



CAM EXEMPTION POLICY

A listing of UK and International universities and degrees

Issued July 2011 (second version)

CAM EXEMPTION POLICY

About this policy

This is a listing of UK universities and their degree programmes that have been adjudged to allow exemption from the CAM unit, Marketing and Consumer Behaviour. This listing is not a CAM judgement on the quality of the UK universities or their degrees, nor is it an accreditation of any kind, and should not be read as such.

This is not an exhaustive list, and it is anticipated that it will change on a regular basis.

Should a qualification not appear on this listing, please consult the CAM website page for guidance concerning exemptions and how to apply (please see the web link below). There is an Exemptions Request Form available to download or print. Please follow the process or contact CAM for more information.

<http://www.camfoundation.com/exemptions.htm>

The UK universities are listed first, and the international universities at the back of this document, for ease of reference.

Who will benefit?

Potential CAM students

This policy will be of help for those already holding degree qualifications and wishing to establish whether their degree allows them to have an exemption from the CAM unit, Marketing and Consumer Behaviour.

CAM accredited study centres

This policy is of benefit to those institutions who have been accredited to deliver the CAM qualifications.

CAM Accredited Study Centres

This policy may be used as guidance whilst recruiting onto CAM courses.

Abbreviations

Mgt – Management

Mktg – Marketing

(Marketing) – denotes that marketing options are required

ABERTAY DUNDEE UNIVERSITY	BA Hons Marketing and Business
ABERYSTWYTH UNIVERSITY	BA Hons Marketing Major Hons Marketing Joint Hons Marketing MSc Advanced Marketing
ANGLIA RUSKIN UNIVERSITY	BA Hons Marketing MSc Marketing Management Practice MA Marketing and Innovation MSc Marketing Management Practice
ASTON UNIVERSITY	BSc Hons Marketing BSc Hons Marketing BSc Hons Management and Strategy (Marketing) BSc Hons Business and Management (Marketing) BSc Hons International Bus and Mgt (Marketing) MSc Marketing Management
BANGOR UNIVERSITY	BA Hons Marketing BA Hons Business Studies and Marketing
BATH UNIVERSITY	MSc Marketing
BATH SPA UNIVERSITY	BA Hons Business and Management (Mktg Major)
BEDFORDSHIRE UNIVERSITY	BA Hons Marketing BA Hons Advertising and Marketing Communications MSc Marketing Communications MSc Marketing and Business Management
BIRMINGHAM UNIVERSITY	MSc Marketing MSc Marketing Communications MSc Strategic Marketing and Consulting MSc International Marketing

BIRMINGHAM CITY UNIVERSITY	<p>BA Hons Marketing BA Hons Marketing, Advertising and PR BA Hons Business and Marketing BA Hons Marketing and Subject BA Hons Business and Advertising BA Hons Advertising and Subject BA Hons Business and PR BA Hons PR and Subject MBA Marketing MSc Management and Marketing</p>
BOLTON UNIVERSITY	<p>BA Hons Business Management (Marketing) BA Hons Business Management</p>
BOURNEMOUTH UNIVERSITY	<p>BA Hons Marketing BA Hons Advertising and Marketing Communications BA Hons International Marketing BA Hons Business Studies (Marketing) MA Advertising and Marketing Communications MA Marketing Communications MSc Management with Marketing MSc Tourism Management and Marketing</p>
BRADFORD UNIVERSITY	<p>BSc Hons Marketing MSc Marketing and Management</p>
BRIGHTON UNIVERSITY	<p>BA Hons Retail Marketing MSc Marketing (Branding and Communication) MSc Marketing (International Marketing) MSc Marketing (Social Marketing) MSc Marketing (Branding and Communication)</p>
BRUNEL UNIVERSITY	<p>BSc Hons Business and Management (Marketing) MSc Marketing MSc Corporate Brand Management</p>
BUCKINGHAM UNIVERSITY	<p>BSc Hons Marketing with Media Communications</p>

BUCKINGHAMSHIRE NEW UNIV.	<p>BA Hons Business and Advertising Management BA Hons Business and Marketing Management BA Hons Marketing BA Hons Music Mgt, Branding and Promotion MA Marketing Communications</p>
CANTERBURY CHRIST CHURCH	<p>BSc Hons Business Studies and Marketing BSc Hons Business Studies with Marketing BA/BSc Hons Subject and Marketing BA/BSc Hons Subject with Marketing BA/BSc Hons Marketing with Subject MSc Marketing MSc Tourism Marketing</p>
CARDIFF UNIVERSITY	<p>BSc Hons Business Management (Marketing) MSc Strategic Marketing</p>
CASS BUSINESS SCHOOL	<p>BSc Hons Business (Marketing stream)</p>
CENTRAL LANCASHIRE	<p>BA Hons Marketing BA Hons Subject and Marketing BA Hons Advertising and Marketing Communications BA Hons Marketing and Subject MSc Marketing Management</p>
CHESTER UNIVERSITY	<p>BA Hons Marketing BA Combined Honours Marketing MSc Marketing Communications and PR MSc Management with Marketing</p>
CITY UNIVERSITY LONDON	<p>BSc Hons Business (Marketing Stream)</p>

COVENTRY UNIVERSITY

BA Hons Marketing Management
BA Hons Advertising and Business
BA Hons Advertising and Marketing
BA Hons Business and Marketing
BA Hons Marketing and Accounting
MA Marketing Management
MA Strategic Marketing Management
MSc International Marketing
MA Advertising and Marketing
MBA Marketing
MBA International Marketing

CRANFIELD UNIVERSITY

MSc Strategic Marketing

CUMBRIA UNIVERSITY

MA Marketing

DE MONTFORT UNIVERSITY

BA Hons Subject and Marketing
BA Hons Marketing and Subject
BA Hons Marketing Management
MSc Marketing Management
MSc Strategic Marketing
MSc Advertising and Public Relations

DERBY UNIVERSITY

BA Hons Marketing
BA Hons Marketing and Advertising Management
BA Hons Marketing and Subject
BA Hons Subject and Marketing
BA Hons International Marketing Management
MSc Marketing
MSc Marketing and Advertising

DUNDEE UNIVERSITY

MSc international Business and Marketing

DURHAM UNIVERSITY

BA Hons Marketing
MA Marketing
Executive MBA
Full time MBA
Global MBA

UNIVERSITY OF EAST ANGLIA	MSc Marketing MBA programmes MSc programmes MSc Business Management (Marketing)
EAST LONDON UNIVERSITY	BA Hons Marketing BA Hons Marketing Major MSc Marketing Communications MSc International Marketing Management
EDGE HILL UNIVERSITY	BSc Hons Marketing BSc Hons Business Management (Marketing) BSc Hons Marketing with Subject MA Marketing Communications
EDINBURGH UNIVERSITY	BA Hons Communications, Advertising and PR MSc Tourism Marketing MSc Marketing and Business Analysis MSc Marketing
EDINBURGH NAPIER UNIVERSITY	BA Hons Marketing Management and Subject BA Hons Marketing with Subject MSc Marketing MSc International Marketing with Tourism and Events MSc Tourism Marketing MSc International Marketing MSc Marketing with Festival and Event Management
ESSEX UNIVERSITY	BSc Hons Marketing BSc Hons Management and Marketing MSc International Marketing and Entrepreneurship MSc Management, Marketing and Society
EXETER UNIVERSITY	BA Hons Management with Marketing MSc Marketing and Financial Services MSc Marketing
GLASGOW CALEDONIAN	MSc international Fashion Marketing

	MSc Marketing
GLAMORGAN UNIVERSITY	BA Hons Marketing MSc Marketing
GLOUCESTERSHIRE UNIVERSITY	BA Hons Marketing, Advertising and Communications BA Hons Marketing Management and Branding BA Hons Marketing Management Studies MA/MSc Marketing Management
GLYNDWR UNIVERSITY	MSc Marketing Management
GREENWICH UNIVERSITY	BA Hons Marketing MA Strategic Marketing MA Professional Services Marketing MA Strategic Marketing Communications
HERIOT-WATT UNIVERSITY	MA Economics and Marketing MA Management and Subject (Marketing) MA/BA Business and Finance (Marketing) MSc Marketing MSc International Fashion Marketing MBA Marketing MSc International Business Management with Mktg
HERTFORDSHIRE UNIVERSITY	BA Hons Marketing BA Marketing Major BA Hons Business Studies (Marketing) BA Hons Business Administration (Marketing) MSc Marketing
HUDDERSFIELD UNIVERSITY	BA Hons Marketing BA Hons Marketing Management BA Hons Marketing and Brand Management BA Hons Marketing with Public Relations MSc Marketing Communications MSc international Marketing MSc Marketing and Advertising
HULL UNIVERSITY	BA Hons Marketing

MSc Marketing Management
MSc Advertising and Marketing

KEELE UNIVERSITY

BA Hons Marketing and Subject
BA Hons Subject and Marketing
MA Marketing

KENT UNIVERSITY

BA Hons Business Administration (Marketing)
MSc Management (Marketing)
MSc Value Chain Management

KINGSTON UNIVERSITY

BA Hons Marketing Management
BA Hons Business Management (Marketing)
BA Hons Business Studies (Marketing)
MA Marketing
MA Marketing with English
MA Marketing with Subject
MA Marketing Communications and Advertising
MA Strategic Marketing Management
MSc Customer Services Management

LANCASTER UNIVERSITY

BSc Hons Marketing
BA Hons Marketing Management
BA Hons Advertising and Marketing
MSc Advanced Marketing Management
MSc Management and Marketing

LEEDS UNIVERSITY

BA Hons Management with Marketing
MA Marketing
MA Advertising and Marketing
MA Advertising and Design
MSc International Marketing Management

LEEDS METROPOLITAN

BA Hons Marketing
BA Hons Marketing and Advertising Management
BA Hons Subject and Marketing
MSc Marketing

LEICESTER UNIVERSITY

BA Hons Management Studies
MSc Marketing
MA Media and Advertising
MSc Management
MSc Finance
MBA

LINCOLN UNIVERSITY

BA Hons Advertising and Marketing
BA Hons Business and Marketing
MSc Marketing

LIVERPOOL UNIVERSITY

BA Hons Marketing
BA Hons Business Studies (Marketing)
BA Hons Business Studies (Year in Industry)
MSc Consumer Marketing
MBA Marketing

LIVERPOOL HOPE UNIVERSITY

BA Hons Marketing
MSc Marketing Management

LIVERPOOL JOHN MOORES

BA Hons Marketing
BA Hons Business Studies (Marketing)
BA Hons Business Management (Marketing)
MA Marketing

LONDON METROPOLITAN

BA Hons Marketing
BA Hons Advertising and Marketing Communications
BA Hons Public Relations (Marketing)
MA Marketing
MA International Marketing Communications
MA International Business and Marketing
MA Events Marketing Management

LONDON SOUTH BANK

BA Hons Marketing
BA Hons Marketing Major
BA Hons Marketing Joint
MA Marketing
MSc International Marketing
MSc Marketing Management
MSc Marketing Communications
MSc Digital Marketing

LOUGHBOROUGH	MSc Marketing and Management
MANCHESTER UNIVERSITY	MSc Marketing MBA (Marketing)
MANCHESTER METROPOLITAN	BA Hons Marketing Management BA Hons Retail Marketing BA Hons Advertising Mgt and Brand Mgt BA Hons Advertising Mgt and PR BA Hons Digital Marketing Communications BA Hons Retail Marketing BA Hons Sports Marketing MSc Marketing Management MSc Marketing Communications MSc Food Marketing Management MSc International Fashion Marketing
MIDDLESEX UNIVERSITY	BA Hons Marketing BA Hons Marketing Communications BA Hons Marketing Management MA Marketing Communications MA Marketing Management MA International Marketing MA Health and Social Marketing
NEWCASTLE UNIVERSITY	BSc Hons Marketing MSc International Marketing MSc Advanced Food Marketing MA Cross-Cultural Communication and International Mktg MSc Advanced International Business Mgt and Marketing
NEWPORT UNIV. OF WALES	MSc Strategic Marketing
NORTHAMPTON UNIVERSITY	BA Hons Marketing BA Hons Joint Marketing BA Hons Sports Marketing MA International Marketing Strategy

NORTHUMBRIA UNIVERSITY	<p>BA Hons Marketing Management BA Hons Business Management BA Hons Business with Marketing BA Hons Advertising Management BA Hons Language with Marketing MA/MSc Marketing MA/MSc Strategic Marketing MSc Business with Marketing Management</p>
NOTTINGHAM UNIVERSITY	<p>MA/MSc Marketing MSc Marketing (Advertising and Communications) MSc Marketing (Retail) MSc Marketing (Customer Management)</p>
NOTTINGHAM TRENT UNIVERSITY	<p>BA Hons Business Management and Marketing MSc Marketing MSc Marketing (with subject route) MSc Management and Marketing</p>
OXFORD BROOKES UNIVERSITY	<p>BA Hons Business and Marketing Management MSc Marketing MSc E-Marketing MSc International Tourism Marketing</p>
PLYMOUTH UNIVERSITY	<p>BA Hons Marketing MSc Marketing Management and Strategy</p>
PORTSMOUTH UNIVERSITY	<p>BA Hons Marketing BA Hons Marketing and Psychology MA Marketing MA Marketing (Digital Media)</p>
QUEEN MARGARET, EDINBURGH	<p>BA Hons Marketing Management BA Hons Public Relations and Marketing</p>
READING UNIVERSITY	<p>MSc Marketing and International Management</p>

ROBERT GORDON UNIVERSITY	MSc International Marketing Management MSc International Marketing Mgt with Retailing MSc International Marketing Mgt with Retail
ROEHAMPTON UNIVERSITY	BSc Hons Marketing BSc Hons Business Mgt (Retail Mgt and Marketing) MSc Marketing MSc International Management with Marketing
SALFORD UNIVERSITY	MSc Marketing
SHEFFIELD UNIVERSITY	MSc Marketing and Management MSc International Management and Marketing
SHEFFIELD HALLAM UNIVERSITY	BA Hons Marketing BA Hons Marketing and Retailing BA Hons Marketing Communication and Advertising MSc Strategic Marketing
SOUTHAMPTON UNIVERSITY	MSc Digital Marketing MSc Marketing Analytics MSc Marketing Management
SOUTHAMPTON SOLENT	BA Hons Marketing Management BA Hons Marketing with Subject MA Marketing Management
STAFFORDSHIRE UNIVERSITY	BA Hons Marketing Management MSc International Marketing MSc Marketing MSc Global Marketing
STIRLING UNIVERSITY	BA Hons Marketing MSc Marketing
STRATHCLYDE UNIVERSITY	Single or Joint Hons Marketing MSc Marketing MSc International Marketing

SUNDERLAND UNIVERSITY	BA Hons Marketing Major BA Hons Joint Marketing MBA Marketing MA Marketing
SURREY UNIVERSITY	MSc Marketing Management MSc International Marketing Management MSc Tourism Marketing MSc International Retail Marketing
SUSSEX UNIVERSITY	MSc International Marketing
SWANSEA UNIVERSITY	BSc Hons Business Management (Marketing) BSc Hons Management Science (Marketing) MSc Marketing MSc Management (Marketing)
SWANSEA METROPOLITAN	BA Hons Marketing Management
TEESSIDE UNIVERSITY	BA Hons Marketing and Advertising MSc Marketing Management
ULSTER UNIVERSITY	BSc Hons Marketing MSc Marketing MSc Communication, Advertising and Public Relations
UNIVERSITY OF THE ARTS	MA Strategic Fashion Marketing
WARWICK UNIVERSITY	MSc Marketing and Strategy
WEST OF ENGLAND UNIVERSITY	BA Hons Marketing BA Hons Marketing Communications MSc Marketing Communications

WEST OF SCOTLAND UNIVERSITY BA Hons Marketing
BA/BA Hons International Marketing
MSc International Marketing Management

WESTMINSTER UNIVERSITY BA Hons Marketing Management
BA Hons International Marketing
BA Hons Marketing Communications
MA Marketing Management
MA Marketing Communications

WORCESTER UNIVERSITY BA Hons Marketing
MSc Advertising and Marketing
MSc Marketing Management

YORK ST JOHN UNIVERSITY BA Hons Marketing Management

INTERNATIONAL UNIVERSITIES LISTING

AUSTRALIA

**UNIVERSITY OF TECHNOLOGY,
SYDNEY**

Master of Business in Marketing
Graduate Diploma in Marketing
Master of Business in International Marketing

**QUEENSLAND UNIVERSITY OF
TECHNOLOGY**

Bachelor of Business (Marketing)
Bachelor of Business (Advertising)
Bachelor of Business (Public Relations)

Master of Business (Marketing)
Master of Business (Strategic Advertising)
Master of Business (Public Relations)

CYPRUS

NICOSIA UNIVERSITY

BBA Marketing

CYPRUS INSTITUTE OF MARKETING

BSc Hons Business Administration (Marketing)
Three years full time, Open University validated award

DUBAI

UNIV. OF WOOLONGONG IN DUBAI

B.Commerce (Marketing)
Masters in Strategic Marketing

FRANCE

**GRENOBLE ECOLE DE
MANAGEMENT**

MSc Marketing

HONG KONG

HK BAPTIST UNIVERSITY

BBA Hons Marketing Concentration
BBA Hons China Business Concentration
Bachelor of Commerce in Marketing (top up)
MBA (Marketing)

CITY UNIVERSITY OF HK	BBA Hons Marketing MSc Marketing
HK COLLEGE OF TECHNOLOGY	Higher Diploma in Business Administration (Mktg)
HK POLYU COMMUNITY COLLEGE	Associate in Business (Marketing)
HK POLYTECHNIC UNIVERSITY	BBA Marketing
HK POLYTECHNIC UNIVERSITY (SPEED)	BA Marketing and PR
HKU SPACE COMMUNITY COLLEGE	Associate of Business Administration – Mktg Theme
INSTITUTE OF VOCATIONAL EDUCATION, CHAI WAN	Higher Diploma in Advertising and Global Brand Management
INSTITUTE OF VOCATIONAL EDUCATION, MORRISON HILL	Higher Diploma in Business Promotion and Design

MALAYSIA

SEGi UNIVERSITY COLLEGE	Bachelor of Business Management (Marketing)
UNIVERSITI TEKNOLOGI MARA	BBA Hons Marketing

SOUTH AFRICA

IMM GRADUATE SCHOOL OF MARKETING (Pty) Ltd	BBA Marketing Postgraduate Diploma in Marketing
---	--

WEST INDIES

UNIVERSITY OF THE WEST INDIES	Master of Marketing
--------------------------------------	---------------------