

Additional Course Related Costs

Marketing

There may be additional expenses associated with your course, which are not included within the tuition fee that you pay.

Last Updated: 18/01/21
[Please refer to website for latest information]

The table below provides an indication of additional course related costs, please note that actual costs can vary depending on the choices you make during your course.

This information is for applicants commencing study in 2022/23. For students commencing study in later years this can be used as an illustrative cost and updated information will be provided directly to students once available.

Accommodation and living costs are not included in the fees. Further information on accommodation can be found on our website: <https://www.shu.ac.uk/study-here/accommodation>

The University is committed to improving the employability offer to students on all Undergraduate courses. Any work experience that you undertake as part of your course could incur travel costs, these would be dependent on the location of your work experience placement.

Subject	Course Name	Mode of Attendance	Estimated minimum cost (£)	Estimated maximum cost (£)	Detail of cost	Optional or Mandatory?	Year of study	Additional notes
Marketing	All courses in this subject area	All modes of attendance	£0	£510	Books for own annotation. Stationery, photocopying and printing.	Optional Optional	All	Resources are provided by SHU library services (in print and electronically). Students may purchase their own copies if they wish but this is not mandatory. Students may print off their resources as they wish. However, assessments are typically submitted online. PCs are available for use within the University.
Marketing	All courses in this subject area	All modes of attendance	dependent on country travelling from	dependent on country travelling from	Health-related costs for International Students (including non-resident EU students) Visa to study in the UK for International Students Other visas (where required)	Mandatory	Prior to studying	Students travelling to the UK for study of six months or less must purchase travel insurance prior to travelling to the UK. This is to cover costs for any medical treatment whilst in the UK. Students applying for visas for longer than six months will be asked to pay an Immigration Health Surcharge to cover costs for any medical treatment during their time in the UK as part of the visa application process. If you are coming to the UK as a full-time higher education student and you have a European Health Insurance Card (EHIC) which has been issued in an EU country after 1 January 2021, you may be able to apply for a refund of your Immigration Health Surcharge fee. Applicants from some countries are required to have a tuberculosis (TB) test if they are coming to the UK for more than six months. See the government website for a list of countries this applies to: www.gov.uk/tb-test-visa . There may also be a requirement to take a COVID-19 test prior / post arrival - please check government guidelines prior to travel. Students will be required to pay their visa costs and meet any financial conditions. See the government website for the latest costs and conditions: www.gov.uk/browse/visas-immigration/student-visas .
Marketing	All courses in this subject area	All modes of attendance	£45	£160 + photography costs	Graduation costs	Optional	Final Year	Students attending a graduation ceremony at SHU will be required to pay for gown hire (£45-£60), photography (optional - the cost will be dependent on the student's chosen package) and tickets for any guests attending the ceremony (£10 per guest). There is no charge for the student's own ticket.
Marketing	All Distance Learning Courses	Distance Learning	£0	£25 (estimate)	Broadband Access	Mandatory	All	You will need broadband access with a reliable connection, guidance on the latest version of relevant software will be provided by your course leader.
Marketing	All placement courses	Placement	dependent on location	dependent on location	Placement costs (travel and/or accommodation)	Mandatory	Placement Year	Students choose their own placement therefore travel and accommodation expenses will depend on their choice of location. In most cases students should be able to manage on the money that they receive if the budget accordingly, though this can depend on local factors such as pay rates for placements and local costs of living and accommodation.
Marketing	Some courses	All modes of attendance	Dependent on location and choice of transport	Dependent on location and choice of transport	Travel	Mandatory		Students may complete consultancy projects as part of their studies, which can include travelling to undertake research and attend interviews, employment fairs and company visits.

Subject	Course Name	Mode of Attendance	Estimated minimum cost (£)	Estimated maximum cost (£)	Detail of cost	Optional or Mandatory?	Year of study	Additional notes
Marketing	Some courses		dependent on location	dependent on location	Erasmus Exchange	Optional		<p>Some courses within the University may offer the opportunity to study or work abroad as part of the Erasmus scheme. If you choose to participate in the Erasmus scheme then you will be expected to pay for travel costs, accommodation and general living expenses during your exchange.</p> <p>Please note that it has not been confirmed if the Erasmus Schemes will run in 2022/23 as this will be subject to funding availability. The fees quoted below are based on 2021/22 fees as a guide:</p> <p>The fee for students studying on Erasmus schemes abroad is £1,385. This fee applies where the student studies for: - less than 10 weeks at the home university and the remainder of the academic year abroad. - more than 10 weeks at the home university and more than 30 weeks abroad.</p> <p>Where a student studies more than 10 weeks at the home university and less than 30 weeks abroad they will be charged the normal tuition fee.</p> <p>The fee for Erasmus work placements is £1,200. This fee applies where the student studies for less than 10 weeks at the home university and undertakes a work placement abroad for the remainder of the academic year. Where the student studies for more than 10 weeks at the home university and undertakes a work placement abroad they will be charged the normal tuition fee.</p> <p>If your study abroad or work placement is in Europe, you can apply for financial support from the Erasmus programme. The Erasmus grant contributes towards the extra costs arising from studying or working abroad and is paid in addition to the standard grants or loans to which students are entitled.</p>
Marketing	BA HON MARKETING	FULL TIME (including placement courses)	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	BA HON MARKETING WITH FOUNDATION YEAR	FULL TIME (including placement courses)	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	BA HON MARKETING COMMUNICATIONS & ADVERTISING	FULL TIME (including placement courses)	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	BA HON MARKETING COMMUNICATIONS & ADVERTISING WITH FOUNDATION YEAR	FULL TIME (including placement courses)	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	BA HON DIGITAL MARKETING	FULL TIME (including placement courses)	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	BA HON DIGITAL MARKETING WITH FOUNDATION YEAR	FULL TIME (including placement courses)	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	BA HON MARKETING WITH PUBLIC RELATIONS	FULL TIME (including placement courses)	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	BA HON MARKETING WITH PUBLIC RELATIONS WITH FOUNDATION YEAR	FULL TIME (including placement courses)	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	BA HON MARKETING WITH PSYCHOLOGY	FULL TIME (including placement courses)	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	BA HON MARKETING WITH PSYCHOLOGY WITH FOUNDATION YEAR	FULL TIME (including placement courses)	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).

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Marketing	MSC INTERNATIONAL MARKETING	FULL TIME	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	MSC INTERNATIONAL MARKETING (work experience)	FULL TIME	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).
Marketing	MSC BRANDING AND CONSUMER BEHAVIOUR	FULL TIME	£0	£0				No additional course costs identified (other than any standard course costs detailed above for all courses within this subject area).