

BA (HONOURS) IN BUSINESS MANAGEMENT

UNIVERSITY OF WOLVERHAMPTON, UK, PROGRAMMES



**LEVEL 6 STUDENT –
BABM MARKETING
ISHIKA PUROHIT**

I had taken an interest in the marketing field from the start. When I learned that Podar is providing us with the opportunity to select specialisations in different fields, it was exceptional.

Choosing a marketing course has given me the direction towards what I want to pursue in future. It has helped me to discover all the different roles performed in marketing and has given me exposure to the marketing world. We learn core skills essential in the digital marketing world and understand our market and consumer behaviour extensively. I have developed social media marketing skills, content creation and digital strategist skills this semester and look forward to building more along the course.