UWE Bristol | University of the West of England

PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England
Delivery Location	University of the West of England
Study abroad / Exchange / Credit recognition	
Faculty responsible for programme	Faculty of Business & Law
Department responsible for programme	BBS: Business and Management
Professional Statutory or Regulatory Body Links	Chartered Institute of Marketing (CIM) (awaiting confirmation)
Highest Award Title	BA (Hons) Marketing
Default Award Title	N/A
Interim Award Titles	BA Marketing DipHE Marketing CertHE Business and Management
UWE Progression Route	
Mode of Delivery	Sandwich, Full-time, Foundation Year
ISIS code/s	**N500** Foundation codes (N50F)SW, (N50F13)FT
For implementation from	September 2019

Part 2: Educational Aims of the Programme
The BA (Hons) Marketing offers students a current and integrated business education covering the main disciplines and operational areas of business. Marketing is one of the most important and dynamic of all business disciplines. Its focus on the understanding of customer needs and the delivery of customer satisfaction effectively and efficiently makes marketing central to any successful business. This programme enables students to acquire relevant marketing and business knowledge and skills so that they can make an early and developing contribution in a range of organisational roles and acquire a further basis for life-long learning.   This Programme aims to enable students to: Study organisations, their management and the changing external environment in which they operate.   Acquire appropriate marketing and marketing-related knowledge and understanding.   Prepare for a career in a range of business and management roles, but with particular reference to marketing roles.   Experience and reflect on working in an organisation.   Contribute to society at large by enhancing life-long learning skills and personal development.

Part 2: Educational Aims of the Programme
The programme also aims to support the UWE Bristol widening participation strategy by enabling students to undertake a foundation year before progressing to level one of the programme. All students will be required to take one of a group of modules at level three which have a particular emphasis on the development of graduate attributes embedded in experiential activity which is CV enhancing and "real world", engaging students beyond the campus. This group of modules includes the sandwich placement module and the study year abroad module.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)
The award has been specifically designed to combine a current and integrated business education covering the main disciplines and operational areas of business with the opportunity to specialize in the field of marketing. Over the course of their programme of study, students accrue a knowledge base, a range of skills and the intellectual and critical capability to respond to the challenges and opportunities of the business environment with a range of appropriate marketing strategies. Successful graduates are likely to find employment in a range of marketing management roles.

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UMCUL9-30-0	UMCDKK-30-0	UMEDKL-30-0	UJUUL7-30-0	UMCDMX-15-1	UMCDMT-15-1	UMADDN-15-1	UMEDGW-15-1	UMODDP-15-1	UMKDDE-15-1	UMCDN4-15-1	UMKDN7-15-1	UMKDME-15-2	UMPDM6-15-2	UMADDF-15-2	UMKD6N-15-2	UMCDM9-15-2	UMCDMB-15-2	UMMDP4-15-2	UMKD6M-15-2	UMKDQU-15-2	UMKDQV-15-2	UMKDBN-15-3	UMKDGJ-15-3	UMKDCA-15-3	L3 Projects
A) Knowledge and understanding of:																										
1. The global business environment		√						√								√										
2. The nature of markets and customers and the role of marketing		√						√		√		√	√			√	√	√		√		√	√	√		
3. The use of accounting and the sources, uses and management of finance.		√					√								√											
4. The nature of organisations, work and management.					√	√			√					√												
5. The management and development of people						√			√					√												
6. The management of resources and operations					√												√		√							
7. The management of information systems and use of communication and information technology		√						√		√	√	√					√			√	√	√				
8. Business policy and strategy					√							√					√			√		√	√	√		
9. Quantitative methods for managerial applications												√					√	√								
10. Business and management research										√	√	√					√	√								√
11. Ethics and ethical decision making; sustainability and global citizenship		√		√	√	√						√					√							√		√
12. Marketing specific subject knowledge										√		√	√			√	√			√	√	√	√	√	√	
13. The relevance of the disciplines of law, economics, accounting, business and management to professional life	√	√	√	√																						
(B) Intellectual Skills:																										
1. Gather and critically evaluate evidence and information from a range of sources.	√	√			√	√		√		√	√	√				√	√			√		√	√	√		√
2. Identify and analyse business problems in a range of contexts using appropriate concepts and frameworks.	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√	√	√	√	
3. Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application		√	√		√	√		√	√	√		√	√	√		√				√	√		√	√	√	

Part 3: Learning Outcomes of the Programme

Learning Outcomes:

	UMCUL9-30-0	UMCDKK-30-0	UMEDKL-30-0	UJUUL7-30-0	UMCDMX-15-1	UMCDMT-15-1	UMADDN-15-1	UMEDGW-15-1	UMODDP-15-1	UMKDDE-15-1	UMCDN4-15-1	UMKDN7-15-1	UMKDME-15-2	UMPDM6-15-2	UMADDF-15-2	UMKD6N-15-2	UMCDM9-15-2	UMCDMB-15-2	UMMDP4-15-2	UMKD6M-15-2	UMKDQU-15-2	UMKDQV-15-2	UMKDBN-15-3	UMKDGJ-15-3	UMKDCA-15-3	L3 Projects
4. Apply these skills in a range of complex and unpredictable contexts.														√	√	√	√	√	√	√		√	√	√	√	√
(C) Subject/Professional/Practical Skills																										
1. Carry out a business and management research programme											√						√	√				√				√
2. Write management reports					√	√	√		√	√		√			√	√	√	√	√	√		√		√	√	√
3. Contribute effectively to group projects and deliver presentations	√	√		√		√		√			√				√		√	√				√				
4. Select and use subject specific tools and techniques						√	√			√		√	√		√		√		√					√	√	
5. Develop professional identity and subject expertise relevant to degree programme	√					√						√		√			√						√	√	√	√
(D) Transferable skills and other attributes																										
1. Work effectively alone.					√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
2. Work effectively in groups.		√		√		√			√		√			√	√	√	√	√		√						
3. Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages.					√	√	√	√	√	√				√	√	√	√	√	√	√		√	√	√	√	√
4. Extract, process and present numerical information for a given purpose.			√		√	√	√	√			√					√	√	√	√	√						
5. Use information technology	√	√	√	√	√	√	√	√	√	√	√					√	√				√	√		√	√	√
6. Manage own time and workload.	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
7. Take responsibility for own learning.	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
8. Reflect on own performance and respond positively to feedback.	√				√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√			√	√		√
9. Transfer knowledge and skills across different settings.														√	√	√		√	√	√		√		√	√	√
10. Develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large.	√				√	√					√		√	√							√			√		√
11. Develops enterprise skills such as situation analysis, creative problem solving, planning and evaluation				√		√								√		√			√			√	√			√

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

At UWE Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face-to-face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA (Hons) Marketing programme teaching is a mix of scheduled, independent and placement learning:

Scheduled learning includes lectures, seminars/workshops, 'lectorials' (a mix of lecture and seminar), 'webinars' (synchronous online seminars) group project supervision and individual supervision, some of which may also be facilitated in an online environment. Scheduled sessions may vary slightly depending on the module choices made.

Independent learning includes hours engaged with essential reading, preparation for classes, reviewing lecture content, case study preparation, assignment preparation and completion, exam revision etc. Scheduled sessions may vary slightly depending on the module choices made.

Placement learning   For students on the sandwich programme this is either:

- **Placement option** – a significant period of paid employment or self-employment. A typical placement lasts for 40 weeks or more, although shorter periods in employment may also be possible subject to meeting the academic requirements of the placement module.
- **Study Year Abroad option** - Two semesters of study at a partner institution abroad

The teaching, learning and assessment strategy of the Faculty encourages students to assume responsibility for many aspects of their learning and staff to take responsibility for facilitating that learning. The balance of student and staff responsibility varies according to individual student profiles, academic level and according to the nature of the learning outcomes the students are expected to meet. Ultimately, the aim of this programme is to enable students to progress to a high level of autonomy in their learning and to view that learning as an ongoing process over which they have some control, about which they are able to make active choices, and which they are free to challenge.

To achieve this, an appropriate blend of learning approaches and opportunities have been integrated throughout the programme with an overall emphasis on active student participation. The Faculty 'blend' consists of face to face learning in large and small groups (lectures and seminars/ workshops) supported by on-line learning Blackboard, together with exposure to real life examples through case studies, occasional organisational visits and guest practitioner speakers. There is a significant requirement for students to work independently throughout the programme – both individually and in groups - with the level of this independence increasing as the student moves through the levels of the programme.
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Description of the teaching resources provided for students

All modules make use of Blackboard for web enhanced delivery to at least the recommended minimum standard and for communications with students. All modules have teaching/learning resource booklets and most have set texts in accordance with the university's Reading Strategy. Additional support is provided through the library and an extensive student computing network.

Students are directed towards the University Library online MySkills resource for the development of skills appropriate to the level and style of each module. Students will be directed on how the resources on this site should be used to develop the skills that will underpin their studies in module handbooks and/or via Blackboard.

Additional support is provided through the library by means of information skills sessions embedded at module level and self-directed online tutorials. There is also an extensive programme of regular

Part 4: Student Learning and Student Support

workshops including referencing management, database searching and finding journal articles. The library offers zoned space from silent to group study and student bookable rooms. There is excellent access to electronic databases on campus through the extensive student computing network and wifi. Most databases are also available off campus and supported by the online library enquiry service.

Description of Distinctive Features and Support

Curriculum Design Content & Organization

The programme is structured on the basis of 15-credit semesterised modules. Each semester consists of a 12 week teaching block following by a period of assessment.

The programme is organised within and between each of the levels, where it is designed to provide a coherent set of modules at each level and to allow students to develop and progress through each level; in relation to knowledge and understanding, cognitive, subject-specific and study skills.

1. Level 0 consists of four year-long 30 credit modules in which the main focus is on the acquisition both of appropriate academic skills and of an awareness of the relevance to their future professional lives of the disciplines of law, economics, accounting and business and management. **Becoming A Professional (**UJUUL9**-30-0)** will act as a "spine" to the year, supporting the other three modules through a reflective portfolio and three integrative project weeks. Students will be encouraged to develop as reflective learners and to understand the importance of the UWE graduate attributes. The teaching methods are designed to engage students and much of the scheduled class time will be spent in technology enhanced active learning (TEAL) rooms.

The programme utilises a Level 1 with learning objectives common across a number of other Business School programmes, which allows students the maximum flexibility to transfer in or out of this programme and to pursue the course of study that is most appropriate to their emergent subject and/or professional interests.

1. Level One provides students with a general business foundation to enable them to develop the skills and underpinning disciplinary areas for subsequent levels of study.
2. Level Two is structured around the key functional areas of business with a strong focus on the marketing function and provides a strong grounding in the essential principles and practice of marketing. Students also develop research skills that link to the Level 3 Project.
3. Level Three has been designed to integrate the academic knowledge gained in the first two levels of study to enable students to gain a deep understanding of the inter-disciplinary nature of business and also to allow them to focus on marketing topics that are of universal importance. Integration is in part achieved through the choice of Level 3 project, which range from a more traditional dissertation project in the Critical Business Enquiry Project; to an applied Work-based Enquiry Project (based on Placement or concurrent work experience); to a new business launch or creating a business case project in the Enterprise Project. In addition students have a choice of six optional modules, which focus on specific areas of interest, pervasive and contemporary issues, including Interactive & Digital Marketing, Social Marketing and Global Marketing. These optional modules allow level three students to develop a deep understanding of the areas of business in which they have a specialist interest. Included within the programme from level one is a clear personal development strand of transferable skills and "brain habits" of the sort which facilitate the transition into HE and underpin employability and lifelong learning.

Included within the programme is a clear personal development strand of transferable skills and "brain habits" of the sort which facilitate the transition into HE and underpin employability and lifelong learning. These Personal and Academic Literacies – study, research, and employability skills – are developed at all levels of the programme through the following modules:

	Personal and Professional Strand (Employability)	Enquiry Strand (Research & Academic Skills development)
Level 1	Introduction to Management	Marketing in Society
	Marketing in Society	Business Decision Making for Marketing
Level 2	Applied Marketing Practice	Research Methods for Business

	Part 4: Student Learning and Student Support

Level 3	Management Skills	Introductory Reserch Project
	Specialised Marketing Practice	Critical Business Enquiry Project or
	Contemporary Issues in Marketing	Enterprise Project

Whilst the above modules provide the focus for the development of skills, subject specific, professional and transferable skills are further developed throughout the programme and in more depth in identified modules i.e. analytical and interpretive skills (*Integrating Marketing Communications*), numeric and problem-solving skills (*Understanding Business and Financial Information*), self-reflective capabilities (*Understanding the Principles of Marketing*) and presentation skills (*Understanding the Principles of Marketing*).

At least one module at each level is designed to develop the programme identity, through clustered tutorial groups and programme-specific content, specifically *Consumer Behaviour, Specialisms in Marketing, and Contemporary Issues in Marketing.* Conversely, other modules at each level will enable students to become connected to other programmes, including through mixed tutorials with students on other programmes, such as *Management Skills* and *Integrated Marketing Communications.*

In addition the educational experience on the programme will enable students to develop the UWE graduate attributes:
Self-reliant and connected e.g. *Marketing in Society* and *Research Methods for Marketing and Events*
Ready and able e.g. *Management Skills*
Enterprising e.g. *Enterprise and Entrepreneurship*
Globally responsible e.g. *Marketing in Society, Global Marketing Management*
Future-facing e.g. *Contemporary issues in Marketing*

The teaching and learning methods used in the programme intend to challenge the existing perspectives of the students and encourage creative thinking. Thus many of the approaches used, including those that are case based, set concepts and problems in a wide range of contexts to add depth and complexity and to ensure an applied focus.

Teaching is based on research literature, professional experience and significant use of debate and discussion. Through didactic pedagogy students are challenged to defend their thinking. A final year project allows students to explore a substantial issue utilising appropriate concepts, frameworks and methodologies in a highly independent manner. A final year capstone module requires students to integrate learning from the total programme and to reflect on how this prepares them for a future in complex and changing organisations.

All sandwich students will undertake a work placement of a minimum of 40 weeks normally in an area of a business related to the specialism of the degree and this provides a rich process in which student can make links between theory and practice, reassess themselves and confront the challenges of carrying out a role in a new organisation whilst knowing that they will have the opportunity to be supported if there is a problem and that they will be returning to the programme for a further period of reflection and learning after the placement is completed.

In addition to Placements there are opportunities for Study Year Abroad in a number of partner institutions who are able to offer relevant Business courses in English. Students are allocated to these places through a competitive process.

During Placement or Study Year Abroad students complete one 15 credit Level 3 module (*Placement Learning* or *Learning & Development on Study Year Abroad*).

 Student Support & Guidance
Student support for all issues relating to the content, delivery and assessment of modules is provided by Module Leaders, and for more general academic and professional concerns, by Programme Managers.

At each level students are supported by <u>Academic Personal Tutors</u>, an academic member of staff who will have access to information on the performance and profile of the student, allowing them to effectively support students' personal and academic development. This is an academic role and where students have problems of a personal nature they are to be referred as appropriate to UWE Student Services Student Advisors and to UWE Careers regarding employability issues. In addition, students can seek support from

Part 4: Student Learning and Student Support

the Faculty's <u>Academic Support Centre</u>, an initiative intended to support the learning of all students within the faculty by offering one-to-one appointments to discuss individual learning issues and workshops covering a range of topics relevant to learning.

These Student Services Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, extenuating circumstances procedures, progression counselling, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on, including when relevant how to access the wider support provided by the University. This service is supported by extensive online resources.

The UWE Careers Placement Support Team provides extensive support for students in preparation for their placement period and acts as a recruitment service for employers.

Students and graduates are also supported by UWE Careers who help them to access skills, experience and knowledge to improve their employability prospects. The service provides high quality and professional advice and guidance focusing on enabling them to take control of and responsibility for their own career planning and progression/development. They can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. UWE Careers provides recruiter facing services including advertising graduate job vacancies, work experience and volunteering opportunities, and running both undergraduate and graduate internship schemes. There are also part time jobs advertised by the Student Union Jobshop. There is specialist support for international students including specific resources developed for a range of countries where students are recruited from. Students are introduced to the service during the induction to the course and are encouraged to use the service all through their undergraduate programme and for three years after graduation.

All students take part in an Induction programme at the start of their studies. Separate induction events are arranged for students who arrive as direct entrants at levels 2 & 3.

All new students are provided with a short Student Handbook to help them through their first weeks at university and to act a guide to the complex information environment in which they now find themselves. Together with the student portal myUWE, the university's <u>Essential Student Information</u> web pages provide support and the more detailed and up to date information to students.

An important part of the programme is the involvement of students. Two or three student representatives are elected to serve on the Student Representatives & Staff Forum meetings that are held each term to discuss issues raised by students in relation to their experience of studying at UWE and on the programme. The meetings are arranged by cluster group and are chaired by programme managers. The aim of the meetings is to discuss issues raised by students in an open and friendly atmosphere so that students feel able to contribute openly and honestly about their experiences. Any issues raised are taken forward by programme managers. Where appropriate they may be discussed at Departmental Committees or Faculty Academic Standards and Quality Committee.

Support to students with disability is coordinated centrally through Disability Services. This acts as a holistic service for disabled students and applicants to the University but also supports the academic and administrative staff who work with disabled students.

In addition to the above The University's Student Services offers a range of services to support students during their time at university and beyond:

University Health Centre and general advice on Staying Healthy;
Careers and employability, advice on choosing a career, and finding student and graduate vacancies;
UWE volunteering, opportunities for students to get involved in the local community through the Community Volunteer Programme;
Student Advisors & Counselling for anything from exam stress to homesickness and depression;
The Living Centre, for support with faith and spiritual matters;
Global student support, to help international students to make the most of living and studying in the UK;
Managing disability and dyslexia, to get help with all disability related support needs;
Money and Visas, for financial check-ups, or help with UK visas.

Part 4: Student Learning and Student Support

Part 5: Assessment

Approved to [University Regulations and Procedures](#)

Assessment Strategy

Assessment is an integral part of the teaching and learning process. Students are exposed to a variety of assessment methods that test their ability to integrate theory and practice and which promote the growth of their life-long learning skills. Assessment feedback helps students to ascertain their learning strengths and weaknesses and continuing development needs.

Assessments are designed to facilitate a progression through differing levels of complexity at each level of study:

- At level 0, a sound grasp of the academic skills needed for success in higher education
- At level 1, a sound knowledge of the basic concepts of a subject.
- At level 2, a sound understanding of the principles of the field of study and the ability to apply these principles more widely.
- At level 3, an understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline.

The faculty supports the University's current Academic Regulations and Procedures, and its requirement for controlled conditions to apply to part of the assessment of every module. Forms of assessment commonly used in controlled and non-controlled conditions assessment are: invigilated timed assignments including examinations, presentations, in-class tests, self and peer assessments, individual and group projects and supervised mini-projects, dissertations, personal development portfolios and employer and self-assessment of the placement.

Part 6: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full Foundation full time student**, including: level and credit requirements; interim award requirements; module diet, including compulsory and optional modules

Students will normally be required to pass all the level 0 modules in order to progress to level 1.

		Compulsory Modules	Optional Modules	Interim Awards
ENTRY	Level 0	UMCUL9-30-0 Becoming a Professional UMCDKK-30-0 Introduction to Organisations, Enterprise and Management UMEDKL-30-0 Economics and Accounting for the Real World UJUUL7-30-0 Introduction to Law in a Social, Business and Global Context	None	None
	Level 1	UMCDMX-15-1 Introduction to Management UMEDGW-15-1 Economics for Events and Marketing UMADDN-15-1 Understanding Business and Financial Information (MET) UMKDDE-15-1 Understanding the Principles of Marketing (MET) UMCDN4-15-1 Business Decision Making for Marketing and Events UMCDMT-15-1 Enterprise and Entrepreneurship UMKDN7-15-1 Marketing in Society UMODDP-15-1 Understanding Organisations and People (MET)	None	CertHE Business and Management *Credit requirements:* 240 credits At least 100 credits at level 1 or above. 120 credits at level 0.
		Compulsory Modules	**Optional Modules**	**Interim Awards**

Level 2	UMKDME-15-2 Consumer Behaviour UMPDM6-15-2 Management Skills(Marketing and Events) Or UMKDQU-15-2 Practical Digital Skills UMCDM9-15-2 Research Methods for Events and Marketing UMKD6N-15-2 Applied Marketing Practice UMCDMB-15-2 Introductory Research Project (Marketing and Events) UMADDF-15-2 Financial Aspects for Marketing, Events and Tourism OR UMKDQV-15-2 Introduction to Digital Strategy UMMDP4-15-2 Service Operations UMKD6M-15-2 Integrated Marketing Communications	None	DipHE Marketing *Credit requirements:* 360 credits. At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.

Placement or Study Year Abroad (SYA)

Students on the sandwich route of the programme (SW) must choose and pass one of the following options both of which aim to enable students to contextualise their academic learning in an applied business and/or cultural context:

1. Work Placement: a significant period of paid employment or self-employment normally in the field relevant to the specialism of the degree.

   During this time students must complete the 15 credit level 3 module Placement Learning UMCDN5-15-3. This module assesses the student's personal development, from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry relevant to the specialism of the degree.

2. Study Year Abroad, which consists of two semesters of study at a partner institution abroad.

   During this time students must complete the 15 credit level 3 module, Learning and Development on Study Year Abroad (UMCD9Y-15-3). This modules assesses assess the student's personal development from the experience of SYA and their ability to evidence cross-cultural awareness and analysis of the country in which they have been studying.
   In addition, whilst at the partner institution students must have studied and attempted assessments in modules totalling 60 ECTS, of which 50-55 ECTS should be in modules related to their programme of study at UWE with a further 5-10 ECTS in the language

of the host country. If the advent of failing any modules students must be able to demonstrate engagement i.e. that they have attended classes and sat the exams.

To be eligible for either Placement or SYA students would normally be expected to have passed a minimum of 330 credits

	Compulsory Modules	Optional Modules	Interim Awards:
Level 3	UMKDGJ-15-3 Specialised Marketing Practice UMKDBN-15-3 Contemporary Issues in Marketing UMKDCA-15-3 Brand Management Final Year project: UMCDHU-30-3 Applied Business Project or UMCD9W-30-3 Critical Business Enquiry Project (Marketing Field) or UMCD9Q-30-3 Enterprise Project or UMCDFS-30-3 Business Project (Level 3 Direct Entrants only) PLUS one from: UMCDKM-15-3 Work Integrated Learning OR UMCDKD-15-3 Cross Cultural Learning and Development OR UMCDN5-15-3 Placement Learning OR UMCD9Y-15-3 Learning & Development on Study Year Abroad	2 options should be selected up to a maximum value of 30 credits from the list below. (subject to availability) . UMKDMQ-15-3 Digital Marketing Communication UMKD6V-15-3 Public Relations UMKDNY-15-3 Retail Marketing and Management UMSD7V-15-3 Strategic Management (MET) UMKD6Q-15-3 Global Marketing Management UMKD75-15-3 Events and Festivals Management UMKD6R-15-3 Marketing Services UMKDMR-15-2 Big Data for Marketing UMKDQX-15-3 Direct and Commercial Digital Marketing UMKDQX-15-3 Digital Marketing Strategy *Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year*	BA Marketing *Credit requirements:* 420 credits At least 60 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0. **Target/Highest Award:** BA(Hons) Marketing *Credit requirements:* 480 credits At least 100 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.

GRADUATION

ACADEMIC SERVICES

Part 7: Entry Requirements

The University's Standard Entry Requirements apply, according to the year and point of entry, see UWE webpages:
http://www1.uwe.ac.uk/whatcanistudy/applyingtouwe/undergraduateapplications/undergraduateapplicationfaqs.aspx

Part 8: Reference Points and Benchmarks

The following reference points and benchmarks have been used in the design of the programme:

The learning outcomes of the programme map against both the QAA subject benchmark statement for General Business & Management and the following University and Faculty strategies and policies:

University strategies and policies
- University's 2020 Strategy
- UWE Charter

Faculty strategies and policies:
- Blended Learning Framework
- Curriculum Principles
- Employability Strategy
- Faculty of Business and Law LTA Strategy
- Enterprise and Entrepreneurship Strategy

Staff research projects
- Where ever possible staff are encouraged to utilize their research – and that of colleagues – to inform their teaching, both in terms of content and pedagogic approach

Employer interaction and feedback
- Employers and alumni are regularly consulted to ensure the currency and relevance of the programme

This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the University's website.

ACADEMIC SERVICES

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First CAP Approval Date	CAP - 1 June 2016			
Revision ASQC Approval Date *Update this row each time a change goes to ASQC*	16 January 2018 28 June 2018 15 January 2019	Version	3 4 5	link to RIA link to RIA link to RIA
Next Periodic Curriculum Review due date	September 2018			
Date of last Periodic Curriculum Review				