

Faculty: Business School

Title of Programme: Marketing

Programme Code: BSMK

# Programme Specification

Start Date: September 2011

Date of Approval: 28.06.11

Associate Dean (Academic Quality): David Gayfer

Signature

*David Stephen Gayfer*

# Programme Specification: Marketing

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	de Havilland
<b>Programme accredited by</b>	N/A
<b>Final Award</b>	BA (Honours) BA Honours (Sandwich) BA (Honours) (With a Year's Study Abroad) BA Honours (With a Year's Study Abroad) (Sandwich)
<b>All Final Award titles</b>	Marketing ; Marketing with Advertising
<b>FHEQ level of award</b>	Honours (H)
<b>UCAS code(s)</b>	N500 (Marketing); N5P2 (Marketing with Advertising)

### A. Programme Rationale

The programme is designed to recruit students who wish to specialise in Marketing or Marketing with Advertising. Its intention is to promote the 'employability' of its graduates via dedicated routes so that they can thrive in an increasingly competitive employment market. This is achieved through a blend of academic study and skills development both of which are enhanced by the teaching, the research and the industry links of the marketing group. Subject specific modules are supported by skills modules and all students have the option to study a foreign language. The degree aims to provide students with the knowledge and understanding to equip them for a career in marketing.

### B. Educational Aims of the Programme

The programme has been devised in accordance with the University's general educational aims of programmes of study as set out in UPR TL01.

#### Additionally this programme aims to:

- enable students to undertake practical experience of marketing and enterprise-based activity to enhance their learning and employability;
- provide a foundation for further professional or postgraduate study;
- develop students' intellectual, creative and analytical ability to appraise problems and to offer solutions;
- develop in students the interpersonal and specialist skills needed for a career in marketing, either by specialising in specific marketing areas or by combining marketing with advertising;
- provide students with opportunity to study a foreign language and to gain appropriate employability skills within the global context;

### C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for General Business and Management and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and

relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2003 have been used as a guiding framework for curriculum design.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
<p>A1 The key marketing concepts, practices and underpinning theory.</p> <p>A2 The complexities of organisations, in particular the way in which marketing interacts with other key business functions.</p> <p>A3 The external environmental influence on the organisation and marketing management.</p> <p>A4 Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, sustainability, business ethics and globalisation.</p> <p>A5 Related business disciplines</p>	<p>Acquisition of A1 to A4 is through a combination of lectures, tutorials, coursework and project work of both practical and academic nature.</p> <p>Knowledge and understanding is also acquired via experiential learning at level 5 and the optional work placement.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject. Students will have the opportunity to interact with the wider UHBS research community and to continue to develop the key employability skills of resource management and reflection.</p>	<p>Knowledge and understanding are assessed through a combination of examinations and assessed coursework. Assessment, which is both formative and summative, individual and group based spans many forms, e.g. essay assignments, project reports, portfolios, exhibitions and presentations.</p>
Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
<p>B1 Utilise cognitive skills of critical thinking.</p> <p>B2 Utilise cognitive skills of analysis.</p> <p>B3 Utilise cognitive skills of synthesis</p> <p>B4 Assess theory and provide opinion based on reading and use of relevant theory.</p>	<p>Intellectual skills specific to marketing are developed throughout the programme by the methods and strategies outlined in 'Teaching/learning methods' above.</p> <p>Dedicated professional development and critical thinking modules have been designed to build their understanding of key topics relevant to marketing and to enhance their academic skills within the professional marketing standards framework.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	<p>Intellectual skills specific to B1- B4 are assessed via coursework assignments, case study reports, presentations, examinations and live projects and the integration of theory with practice.</p>
Practical skills - able to:	Teaching/learning methods & strategies	Assessment
<p>C1 Integrate marketing theory with practice</p>	<p>Practical skills are developed through a number of 'applied'</p>	<p>Practical skills for C1 are assessed through</p>

through the 'applied' modules.	modules at level 5 and 6 where C1 is developed through tutorials, group based projects, oral presentations, case studies and links with live projects.	coursework assignments, case study reports, presentations, examinations and live projects.
<b>Transferable skills - able to:</b>	<b>Teaching/learning methods &amp; strategies</b>	<b>Assessment</b>
D1 Communicate effectively, both orally and in writing. D2 Work effectively in a team. D3 Make use of effective problem solving and decision making using appropriate qualitative and quantitative techniques. D4 Work independently, effectively and to set deadlines. D5 Make effective use of Information Technology. D6 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments. D7 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.	Transferable skills are developed throughout the programme by the methods and strategies outlined above. D1, D3 & D5 – are developed through coursework reports, oral presentations, project reports and an exhibition and through feedback on each. D2 – is developed through tutorials, group based coursework and live projects. D4, D6 and D7 – are developed throughout the programme.  Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.	Transferable skills are assessed through: D1 - coursework, oral presentations and project reports; D2 –group based coursework; D3 – assignments and project reports; D4 –the timely delivery of individual coursework; D5 – written coursework and via electronic presentations; D6 and D7 – assessment within dedicated modules.

## D. Programme Structures, Features, Levels, Modules, and Credits

The Marketing, and Marketing with Advertising pathways are both offered in full-time (3 years) and sandwich (4 years) modes of study.

These lead, respectively, to the awards of:

- BA (Honours) Marketing,
- BA (Honours) Marketing with Advertising.

Or, upon successful completion of a placement, to:

- BA (Honours) Marketing (Sandwich),
- BA (Honours) Marketing (Sandwich).

The programme has been designed so that the modules offered will develop the related subject principles in the first year; application in the second year and critical thinking in the final year.

Where applicable these titles will include '(With a Year's Study Abroad)'. Students may choose to follow this programme at a part-time rate of study.

Entry is normally at Level 4 with suitable A-level or equivalent qualifications but it is possible to enter at levels 5 and 6 with suitable qualifications. Intake is normally semester A (September).

### Professional and Statutory Regulatory Bodies

For the Marketing, and Marketing with Advertising pathways, the Business School will pursue the continuance of an arrangement with the Chartered Institute of Marketing, which allows students to gain entry to the Chartered Institute of Marketing Chartered Post Graduate Diploma (Stage 3) and to the dual award programme (CIM Professional Diploma).

The Business School will also continue to liaise with the Institute of Public Relations and the Market Research Society (MRS).

### Work-Based Learning, including Sandwich Programmes

A designated sandwich programme leads to a University award in the sandwich mode, and the word "sandwich" appears on the award certificate. A programme of study approved as leading to an award in the sandwich mode must include not less than 48 weeks of supervised work experience **or** 24 weeks of supervised work experience and one semester study abroad, in addition to the period required for the full-time award. Students who can provide evidence of an appropriate period (minimum 2 years) of directly relevant previous experience and complete a work-based portfolio may be considered for exemption. Students who are unable, for valid reasons, to complete their sandwich year will be deemed to be on the full-time mode.

Students may have the opportunity to study abroad (in Europe or world-wide) during their placement year for two semesters; or to study abroad for one semester plus a six-month work placement. Students may also take the opportunity to study half, or all of their level 5 in a host institution. The latter may be with or without a placement year. The degree titles of students who successfully complete a year's study abroad will include '(With a Year's Study Abroad)'.

All students will undertake one of the three work-based learning modules at level 6. The actual module will be determined by the student's level of work experience.

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

### Table 1a Outline Programme Structure

**Mode of study: Full Time; Sandwich**

**Entry point: Semester A**

#### Marketing Pathway

#### **Level 4 Marketing Pathway**

<b>Compulsory Modules</b> Module Title	<b>Module Code</b>	<b>Credit Points</b>	<b>% examination</b>	<b>% coursework</b>	<b>Semester</b>
Marketing Data Analysis	4BUS1021	15	0	100	A
Principles of Marketing	4BUS1010	15	0	100	A
Professional Development for Marketers	4BUS1045	30	0	100	AB
Economics for Business B	4BUS1036	15	0	100	B
Introduction to Marketing Communications	4BUS1011	15	0	100	B

## Optional modules

Level 4 Marketing - select 30 credits (15 credits in each semester)

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Global Perspectives in Business	4BUS1060	15	0	100	A
Language	Various	15 & 15	0	100	A & B
Creativity, Technology and Innovation	4BUS1013	15	0	100	B

Progression to level 5 on the honours route requires 120 credit points at level 4; for students with less than 120 credits at level 4 progression will be determined by the Programme Examination Board.

## Level 5 Marketing Pathway

Compulsory Modules Module Title	Module Code	Credit Points	% examination	% coursework	Semester
21 <sup>st</sup> Century Consumer Marketing	5BUS1004	15	50	50	A
Enhancing Employability in Marketing	5BUS1082	15	0	100	A
Marketing Planning	5BUS1032	15	0	100	A
Managing People B	5BUS1087	15	0	100	B
Enterprise	5BUS1080	15	0	100	B
Product Innovation	5BUS1022	15	0	100	B

## Optional Modules

Level 5 Marketing Pathway

Select 30 credits (15 credits in each semester)

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Business Analysis Tools	5BUS1047	15	50	50	A
Digital Marketing <b>OR</b>	5BUS1062	15	50	50	A
Digital Marketing in Practice <b>[Placement students only]</b>	5BUS1016	15	50	50	A
European Consumer Markets Issues & Trends	5BUS1065	15	0	100	B
Music Marketing	5BUS1029	15	0	100	A
Language	Various	15 & 15	0	100	A & B
Marketing for Creative & Cultural Industries	5BUS1033	15	0	100	B
Marketing for the Small Enterprise	5BUS1031	15	60	40	B
Mobile Business Technologies	5BUS1066	15	0	100	B

Progression to level 6 on the honours route requires 240 credit points at levels 4 and 5, of which at least 120 credit points must be at level 5; for students with less than 240 credit points at levels 4 and 5 progression will be determined by the Programme Examination Board.

## Placement (Optional)

Students who have attained the progression requirements to level 6 may select an optional placement year before commencing their level 6 studies. The award of a sandwich degree will require the successful completion of the placement period and the submission of a placement portfolio which reaches a pass standard.

Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Placement Portfolio	6BUS1088	0	0	100	AB

## Level 6 Marketing Pathway

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Contemporary Issues in Marketing	6BUS1098	15	0	100	A
Market and Social Research	6BUS1082	30	50	50	AB

### Plus one of the following three modules:

Placement Learning * <b>or</b>	6BUS1087	15	0	100	B
Learning from Employment * <b>or</b>	6BUS1089	15	0	100	B
Learning from Simulations and Internship *	6BUS1099	15	0	100	B

\*Students must select one of these modules; the selected module will be based on their work experience

### Optional Modules

Level 6 Marketing Pathway - Select 60 credits (30 credits in each semester)

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Business to Business Marketing	6BUS1022	15	50	50	A
Management Science in Business	6BUS1083	15	30	70	A
Social Networking and Enterprise	6BUS1062	15	0	100	A
Strategic Brand Management	6BUS1061	15	0	100	A
Sustainability Marketing	6BUS1055	15	50	50	A
Understanding Challenges in the Third Sector	6BUS1051	15	0	100	A
Language	Various	15 & 15	0	100	A & B
Forecasting Methods for Managers	6BUS1026	15	0	100	B
Global Marketing Ethics and Culture	6BUS1025	15	60	40	B
Sales and Key Account Management	6BUS1068	15	0	100	B
Dissertation – Marketing	6BUS1028	30	0	100	AB
(including Research Methods)	6BUS1086	0	0	100	A
Managing Media and Communications	6BUS1081	30	60	40	AB
Small Business and Entrepreneurship	6BUS1064	30	60	40	AB

The award of an honours degree requires 360 credit points, with at least 240 credit points at level 5 or above, of which at least 120 credit points must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6. In addition, for a sandwich degree, students must successfully complete the placement year and must achieve pass standard for the Placement Portfolio.

## Marketing with Advertising Pathway

### Level 4 Marketing with Advertising Pathway

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Marketing Data Analysis	4BUS1021	15	0	100	A
Principles of Marketing	4BUS1010	15	0	100	A
Professional Development for Marketers	4BUS1045	30	0	100	AB
Economics for Business B	4BUS1036	15	0	100	B
Introduction to Marketing Communications	4BUS1011	15	0	100	B

### Optional modules

Level 4 Marketing with Advertising - *select 30 credits (15 credits in each semester)*

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Global Perspectives in Business	4BUS1060	15	0	100	A
Language	Various	15	0	100	A & B
Creativity, Technology and Innovation	4BUS1013	15	0	100	B

Progression to level 5 on the honours route requires 120 credit points at level 4; for students with less than 120 credits at level 4 progression will be determined by the Programme Examination Board.

### Level 5 Marketing with Advertising Pathway

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Advertising Concepts and Campaigns	5BUS1063	15	60	40	A
Enhancing Employability in Marketing	5BUS1082	15	0	100	A
Marketing Planning	5BUS1032	15	0	100	A
Managing People B	5BUS1087	15	0	100	B
Enterprise	5BUS1080	15	0	100	B
Public Relations Concepts and Campaigns	5BUS1018	15	0	100	B

### Optional Modules

Level 5 Marketing with Advertising Pathway

*Select 30 credits (15 credits in each semester)*

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
21 <sup>st</sup> Century Consumer Marketing	5BUS1004	15	50	50	A
Digital Marketing <b>OR</b>	5BUS1062	15	50	50	A
Digital Marketing in Practice <b>[Placement students only]</b>	5BUS1016	15	50	50	A
Language	Various	15 & 15	0	100	A & B
Mobile Business Technologies	5BUS1066	15	0	100	B
Product Innovation	5BUS1022	15	0	100	B

Progression to level 6 on the honours route requires 240 credit points at levels 4 and 5, of which at least 120 credit points must be at level 5; for students with less than 240 credit points at levels 4 and 5 progression will be determined by the Programme Examination Board.

### Placement (Optional)

Students who have attained the progression requirements to level 6 may select an optional placement year before commencing their level 6 studies. The award of a sandwich degree will require the successful completion of the placement period and the submission of a placement portfolio which reaches a pass standard.

Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Placement Portfolio	6BUS1088	0	0	100	AB

### Level 6 Marketing with Advertising Pathway

Compulsory Modules Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Contemporary Issues in Marketing	6BUS1098	15	0	100	A
Public Relations Strategy	6BUS1071	15	50	50	A
Market and Social Research	6BUS1082	30	60	40	AB
Advertising Strategy	6BUS1021	15	60	40	B

#### Plus one of the following three modules:

Placement Learning * or	6BUS1087	15	0	100	B
Learning from Employment * or	6BUS1089	15	0	100	B
Learning from Simulations and Internship *	6BUS1099	15	0	100	B

\*Students must select one of these modules; the selected module will be based on their work experience

### Optional Modules

Level 6 Marketing with Advertising Pathway  
Select 30 credits (15 credits in each semester)

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Social Networking and Enterprise	6BUS1062	15	0	100	A
Strategic Brand Management	6BUS1061	15	0	100	A
Sustainability Marketing	6BUS1055	15	50	50	A
Language	Various	15 & 15	0	100	A & B
Global Marketing Ethics and Culture	6BUS1025	15	60	40	B
Sponsorship, Partnership and Finance	6BUS1063	15	60	40	B
Dissertation – Marketing	6BUS1028	30	0	100	AB
(including Research Methods)	6BUS1086	0	0	100	A
Managing Media and Communications	6BUS1081	30	60	40	AB

The award of an honours degree requires 360 credit points, with at least 240 credit points at level 5 or above, of which at least 120 credit points must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6. In addition, for a sandwich degree, students must successfully complete the placement year and must achieve pass standard for the Placement Portfolio.

### Honours classification

The University has approved structure and assessment regulations common to all programmes. The honours classification is determined from a combined average of the best 90 credits at level 6 plus the best remaining 30 credits at level 5 or 6. Full details are provided in UPR AS14.

**Table 1b Final and Interim awards available**

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate *	45 credit points at level 4	4
Certificate of Higher Education *	120 credit points at level 4	4, 5
University Diploma *	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education Marketing	240 credit points including at least 120 at level 5	5, 6
Diploma of Higher Education Marketing with Advertising	240 credit points including at least 120 at level 5	5, 6
BA Marketing	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA Marketing with Advertising	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA Marketing (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and pass both the placement year and placement portfolio	6
BA Marketing with Advertising (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and pass both the placement year and placement portfolio	6
BA Marketing (With a Year's Study Abroad)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad	6
BA Marketing with Advertising (With a Year's Study Abroad)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad	6
BA Marketing (With a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad and pass both the placement year and placement portfolio	6
BA Marketing with Advertising (With a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad and pass both the placement year and placement portfolio	6
BA (Honours) Marketing	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6
BA (Honours) Marketing with Advertising	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6
BA (Honours) Marketing (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and pass both the placement year and placement portfolio	6
BA (Honours) Marketing with Advertising (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and pass both the placement year and placement portfolio	6
BA (Honours) Marketing (With a Year's Study Abroad)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and a year's study abroad	6
BA (Honours) Marketing with Advertising (With a Year's Study Abroad)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and a year's study abroad	6
BA (Honours) Marketing (With a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad and pass both the placement year and placement portfolio	6

BA (Honours) Marketing with Advertising (With a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad and pass both the placement year and placement portfolio	6
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*\*These are untitled interim awards; other interim award titles reflect the appropriate fields of study.*

## E. Support for students and their learning

Students are supported by;

- A programme/pathway tutor to help students understand the programme structure
- An induction week at the beginning of each new academic session
- Overseas Orientation
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and Nursery
- Medical Centre
- Student Support and Guidance Office to provide academic and pastoral support
- A Faculty International and Direct Entry Support Tutor
- A Faculty-based Disabled Student Coordinator
- An Equal Opportunities Officer
- A team of Academic Support Tutors
- A Placement Office
- An Exchange Programme Coordinator
- A European and Study Abroad Office
- A Careers Service for all current students and graduates
- A Mathematics Drop-in Centre
- Student representatives on programme committees
- A designated administrator
- The Students' Union
- StudyNet, a versatile on-line interactive intranet and learning environment
- Attractive modern study environments in 3 Learning Resource Centres
- Guided student-centred learning through the use of StudyNet

## F. Entry requirements

The normal entry requirements for the programme are:

- 260 UCAS points from a minimum of two GCE/VCE A levels or one VCE Double Award, or
- International Baccalaureate: pass diploma with 24 including 4 for SL English and 4 for SL Mathematics, or
- Equivalent qualifications (e.g. Access), to be assessed by the Admissions Tutor

*Plus*

GCSE English Language and Mathematics at grade C or above, or equivalent qualifications.

A minimum IELTS score of 6.0, TOEFL 550 PBT (213 CBT, 79 iBT) will be accepted as equivalent to GCSE English Language at grade C.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

## Section 2

### Programme management

<b>JACS code(s)</b>	N500
Modes of study	F/T, P/T, Sandwich
<b>Intakes</b>	Semester A
<b>Relevant QAA subject benchmarking group</b>	General Business & Management
<b>Date of validation/last periodic review</b>	11/12 <sup>th</sup> March 2010
<b>Date of production/ last revision of PS</b>	May 2011
<b>Relevant intakes</b>	Levels 4 and 5 entering September 2011; level 6 entering September 2012;
<b>Faculty</b>	Business School
<b>Administrative School(s)/Departments</b>	Marketing and Enterprise

#### Course (i.e. pathway) details

Course (i.e. Pathway Point) Titles	Course (i.e. Pathway Point) Codes
BA Honours Marketing	MAR1, MAR2, MAR4
BA Honours Marketing with Advertising	AD1, AD2, AD4
BA Honours Marketing (Sandwich)	MAR1, MAR2, MAR3, MAR4
BA Honours Marketing with Advertising (Sandwich)	AD1, AD2, AD3, AD4

The programme is managed by:

- The Dean and Deputy Dean
- The Head of Department
- Programme Tutors who are responsible for the day to day management and who advise students on the programme as a whole
- An Admissions Tutor, with specific responsibility for open days and selection
- Module Coordinators who are responsible for individual modules
- A Placements Officer to assist with the procurement of placements
- A programme committee, the membership of which includes student representatives from each level of study and key members of the Business School.

#### Programme-specific assessment regulations

The programme is compliant with the University's generic assessment regulations (Structure and Assessment Regulations for Academic Programmes, UPR AS14).

Further points of clarification and interpretation relevant to this specific programme are given below:

- There are two situations where, as a consequence of a perceived lack of engagement with the associated teaching and learning processes, the UHBS Module Board of Examiners will normally not permit referral in an individual module (FREF):  
(a) where the aggregate mark in any Module is less than 20%, and/or  
(b) where, at Levels 4 and 5 only, a student has been absent from more than 3 tutorial feedback sessions in a Semester.  
In these situations students will be required to repeat the diet of study (FREN) prior to re-assessment.
- Students who study abroad for one or two semesters of their placement year will be required to take 60 credits (30 ECTS) per semester at the partner institution. Placement study will be translated on their University transcript of results as 30 credits for one semester and 60 credits for two semesters based on the grades received from the partner institution (using appropriate grade translations). These grades may be substituted for weaker level 5 modules; however, they may not be used to replace failed modules.

- Students who study abroad for all or half of their level 5 will receive credits based on their results from the partner institution (using appropriate grade translations). These will take the place of the 60 credits per semester that would have been studied in the University.
- Students who repeat a module and do not gain a pass grade may, after consultation with the Programme Tutor and confirmation by the Director of Undergraduate Programmes and Student Experience, be permitted to study another appropriate module from the Business School portfolio. Permission will only be given if the student's total programme of study covers all the learning outcomes of their pathway within the Marketing Programme.

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## Other sources of information

- Definitive Module Documents
- Module Guides
- Student Handbook
- Programme Specification website:  
(StudyNet → Staff → Department Lists → Academic Quality Office → Programme Management → Programme Specifications)
- University of Hertfordshire Course website:  
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:  
<http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp>
- The Framework for Higher Education Qualifications in England, Wales and Northern Ireland, 2008:  
<http://www.qaa.ac.uk/academicinfrastructure/FHEQ/EWNI08/default.asp>
- SEEC Credit Level Descriptors for Further and Higher Education 2003: <http://www.seec-office.org.uk/creditlevel descriptors2003.pdf>
- External Quality Review report website:  
[http://www.qaa.ac.uk/revreps/inst\\_reports.asp?instID=H-0060](http://www.qaa.ac.uk/revreps/inst_reports.asp?instID=H-0060)
- Professional or Statutory Regulatory Body information: <http://www.cim.co.uk>
- UNISTATS website:  
<http://www.unistats.com/>
- University of Hertfordshire Academic Quality Office website:  
(StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:  
<http://www.herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and General Educational Aims, UPR TL01:  
<http://www.herts.ac.uk/secreg/upr/TL01.htm>
- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:  
<http://www.herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17:  
<http://www.herts.ac.uk/secreg/upr/AS17.htm>
- Index of UPRs for students:  
[http://www.herts.ac.uk/secreg/upr/upr\\_azlist\\_student\\_info.htm](http://www.herts.ac.uk/secreg/upr/upr_azlist_student_info.htm)

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## Other information relevant to the programme

None

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## University policies relevant to the Programme

The University undertakes to use all reasonable endeavours to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum, and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation, and/or in order to

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conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects (UPR RE01) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.



Signed .....  
Chair of Faculty Academic Quality Enhancement Committee

Date ...28.06.11.....

**If you would like this information in an alternative format please contact:**

**Programme Tutor  
Issidora Paleologos**

## BA (Honours) Marketing and BA (Honours) Marketing (Sandwich)

Note: Where applicable these titles will include '(With a Year's Study Abroad)'.

**Table 2: Development of Programme Learning Outcomes in the Compulsory Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the compulsory constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

			Programme Learning Outcomes (as identified in section 1 and the following page)																
			Knowledge and Understanding					Intellectual Skills				Practical Skills		Transferable Skills					
	Modules	Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	D1	D2	D3	D4	D5	D6	D7
Level 4	Principles of Marketing 1	4BUS1010	✓	✓	✓	✓			✓		✓		✓			✓	✓		
	Global Perspectives in Business or Language	4BUS1060		✓		✓							✓		✓	✓			✓
	Professional Development for Marketers	4BUS1045	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		
	Introduction to Marketing Communications	4BUS1011	✓	✓					✓	✓	✓		✓		✓	✓	✓	✓	
	Marketing Data Analysis	4BUS1021	✓				✓	✓	✓	✓				✓	✓	✓	✓		
	Economics for Business B	4BUS1036		✓	✓		✓			✓	✓			✓		✓	✓	✓	
Level 5	Marketing Planning	5BUS1032	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓		
	Enhancing Employability in Marketing	5BUS1082		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Enterprise	5BUS1080	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Managing People B	5BUS1087			✓	✓	✓			✓	✓		✓	✓	✓	✓	✓		
	21 <sup>st</sup> Century Consumer Marketing	5BUS1004	✓	✓	✓	✓			✓		✓	✓	✓		✓	✓	✓		✓
	Product Innovation	5BUS1022	✓		✓	✓	✓		✓	✓			✓	✓		✓	✓	✓	
Level 6	Market and Social Research	6BUS1082		✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
	Contemporary Issues in Marketing	6BUS1098	✓	✓	✓	✓		✓	✓	✓	✓		✓		✓	✓	✓		✓
	Work-based learning	Various	✓	✓	✓			✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	

Key: Learning Outcome which is assessed as part of the module ✓

## BA (Honours) Marketing with Advertising and BA (Honours) Marketing with Advertising (Sandwich)

Note: Where applicable these titles will include '(With a Year's Study Abroad)'.

**Table 2: Development of Programme Learning Outcomes in the Compulsory Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the compulsory constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

			Programme Learning Outcomes (as identified in section 1 and the following page)																
			Knowledge and Understanding					Intellectual Skills				Practical Skills		Transferable Skills					
	Modules	Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	D1	D2	D3	D4	D5	D6	D7
Level 4	Principles of Marketing	4BUS1010	✓	✓	✓	✓			✓		✓		✓			✓	✓		
	Global Perspectives in Business or Language	4BUS1060		✓		✓							✓		✓	✓			✓
	Professional Development for Marketers	4BUS1045	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		
	Introduction to Marketing Communications	4BUS1011	✓	✓					✓	✓	✓		✓		✓	✓	✓	✓	
	Marketing Data Analysis	4BUS1021	✓				✓	✓	✓	✓				✓	✓	✓	✓		
	Economics for Business	4BUS1037		✓	✓		✓			✓	✓			✓		✓	✓	✓	
Level 5	Marketing Planning	5BUS1032	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓		
	Enhancing Employability in Marketing	5BUS1082		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Enterprise	5BUS1080	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Managing People B	5BUS1087			✓	✓	✓			✓	✓		✓	✓	✓	✓	✓		
	Advertising Concepts and Campaigns	5BUS1063	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓		✓
	PR Concepts and Campaigns	5BUS1018	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓		✓
Level 6	Market and Social Research	6BUS1082		✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
	Contemporary Issues in Marketing	6BUS1098	✓	✓	✓	✓		✓	✓	✓	✓		✓		✓	✓	✓		✓
	Public Relations Strategy	6BUS1071	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Advertising Strategy	6BUS1021	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Work-based learning	Various	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓

Key: Learning Outcome which is assessed as part of the module ✓

## Key to Programme Learning Outcomes

### Knowledge and Understanding of:

- A1 The key marketing concepts, practices and underpinning theory
- A2 The complexities of organisations, in particular the way in which marketing interacts with other key business functions.
- A3 The external environmental influence on the organisation and marketing management.
- A4 Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, sustainability, business ethics and globalisation.
- A5 Related business disciplines

### Intellectual Skills – able to:

- B1 Utilise cognitive skills of critical thinking
- B2 Utilise cognitive skills of analysis
- B3 Utilise cognitive skills of synthesis
- B4 Assess theory and provide opinion based on reading and use of relevant theory

### Practical Skills – able to:

- C1 Integrate marketing theory with practice through the 'applied' modules

### Transferable Skills able to:

- D1 Communicate effectively, both orally and in writing.
- D2 Work effectively in a team
- D3 Make use of effective problem solving and decision making using appropriate qualitative and quantitative techniques
- D4 Work independently, effectively and to set deadlines
- D5 Make effective use of Information Technology
- D6 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments
- D7 Operate in the dynamic global arena and to appreciate contemporary and cross-Cultural difference.