

# BA (HONOURS) IN BUSINESS MANAGEMENT – MARKETING UNIVERSITY OF WOLVERHAMPTON, UK, PROGRAMMES

My journey at Podar World College has been highly enriching. During the first year, I realised I had a keen interest in Marketing and in my final year, I decided to pursue the Marketing specialisation course. The marketing course in our final year is very hands-on and practical. I got to learn in detail about the latest advancements in the field of marketing, such as SEO, SEM, social media marketing and so on. We also got the opportunity to attend guest lectures and take the google digital marketing course to gain better clarity.

The skills gained have given me the confidence to apply for internships where digital marketing skills are needed.

The introduction of specialisation streams was the best opportunity given to us by Podar World College and the University of Wolverhampton as it gave me a better idea about my future career path.



**LEVEL 6 STUDENT – BABM MARKETING**  
**HENISHA DESAI**