that could last a lifetime.

You'll also be encouraged to build on your public speaking and presentation skills through workshops and pitching, while guest speakers, live assessment briefs and live client pitches aim to help you develop a solid grounding in real-world working practices and professional skills.

These skills can help you on your way to a wide variety of careers in the business world, and recent graduates have gone on to careers such as regional manager, head-office liaison for multinationals, and working for small and medium-sized enterprises (SMEs) around the world.



LENGTH: 1 year
UCAS CODE: N204

solent.ac.uk/N204



BA (Hons)

International Tourism Management

If you're fascinated by the business of world travel and exotic destinations, this course is for you. The international tourism management course has a focus on business and employment, as well as exploring new horizons and ideas.

In the second year, there is the chance to spend all or half of the academic year on a study placement with one of our partner institutions in Austria, Canada, Finland, France, Germany, Italy, the Netherlands, Spain or Sweden, learning tourism and language-related subjects.

The UK and international overseas tourism industry is growing, so there are many job prospects. You may find yourself preparing travel itineraries, leading tour parties or working with local attractions and hotels as a tour operator, reservation consultant, local authority tourism officer or in travel management positions.

The course blends theory and practice, helping you develop the key transferable skills required upon graduation. You also have the chance to attend guest lectures to gain valuable insight into the industry while building your professional contacts.

There is also the opportunity to volunteer at the annual International Cruise Convention which takes place in Southampton.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: N841

solent.ac.uk/N841



BSc (Hons)

International Travel and Tourism Management (Top-up)

Gain hands-on experience and industry insights to build an exciting career in the rapidly expanding travel and tourism sector.

This one-year top-up course will help you develop your existing knowledge and skills into a full honours degree.

You'll learn broad-based knowledge of the tourism industry, examining everything from global trends through to marketing and conflict management. And you'll learn how to apply this theory in the real world and develop the management skills needed for a successful career in travel or tourism.

Learning alongside students from all over the world, you'll build a strong awareness of cross-cultural diversity – vital in the international tourism trade. You'll also develop key transferable skills – such as teamwork, leadership, communication and project management – that will prove essential in your future career.

Drawing on our close links with industry, you'll get involved in live briefs and work with local businesses on projects to gain vital work experience. You'll be studying in Southampton, the cruise capital of northern Europe, and will have opportunities to learn about Solent's strong ties to the tourism and travel industry and see first-hand the growth in this market in recent years.

Equipped with this experience, you'll be well placed to progress to a range of careers. Suitable areas for graduates include international tourism management, sales and marketing, sports event promotion, international tour operation, visitor and heritage attraction management, and running your own travel business.



LENGTH: 1 year
UCAS CODE: NN81

solent.ac.uk/NN81



“

I love the debates in law. You can analyse a situation or case better by discussing points of law in a group. My lecturers are really helpful and push me to be the best. The moots really help you gain confidence when advocating in an imaginary law case. ”

Joshua, LLB (Hons) Law student

LLB (Hons)

Law

Incorporating a Qualifying Law Degree and laying a solid, professionally accredited foundation for your legal skills and knowledge, Solent's LLB is the ideal first step towards a law career.

Develop your commercial awareness and other specialities as you study, with options in business, criminology, social law, civil process, commercial law and more. And in Solent's moot courtroom, you'll get the chance to practise your knowledge and legal skills in mock trials and court debates, building confidence in public speaking and gaining valuable experience for the future.

Recognised by the Solicitors' Regulation Authority and the Bar Standards Board, the Solent LLB will allow you entry onto the Legal Practice Course for intending solicitors, or the Bar Professional Training Course for intending barristers.

Learning in small groups, you'll also be encouraged to build professional contacts through the Southampton City Law Network and South Hampshire Junior Lawyers. These local professional groups hold regular events and meetings, helping ensure you'll have access to the latest professional knowledge.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: M100

solent.ac.uk/M100



LLB (Hons)

Law and Commercial Practice

Tailored to the needs of commercial employers, this practical degree will support you to gain the key skills and knowledge to help you pursue a wide range of careers in paralegal, compliance or contract management roles.

Developed in full consultation with industry, including the Institute of Paralegals, the Trading Standards Institute and the Institute of Chartered Secretaries and Administrators, the course content is up-to-date and meets the needs of modern business.

The course team is highly experienced and you will study a range of units focused on commercial law, including commercial crime and commercial

responsibility. You will also have the opportunity to select optional units in the third year of study, helping you build a degree suited to your research interests. There is also the chance to study the professional Prince2 project management qualification alongside your studies to develop your skills further.

Supported by excellent facilities, there are also opportunities to practise and hone your newly learnt skills; for example, the University's own mootroom is available for you to practise your legal skills while gaining valuable experience in our mock-up courtroom. Southampton Solent is a founding member of the Southampton City Law Network

which promotes the interests of local law students, teachers and lawyers, and connections from this network have meant past students have benefited from guest lectures to support learning.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: 284R

solent.ac.uk/284R



BA (Hons)

Tourism Management

There's demand for qualified managers in the tourism sector, and this fascinating course aims to help you develop the management, business and tourism skills and knowledge you'll need for this exciting industry.

You'll be encouraged to develop practical hands-on experience through industry placements and work-based study. You will also be supported to build up connections in tourism through networking events and Solent's strong ties to the industry.

You'll have the opportunity to volunteer at the annual International Cruise Convention which takes place in Southampton.

There are exciting opportunities for travel too, with previous students working on placements at companies like EuroCamp, Camp America, the National Trust and hotel chains, both in the UK and overseas. In 2013 students visited Barcelona in Spain, where they gathered information for an assessment linked to tourism and experiential learning. As well as such visits, you'll also have the chance to spend some of your course studying abroad as part of the Erasmus exchange programme.

Course tutors are actively involved in networking with industry representatives and bring a diverse range of guest speakers to the University to help ensure your learning

is cutting edge. Previous graduates have gone on to work for a variety of organisations, including Tourism South East, the Crowne Plaza Hotel and STA Travel.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: N800

solent.ac.uk/N800





“


I absolutely love the course because I genuinely feel that I am getting one step closer to my dream job, while meeting some amazing people and getting some really useful contacts.”

Kenzie, BA (Hons) Multimedia Journalism student





 100% student satisfaction* for the CIPR-accredited BA (Hons) Public Relations and Communication degree.
*National Student Survey 2015

 Real-world experience opportunities at our in-house creative agency, video production company and more

 Solent students and graduates have won awards from YCN, DNAD and other creative organisations.

 Our English courses are ranked in the top 10 in the UK.*
*National Student Survey 2016

 Many courses professionally accredited or recognised

 Multi-million-pound media complex, including a fully equipped newsroom



WRITING AND COMMUNICATION

From journalism to public relations, photography to marketing or advertising, the focus is on communicating clearly and effectively.

At Solent we offer a wide range of industry-focused courses in these areas, with high graduate employment rates and opportunities to flourish in a range of exciting careers.

An English course is the perfect place to find your voice, build your creative practice and develop your critical awareness. Combining English with another subject, you could turn your talent to magazine journalism or create exciting works of fiction through creative writing or film.

Multidisciplinary careers such as advertising, public relations and marketing blend creativity and business acumen. Through practical projects and opportunities to work on live briefs from real-world clients, you can develop a solid understanding of the way organisations build their brands and communicate with the public.

As an aspiring journalist, your vocation could take you all over the world and give you the power to change people's lives: taking iconic pictures, exploring complex social issues, exposing injustice and holding the powerful to account.

On our writing and communication degrees you'll benefit from industry-standard media facilities and a friendly and dynamic learning environment – as well as guest speaker and masterclass events, and opportunities for international study trips and to study abroad.

You will also have the opportunity to work on live projects with some of the UK's top creative firms and agencies, gaining valuable practical skills and industry contacts for your future career.

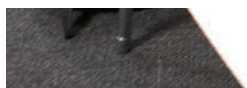


The course at Solent has a good balance of modules which cover a wide area of topics, with key focuses on creative thinking while aligning this with clear business relevance and objectives.

The course is very practically focused, which is true to the real-life world of advertising – there is no wrong or right idea or approach to an advertising brief; it's more about fine-tuning the process and learning through execution.

I had a great three years at Solent, and the course has set me up for a career in an industry that has so many different career paths and options to progress in. ”

Dale, BA (Hons) Advertising graduate



BA (Hons)

Advertising

Develop the strategic skills to help you on your way to an exciting advertising career on this creative, industry-driven degree.

You'll learn vital aspects of the modern advertising industry – studying the creative process and successful brands – and examine the digital landscape of modern advertising. You'll also have the opportunity to take an Institute of Direct and Digital Marketing (IDM) professional qualification alongside your studies to develop your CV further.

The course team has strong industry links, and past students have benefited from close relationships with D&AD, Young Creative Network (YCN) and the IDM. Students also have the chance to participate in the London's New Blood exhibition to showcase their work.

Thanks to our in-house creative agency, Solent Creatives, and extensive professional contacts within the industry, past students have had the opportunity to work on real-world projects and campaigns for brands including Battersea Dogs Home, P&O, Cunard and Yamaha, enabling them to build essential pitching experience.

Work placements are optional, and you'll have the opportunity to attend guest lectures and visit agencies. Lecturers have industry backgrounds and combine teaching with their practice to provide insights from the contemporary world of advertising.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: N564

solent.ac.uk/N564



Margaux Chalard, assistant art director, TBWA Paris
– BA (Hons) Advertising graduate

Margaux graduated from the BA (Hons) Advertising course in 2013. Now working as an assistant art director at TBWA in Paris, her time at the University was spent focusing on art direction, advertising and branding.

Margaux was the creative mind behind a number of campaigns while studying for her degree, working for

clients including American Airlines, Ted Baker and Nike. Her American Airlines concept, which featured an aeroplane's vapour trail replacing a white stripe on the American flag, was praised as a stand-out example of creativity at the D&AD New Blood exhibition.

Encouraged by her tutors, Margaux created a self-promotional film to send

out to leading advertising agencies in the UK and France. This prompted a number of responses from interested employers, and with a creative portfolio bolstered by a range of work experience opportunities and live briefs with real-world clients, TBWA quickly snapped her up.

“

At Solent, you can study the classics along with new and exciting types of literature. This allowed me to chase my passion for hip hop, which is the subject I based my dissertation around – comparing it to World War One and romantic poetry.

I am currently studying for my PGCE to teach English, and the wide range of literature studied at Solent has really helped me to be more confident in my own personal passions, and given me the experience of expressing these in an enthusiastic way, which I use to engage all my students. ”

Stan, BA (Hons) English graduate



BA (Hons)

English

Transform your love of literature into practical skills and a fulfilling career in the creative industries.

From Shakespeare to Booker Prize winners, this course explores a wide range of traditional and contemporary literary forms and looks at the relevance of literature to our society.

Working with our talented teaching team, you will examine popular literary devices and techniques, and learn how to apply these skills to your own writing.

The course has a strong focus on employability, helping you develop essential research, creative and critical-thinking skills for your future career.

At each stage of your studies you will be given the opportunity to gain real-world knowledge through practical exercises, work experience options and freelance opportunities.

Our in-house creative agency, Solent Creatives, provides a wide variety of opportunities to build links with employers and take part in real-world projects for real-world clients – offering you a taste of freelance life.

And on top of that, there is the chance to learn a foreign language and also complete a study placement abroad to further enhance your employment prospects.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: Q300

solent.ac.uk/Q300



BA (Hons)

English and Advertising

Many well-known writers started their careers as copywriters for some of London's top agencies. On this course, you'll combine your creative interests with an examination of literary techniques, explore the contemporary world of advertising and experiment with blending the two.

Working with teaching staff who are industry professionals, the course explores traditional literary forms such as drama, poetry and language in the context of film, journalism, advertising and your own creative writing.

Blending theory with an understanding of how advertising campaigns are planned, developed and creatively

executed, the course aims to show you how to put advertising theory into practice and develop your skills by getting you involved in practical projects and creating advertising campaigns.

With close links to industry, including with organisations such as D&AD and Young Creative Network, the course team supports you in securing work placements, offering the chance to call on their contacts, gain valuable experience and build your professional portfolio. Our in-house creative agency, Solent Creatives, offers additional opportunities to build links with employers and develop your portfolio with real-world work experience.

External guest speakers from the writing and advertising industries will also give you invaluable first-hand advice and insights. What's more, you can take part in national and international study trips and complete an additional year abroad – which could give you a competitive edge in the international employment market.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: QN35

solent.ac.uk/QN35



BA (Hons)

English and Creative Writing

This hands-on degree focuses on the business of writing as a core part of the curriculum – providing you with the practical skills and literary knowledge that you need to pursue a professional writing career.

Working with industry professionals, you will explore the great literary texts and learn the craft of writing for specific industries. There is a focus on gaining practical experience through real-world industry projects, in order to find suitable placements with media organisations and other employers.

This will give you the chance to work on assignments and live briefs, and build a strong professional portfolio. External guest speakers provide first-hand advice and career insights.

There will also be opportunities to take part in national and international study trips. On our European placement variant, you will be able to spend an optional year studying abroad at one of our partner universities, which could give you a competitive edge in an increasingly international employment market.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: 372S

solent.ac.uk/372S



BA (Hons)

English and Film

Learn to read the world with new eyes – as an expert on modern culture. From Shakespeare to classic Hollywood films, this interdisciplinary degree allows you to combine your creative passions and gain practical career skills.

Blending theory and critical analysis of films and literary texts with practical filming, this course offers the chance to think in new and imaginative ways about fiction, drama, poetry, language and film. You'll explore contemporary styles and their influence on narrative structure, genre and technique in film and literature.

With Solent's purpose-built media academy, you will have access to industry-standard facilities such as our on-campus 3D cinema and an extensive film and television library to support your studies throughout the course.

You will be taught by industry professionals – including screenwriters, producers, directors and academics – who maintain strong industry links. External guest lecturers from the writing and publishing industries are also invited to the University to give their invaluable insights.

The course places emphasis on putting learning into practice. There are opportunities to get involved with our in-house agency, Solent Creatives, for a taste of freelance life and the chance to build your professional portfolio.

There are also opportunities for international study trips and an optional year abroad on our European placement scheme – offering additional inspiration and CV-enhancing benefits to help you pursue a career in the creative industries.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: QP33

solent.ac.uk/QP33



BA (Hons)

English and Magazine Journalism

On this interdisciplinary course, get the best of two worlds and study the literary greats while gaining a practical grounding in magazine journalism.

Working with academic staff who are also researchers and journalism professionals, you will explore popular literary forms and look at the business of writing in historical and contemporary contexts. You'll have opportunities to acquire practical skills and put learning into practice. You will have the chance to work in a professional newsroom environment in Solent's purpose-built media academy and use your skills to produce compelling copy to deadline – and our course team's strong industry

links are a real advantage when it comes to finding interesting and challenging external work placements.

Guest lectures by professional writers, journalists, editors and other leading industry figures will help bring your studies to life and offer opportunities to build that essential network of industry links, while our in-house creative agency, Solent Creatives, offers further opportunities for freelance work with live clients.

There is also the chance to take part in national and international study trips, and to complete a year abroad on our European placement scheme. And back at home, our industry-standard facilities ensure you can practise with the latest publishing software.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: QP35

solent.ac.uk/QP35

“

As a mature student, I was somewhat apprehensive about going back to education after such a long time. But all I can say to those thinking about doing an English degree is that you will not have a better three years in your life.

My time spent at Solent was amazing. I've met some lifelong friends and the lecturers are awesome. The staff really care about you and they want you to reach your maximum potential. Given the opportunity, I'd do it all over again and I wouldn't change a thing.”

Austyn, BA (Hons) English and Media graduate



BA (Hons)

English and Media

Combine the best of English literature and modern media studies on this interdisciplinary and contemporary culture degree.

You will study a variety of literary forms, including fiction, drama and poetry, being encouraged to think in new and imaginative ways and hone your writing skills through practical exercises. You will also develop your knowledge of the latest online, audio and digital media, and learn about video, radio and photographic production.

You will examine the significance of media culture in shaping modern society, contrast it with literature's own cultural impact through human history, and discuss the contrasts and similarities between the two arts.

The course prepares you for the opportunity to put your newly learnt theory into practice on work placements in a wide variety of media organisations. In addition, our in-house creative agency, Solent Creatives, provides fantastic opportunities for freelance work – helping you develop your professional skills, industry experience and creative portfolio, all in one essential package.

There are also opportunities to take part in national and international study trips or to complete an additional year abroad – allowing you to enhance your prospects in the international employment market.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: QP3H

solent.ac.uk/QP3H



BA (Hons)

English and Politics

Combine your dual interests in literature and politics on this thought-provoking course which provides excellent preparation for a fulfilling career in the creative and media industries.

You'll examine the impact of political and social change on writing through the ages, from literary greats such as Shakespeare through to nineteenth-century novelists and contemporary political writers. You'll have the chance to explore wide-ranging topics, from political biography through to literary censorship and political representation in novels, TV and film.

As you learn, you'll develop the key transferable skills – such as critical-

thinking, analysis and communication – that are highly valued by employers. Our teaching team includes several published creative writers and tutors who have worked internationally in the media industries, so you will gain practical insights for your future career.

Employability is a key focus. Thanks to our in-house agency, Solent Creatives, you'll work on professional editorial assignments to deadline and develop your writing, editing and layout skills – giving you an edge in the employment market. You'll be supported to find a great work placement. Previous students on our courses have worked in publishing houses, media agencies, schools and nationally renowned historical archives.

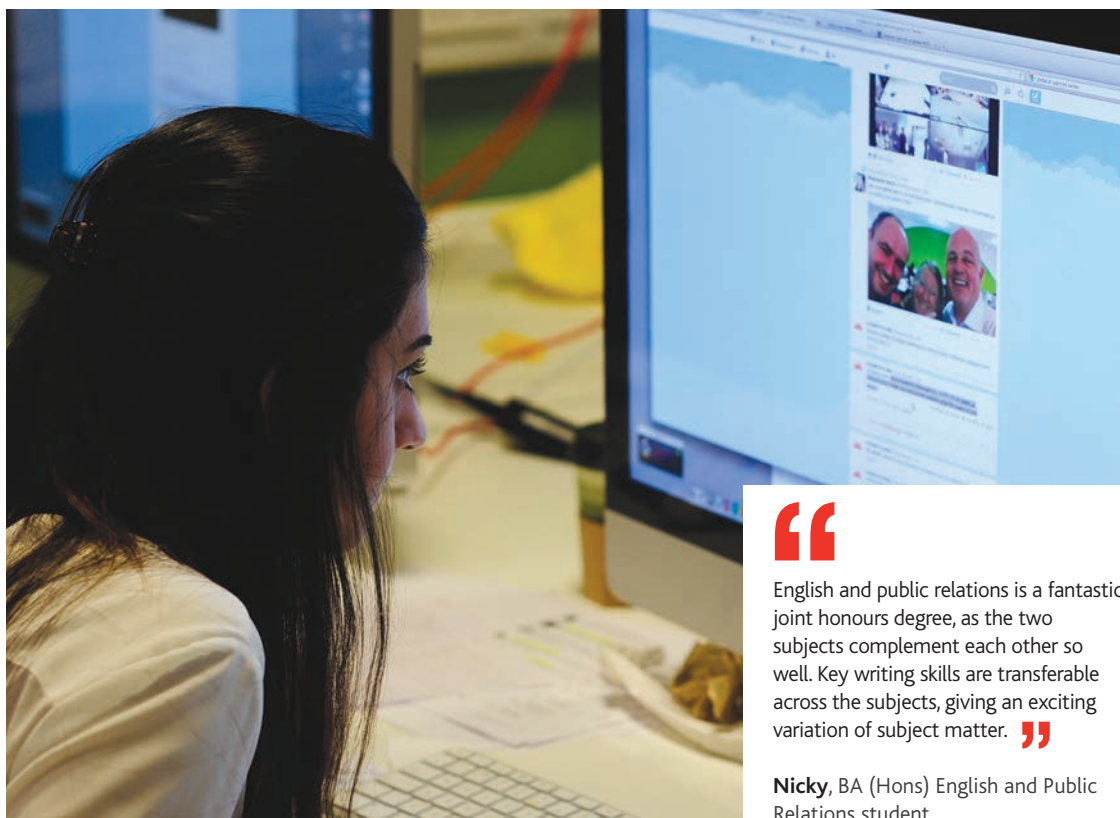
What's more, there are fantastic opportunities to take part in international study trips and an optional year abroad in Europe or Canada – giving you a range of additional insights and skills to enhance your career prospects.

Graduates from our courses have gone on to pursue exciting careers in areas such as freelance journalism, copywriting, marketing, publishing and teaching around the world.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: Q3L2

solent.ac.uk/Q3L2



English and public relations is a fantastic joint honours degree, as the two subjects complement each other so well. Key writing skills are transferable across the subjects, giving an exciting variation of subject matter. ”

Nicky, BA (Hons) English and Public Relations student

BA (Hons)

English and Public Relations

Bring a literary flourish to modern PR and communications.

This innovative, interdisciplinary course combines training in PR and communications with a critical study of English literature. You'll explore public relations in the digital age, learn about online media and monitoring tools, look at brand management and acquire crisis-handling skills alongside promotions and relationship management. You'll also study the forms and cultural impact of English literature, from poetry through to the novel.

Harnessing your creative talents, you will learn to apply literary techniques to your own writing through practical exercises and work experience opportunities. Our teaching team includes PR professionals with strong ties to the industry, supporting you to find fulfilling and challenging placements in the media and communications industries. You can also get involved in Solent Creatives, our in-house creative agency, which aims to connect student freelancers with real-world clients and gives you the chance to gain real professional experience.

There will also be opportunities to take part in national and international study trips or to complete an optional year abroad as part of our European placement scheme.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: QP32

solent.ac.uk/QP32



BA (Hons)

Fashion Journalism

Taught by academics with extensive industry experience, you'll learn the essential skills of a journalist and how to produce cutting-edge fashion features for a range of media, from print to online.

Get a taste of the action as you study, reporting on local and national events and working in our media newsroom for a taste of the real working environment, great insight into industry practice and a brilliant portfolio to help kick-start your career.

You'll also be encouraged to advance your employability prospects through an industry work placement, giving you fantastic experience in your chosen career – whether you end up in fashion journalism, styling, buying, research or PR.

Thanks to the University's close links with industry, there is the opportunity to attend guest lectures to learn vital insight. Recent speakers have included author and journalist Colin McDowell and Jane Cunningham, the British Beauty Blogger. There is also the chance to attend fashion events and engage in exhibition reviews and catwalk studies.

As part of this degree there is the option for you to travel abroad through study trips and exchanges, giving you the perfect opportunity to experience a city through a journalist's eyes. Recently this has included a trip to Paris, where students took part in activities including exhibition archives, press events and visiting the LV Foundation, all while taking in the sights and sounds in the fashion capital of the world.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: P253

solent.ac.uk/P253



The confidence gained throughout my university experience has made it possible to feel ready for whatever the fashion industry has to offer. ”

Charlotte, BA (Hons) Fashion Promotion and Communication graduate



BA (Hons)

Fashion Promotion and Communication

Fashion promotion covers many different aspects, from trend forecasting to buying and merchandising, contextual studies, PR and the fashion media.

Learn to understand what consumers and suppliers want and how to deliver information between the two. Develop in-depth understanding of the fashion industry and how it works, and be supported to learn the broad skills needed for a career in the international fashion industry.

You will also complete a minimum of 100 hours of work-based learning while on the course, which will enrich your CV, improve networking and help give you the confidence to work as a creative professional. Previous students have worked in a wide variety of roles at companies including leading PR agencies, national newspapers and magazines.



LENGTH: 3 years
UCAS CODE: NW52
solent.ac.uk/NW52



“

It is a great opportunity to gain the skills required to be a journalist – the lecturers are always interesting. I really feel passionate about what I do! ”

Christian, BA (Hons) Journalism student

“

Everything we've learnt is real-life skills – we visit newspaper and magazine offices, and they're using exactly the same equipment as we are. It isn't about sitting in a classroom taking notes any more, it's about getting out there. ”

Geraldine, BA (Hons) Journalism graduate



BA (Hons)

Journalism

Accredited by the Broadcast Journalism Training Council (BJTC), this course helps you to gain the skills to be one of tomorrow's reporters, writers or broadcasters.

Writing anything from front-page scoops to social news on the internet, this course equips you with the skills needed for a career at the forefront of contemporary journalism.

You will examine the full range of modern media, including TV, radio, newspapers and online channels. The course offers a wide variety of study options in both digital journalism and more traditional mediums, enabling you to broaden or deepen your interests and your

understanding of the industry, whether in sports writing, film, politics or celebrity.

Our purpose-built media academy features multi-camera TV studios, eight radio studios, Reuters and Sky news feeds, the latest editing software and a dedicated newsroom – giving you the opportunity to get used to a professional working environment.

Aiming to equip you with the hands-on skills you need for the industry, there is an emphasis on gaining work experience – and with support from the course team you will have the chance to complete a variety of work placements and take part in real-world reporting tasks. Previous graduates

have secured high-profile media roles with organisations such as the BBC, *Closer* magazine, *The Guardian* and News International.

Alongside this, guest lectures from media experts and professionals provide first-hand advice and insights, along with the chance to start building a network of industry contacts.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: P500

solent.ac.uk/P500

BA (Hons)

Journalism (Accelerated)

This innovative fast-track journalism course enables learners to secure a full journalism degree in just two years.

Taught by an academic team with extensive industry experience and strong links with employers, you will learn about various aspects of modern journalism, from ethics, law and journalistic standards to feature writing, location reporting and research.

A vital part of this innovative accelerated programme is the 42 weeks of paid work experience which allows you to earn while you learn and gain hands-on experience of a local newsroom. You will have a sponsor publication where you will be supported by a professional workplace mentor.

In previous years, students have enjoyed regular visits from industry experts and Solent's research fellows. Lectures have been delivered by magazine editors, professional bloggers and fashion journalists.

Graduates from this course should be equipped with the skills and confidence required to jump straight into their career, having already secured valuable on-the-job experience and a portfolio of published work.

Applications for this course are made directly to sponsoring newspapers. To find out more and view the opportunities and placements available, please visit the course page.



LENGTH: 2 years
solent.ac.uk/journalism-accelerated



BA (Hons)

Journalism (Top-up)

Whether you're looking to travel the world as a news correspondent or pursue a career as a features writer, this one-year course aims to develop your journalistic skills.

Topping up your foundation degree or HND to a full BA (Hons) qualification, you will have the chance to study the full range of modern media platforms – from print and TV to radio and online – before specialising in your preferred field. You can also choose from a wide range of optional units, covering everything from travel writing and politics to film and business.

Our rich network of industry connections will help you publish your work and find placements with leading news and media organisations.

Solent also provides an extensive programme of guest speakers from the media world, giving you industry insights, career advice and networking opportunities of your own.

Our graduates have gone on to pursue careers in diverse roles, from online political reporting to running the TV operation for a Premier League football club.



LENGTH: 1 year
UCAS CODE: P502

solent.ac.uk/P502



I left Solent armed with a multitude of practical skills and experience, a bulging portfolio and a deep understanding of the magazine industry.

I'm now working as the online fashion content editor for Oxfam Fashion. Being able to put all the skills and knowledge acquired through my university years into action is the biggest buzz. ”

Helen, BA (Hons) Magazine Journalism and Feature Writing graduate



BA (Hons)

Magazine Journalism

Combining study with practical hands-on experience, this exciting degree aims to create adaptable and dynamic magazine journalists.

Working in a magazine environment from day one, you'll be supported to develop valuable multimedia skills including reporting, feature writing, sub-editing, interviewing and research. You'll also have the opportunity to learn modern production techniques, and to work on live briefs and course-led magazines. You can access our range of industry-standard facilities – including our dedicated media academy and photography studio – to develop your skills further.

Thanks to the course team's close links with industry, there is the opportunity to attend guest lectures and workshops to learn valuable insights. Recent students have benefited from visits by editors and journalists from Haymarket, Time Inc., Archant and *The Sunday Times*.

Practical experience is embedded into the curriculum, and you will be encouraged to gain work experience to support your studies. Recent placements have been at *The Economist*, *Elle*, *Grazia*, *Heat*, *Kerrang!*, *Wanderlust*, *Cosmopolitan*, *More!*, *Match*, *Closer*, *The Sunday Mirror*, *Fabulous*, *Men's Health*, *NME*, *Bizarre*, *LOOK* and local newspapers.

There is also the opportunity to work with Solent Creatives, the University's in-house creative agency, where you have the chance to pitch for paid work with businesses on real-life projects and national publishers who are seeking the next generation of talent.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: PW58

solent.ac.uk/PW58



“

Solent is a place for networking, a place to be creative, a place to share ideas and, most importantly, a place to develop both academically and personally. But what really swayed me was the level of support that was readily available to me the very first day I visited Southampton Solent University. This support and encouragement have given me the confidence to develop and push myself continuously.

The opportunities here go beyond that of a regular degree – in my first year alone I had the opportunity to undertake studies for extra certificates from the Chartered Institute of Marketing, PRINCE2 and Google Analytics. To put it simply, there is no university I have seen that offers all three of these certificates embedded into the course. ”

Bradley, BA (Hons) Marketing student

BA (Hons)

Marketing

Featuring embedded certification from the Chartered Institute of Marketing, the CAM Foundation and PRINCE2, this specialised marketing degree supports you to develop the skills and experience to craft the next great marketing campaign.

You'll study consumer behaviour and business awareness, and build your skill at using marketing research and data analysis. You'll also have a wide range of options to choose from, covering subjects as diverse as digital marketing, events organisation, business policy and strategy.

The course also incorporates opportunities to build your professional skills through first-hand experience and real-life consultancy projects – recent projects have included marketing for a fitness academy and a physiotherapy company.

The academic team has strong links with industry, and you'll have the chance to attend guest lectures to enhance your studies. You'll also be given the chance to take part in work experience placements to develop your skills further, and previous students have worked with companies such as Carswell Gould, Voodoo, AMB Marketing, Adventure001 and GottaBe! Marketing.

The course also holds its own marketing networking events, giving you the chance to build your professional network and seek advice or internships.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: N506

solent.ac.uk/N506



BSc (Hons)

Marketing (Top-up)

This broad marketing top-up course helps you develop the essential skills required for various diverse agency, consultancy and in-house positions across a range of sectors.

You'll be supported to build on your skills and hone your talents through specialist study, converting your existing qualifications into a full honours degree. From strategic planning to electronic or international marketing, you'll study the core principles of marketing and the fundamentals of business and management – giving you a good grasp of the underlying principles driving modern marketing.

Projects and campaigns for real-life clients will not only hone your creative skills but also help you build the confidence, planning and pitching skills needed as a marketing professional.

Through real-world marketing experience with our unique in-house agency, Solent Creatives, you'll be encouraged to establish a strong professional portfolio. Past Solent students have won prizes at international university competitions, and the University has a reputation for innovation and creativity – *Which? University's* 2013 and 2014 student polls named us one of the UK's most creative universities.



LENGTH: 1 year
UCAS CODE: N5C0

solent.ac.uk/N5C0



I was really impressed with the wide range of professional qualifications that are integrated into Solent's marketing courses, which aren't available in many universities. That's why I chose Solent. Those extra qualifications will get my CV to the top of the pile when I am looking for a graduate job. ”

Dave, BA (Hons) Marketing with Advertising Management student

BA (Hons)

Marketing with Advertising Management

Focusing on the advertising industry, this is a dynamic degree that provides practical and in-depth exposure to the skills and working practices of the modern advertising professional.

Students on the course have worked on live briefs, solving real marketing problems for companies such as Fitskool, GoPhysio and Dorset Goodness. You'll also be encouraged to enter international university marketing events and competitions, and take part in business simulations.

You'll complement your marketing studies with business skills, and there's a chance to learn a language or study abroad. There is also the opportunity to attend events organised by the Marketing Society.

The course team has an extensive network of industry contacts and will help you find work experience placements to support your studies. Previous placement companies have included Carswell Gould, Voodoo Ltd, Adventure001, AMB Marketing, Splice Marketing and GottaBe! Marketing.

You'll also gain professional accreditation through the Chartered Institute of Marketing (CIM) Introductory Certificate in Marketing, and have the chance to take further professional body accreditations – including CIM/CAM/PRINCE2 and Google Analytics – during your studies.



LENGTH: 3, 4 and 5 years
THREE-YEAR UCAS CODE: N565

solent.ac.uk/N565



Tomasz Dyl , managing director, GottaBe! – BA (Hons) Marketing with Advertising Management graduate

Since graduating from our marketing with advertising management course in 2012, Tomasz Dyl has gone from strength to strength.

As well as managing his own business, Tomasz was named Southampton Young Entrepreneur of the Year at the 2013 South Coast Business Awards.

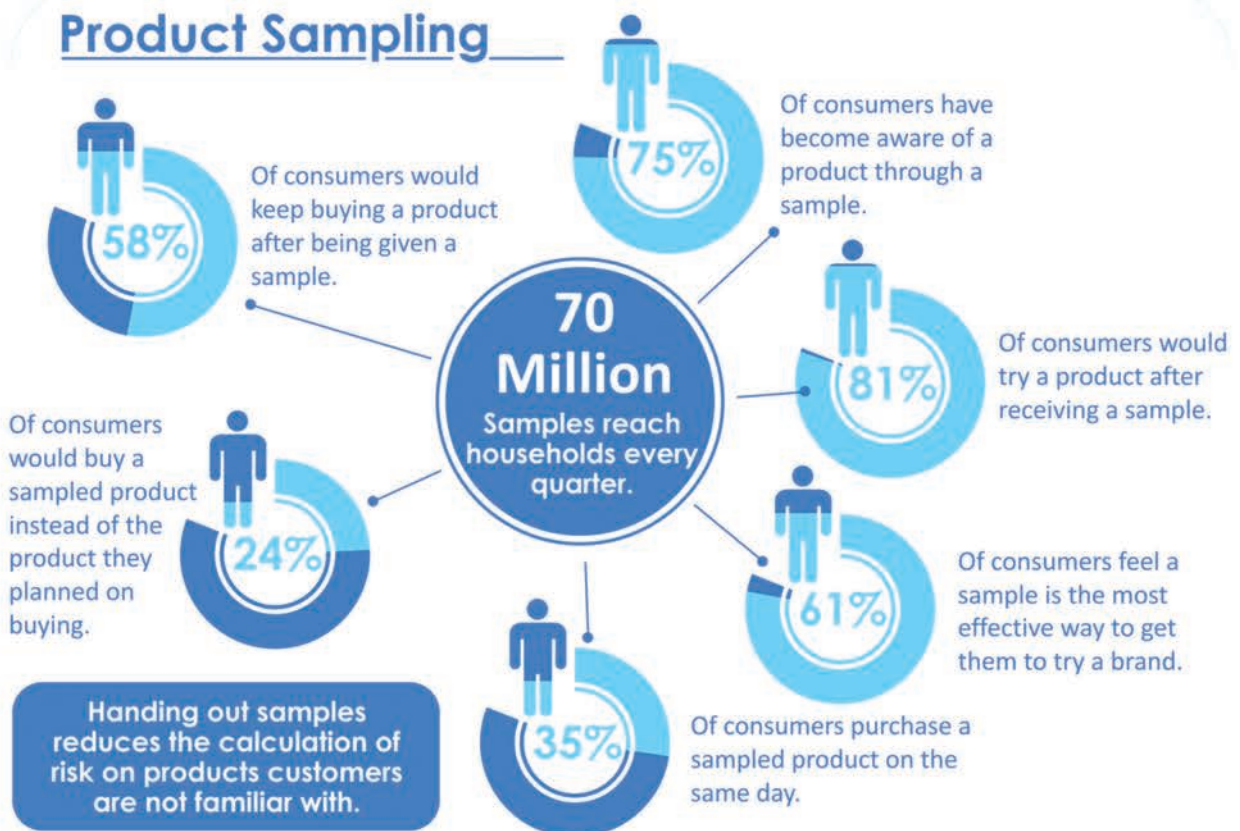
"GottaBe! is a field and experiential marketing agency which I started a short time before I joined Southampton Solent University. Since graduating, the theory I learned at the University has helped me to further develop my business and improve the services that I offer my clients. We are now working with some of the world's

biggest brands, including O2, Specsavers and Western Union.

"Southampton Solent University made me feel welcomed and looked after, and the support provided by both my tutors and the enterprise and employability team helped me take my business to the next level."

Field Marketing Activities

Product Sampling



Product demonstrations help answer hesitations towards a product and positively affect purchase intentions.

Product Demonstrations provide intrinsic and extrinsic cues which reduces uncertainty for

177%



“

You get to work with genius lecturers who are current journalists, meet all sorts of brilliant, famous people working for the BBC or Sky, visit well-known publications and start practising the actual job as a journalist from the very beginning. ”

Mara, BA (Hons) Multimedia Journalism student

BA (Hons)

Multimedia Journalism

This course, which is accredited by the Broadcast Journalism Training Council (BJTC), blends practice and theory, and aims to equip you with the professional skills and experience you need for a challenging career as a multimedia journalist.

You will explore the ethics, law and historical context of journalism, learn how to research stories and develop your professional skills for online, print and broadcast media.

Work experience is integral to the course and you will be supported to develop your talents through live briefs, weekly news days and publishing assignments set by industry.

Drawing on our strong industry links, we will help you arrange placement opportunities with high-profile organisations. Previous placement companies have included Sky, the BBC, *The Sunday Times*, *Grazia* and *Vogue*.

You can prepare for professional examinations alongside your degree and build your experience in a professional working environment in our purpose-built media academy, equipped with all the latest multimedia and production technologies.

There will also be opportunities for international trips. Previous destinations have included Paris, New York, Madrid, Milan and Beijing – giving you the chance to add an international edge to your skills and experience.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: P593

solent.ac.uk/P593



The popular music journalism course is fantastic – you'll get opportunities you'd never get anywhere else. In less than a year I've been on the editorial team for two successful websites, interviewed countless brilliant bands and learnt so much about the industry.

Solent's SMILEfest events are an invaluable source of experience, contacts and knowledge that you couldn't get elsewhere. I've now worked with *Kerrang!*, Glastonbury, Blissfields and more. ”

Jodie-Mae, BA (Hons) Popular Music Journalism student



BA (Hons)

Popular Music Journalism

Put music into words with our popular music journalism course which has been developed in conjunction with music magazine editors, so it teaches you what the industry wants.

Develop your skills, knowledge and understanding of contemporary music journalism by studying topics including magazine design, website and social media management, radio, film and photography. Alongside this you will learn how to research and write professional copy and will create your own portfolio of work.

Your studies will be supported by regular guest speakers, live briefs and industry mentoring.

Students have also done work placements with music magazines and radio stations including *NME*, *DJ*, *DIY*, Radio NRJ (France), *Spotlight Magazine* (Ibiza), *Mojo* and *Mixmag*. You'll get the opportunity to work at the beating heart of music festivals such as Camp Bestival, Bestival, Blissfields, Rookwood and Pulse, producing programmes, documentaries and daily news-sheets, as well as working in artist liaison, box office and PR.

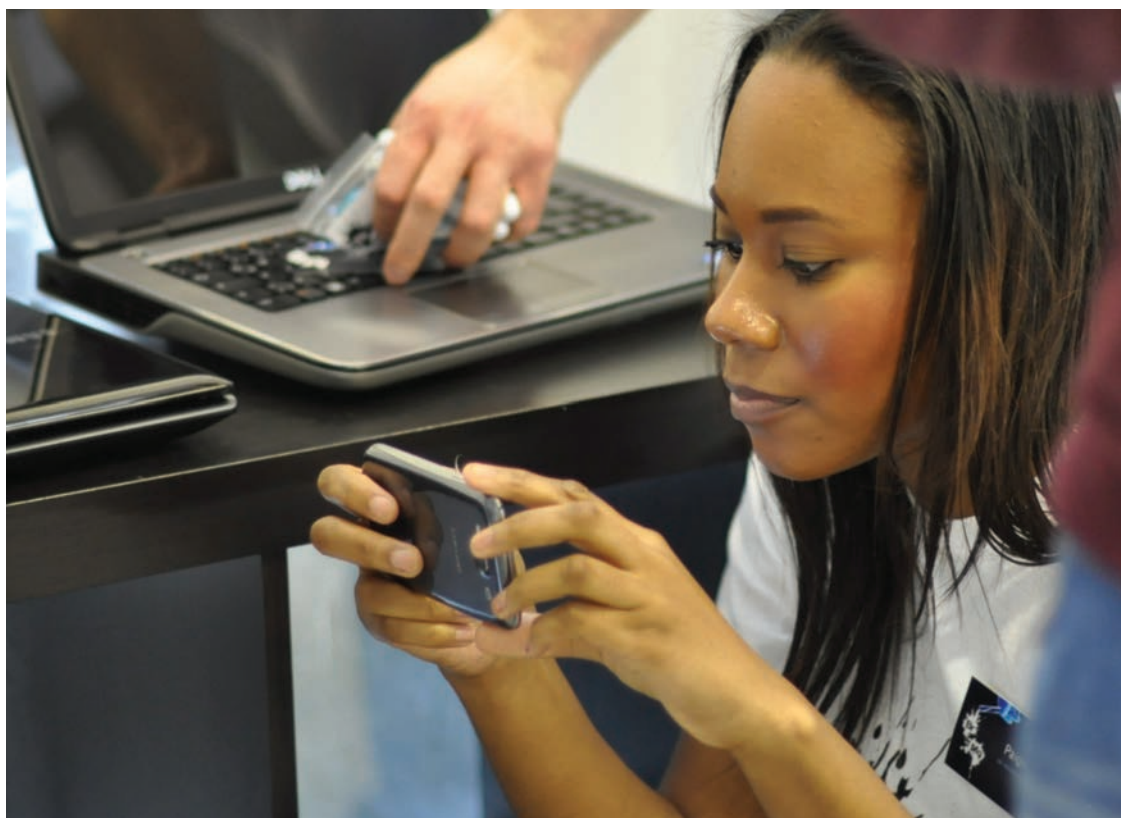
You'll have the chance to interview internationally known artists through our course magazine, *Audio Addict*, and help out with SMILEfest, our annual festival featuring live performances, guest speakers and industry workshops. Studying this course can lead to a

career in music journalism, as well as a number of other potential careers such as magazine production, web design, copywriting, social media management, music PR and education.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: P592

solent.ac.uk/P592



BA (Hons)

Promotional Media (Top-up)

Whether you're interested in media, design, marketing, advertising, PR or publishing, this innovative top-up course is perfect preparation for the dynamic communications and promotional industries.

This one-year course will help you develop your existing knowledge and skills into a full honours degree. You will put these skills into practice on real-world industry briefs and work experience placements. You will get to grips with the modern marketing and communications media, learning the uses, strengths and weaknesses of each, before specialising according to your personal interests.

There is also the opportunity to study a variety of options – from online advertising to production and freelancing – which will give your CV a boost and help you stand out from the crowd.

Working in our modern media production and photographic studios, you'll also have the opportunity to work with industry partners to a variety of live briefs, and to organise a live event.

With a curriculum that adapts to changing technologies and trends, this course enables you to emerge as an industry-aware graduate that employers are looking for.



LENGTH: 1 year
UCAS CODE: W990

solent.ac.uk/W990



BA (Hons)

Public Relations and Communication

Learn to communicate when it counts on this exciting PR and communications course, accredited by the Chartered Institute of Public Relations (CIPR).

Supported by the CIPR Wessex, the course is tailored to help you develop the professional and hands-on skills you'll need after graduation. You'll be supported to develop your writing skills, practise putting together a communications plan for crisis and everyday communications, and strengthen the professional skills you'll need in the fast-moving PR industry.

Staff have extensive industry experience and partnerships with many agencies, including Five-by-Five, Lee Peck Group, Remarkable, Revolver and Rolls-Royce, and past students have benefited from motivating guest lectures. You'll also be encouraged to develop the creative skills necessary to manage digital media campaigns and direct strategic international communications and PR.

Solent has strong connections to local employers, as well as the CIPR and the Institute of Internal Communications (IOIC). Recent graduates have gone on to work as agency and in-house PR managers for Speed Communications, Michael Kors, Saltwater Communications, South Bucks Hospice, Little Bird PR, Sodexo, Business South, Nobull, Reputation Inc., Web Associates and the Brighter Group.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: PH26

solent.ac.uk/PH26



BA (Hons)

Sport Journalism

Sport journalism opens up a whole host of stimulating and challenging careers, from interviewing elite athletes to live reporting at the Olympic Games – and Solent’s innovative degree course will help equip you with all the practical skills you’ll need.

During the course you will gain hands-on experience in our state-of-the-art newsroom, sourcing, gathering and producing your material to deadline across newspapers, television, radio and online channels.

Delivered by experienced journalists, some of whom still work for Sky Sports, ITV, talkSPORT, national newspapers and other media

organisations, you will benefit from being taught by staff with industry knowledge. Previous students have also benefited from Solent’s regular programme of guest lecturers, offering first-hand advice and insights from the industry.

Work experience is an integral part of the course, and you will have the opportunity to work on live briefs for organisations such as Hampshire Cricket and Eastleigh Football Club.

Drawing on our industry links, you will also be supported to arrange placements with national magazines, newspapers, broadcasters, radio stations and other organisations.

With a range of practical skills, a strong grasp of media theory and professional experience both on location and in the studio, you could have everything you need to launch a fulfilling career in your chosen field.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: P590

[solent.ac.uk/P590](https://www.solent.ac.uk/P590)



BA (Hons)

Sport Marketing

Got a passion for sport? This innovative marketing course is designed to help you develop the essential knowledge required to pursue a career in this fast-moving industry.

You'll take an in-depth look at sports branding, relationship marketing, sponsorship, fan culture and ticketing – and develop your knowledge of core marketing principles for any industry. Learning from an experienced team with industry backgrounds, you'll be able to study sporting business models, fan culture, sports sponsorship, alternative revenue streams and the globalisation of sport.

Optional units let you tailor the degree to your personal interests, and you can study for professional marketing and project management qualifications alongside your degree.

Our in-house creative agency can help you find valuable marketing experience, while Solent's excellent sporting links provide plenty of opportunities in the sports industry.



LENGTH: 3 and 4 years
THREE-YEAR UCAS CODE: NN70

solent.ac.uk/NN70



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