



Programme Specification

Marketing {Dual} [Mar][FT][Taylors][3yrs]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Marketing {Dual} [Mar][FT][Taylors][3yrs]

Highest award: BA (Hons) Marketing

Interim award: BA Marketing

Interim award: DipHE Marketing

Interim award: CertHE Business and Management

Awarding institution: Taylor's University, UWE Bristol

Affiliated institutions: Taylor's University

Teaching institutions: Taylor's University, UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: FBL Dept of Business & Management, Faculty of Business & Law

Contributing departments: Not applicable

Professional, statutory or regulatory bodies:

Chartered Institute of Marketing (CIM)

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 March 2019

Programme code: N50D-MAR-FT-TU-N500

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The BA (Hons) Marketing offers students a current and integrated business education covering the main disciplines and operational areas of business, but with a strong focus on the discipline of marketing. 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, but particularly brand management and other marketing roles, and acquire a further basis for life-long learning.

Alongside the degree qualification, the programme has been approved and accredited by the Chartered Institute of Marketing (CIM) allowing students accreditation against sections of the CIM qualification.

Educational Aims: 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.

Develop a range of enterprise skills, and the potential to undertake entrepreneurship upon graduation.

Contribute to society at large by enhancing life-long learning skills, global awareness and personal development.

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Knowledge and Understanding

- A1. The global business environment
- A2. The nature of markets and customers and the role of marketing
- A3. The use of accounting and the sources, uses and management of finance
- A4. The nature of organisations, work and management
- A5. The management and development of people
- A6. The management of resources and operations
- A7. The management of information systems and use of communication and information technology
- A8. Business policy and strategy
- A9. Quantitative methods for managerial applications
- A10. Business and management research
- A11. Ethics and ethical decision making; sustainability and global citizenship
- A12. Marketing specific subject knowledge

Intellectual Skills

- B1. Gather and critically evaluate evidence and information from a range of sources
- B2. Identify and analyse business problems in a range of contexts using appropriate concepts and frameworks
- B3. Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application
- B4. Apply these skills in a range of complex and unpredictable contexts

Subject/Professional Practice Skills

- C1. Carry out a business and management research programme
- C2. Write management reports
- C3. Contribute effectively to group projects and deliver presentations
- C4. Select and use subject specific tools and techniques
- C5. Develop professional identity and subject expertise relevant to degree programme

Transferable Skills and other attributes

- D1. Work effectively alone
- D2. Work effectively in groups
- D3. Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages
- D4. Extract, process and present numerical information for a given purpose
- D5. Use information technology
- D6. Manage own time and workload
- D7. Take responsibility for own learning
- D8. Reflect on own performance and respond positively to feedback
- D9. Transfer knowledge and skills across different settings
- D10. Develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large
- D11. Develops enterprise skills such as situation analysis, creative problem solving, planning and evaluation

Part B: Programme Structure

Year 1

The student must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMCDN4-15-1	Business Decision Making for Marketing and Events 2022-23	15
UMEDGW-15-1	Economics for Events and Marketing 2022-23	15
UMKDX3-15-1	Enterprise and Entrepreneurship 2022-23	15
UMCDMX-15-1	Introduction to Management 2022-23	15
UMKDN7-15-1	Marketing in Society 2022-23	15
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2022-23	15
UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2022-23	15
UMKDDE-15-1	Understanding the Principles of Marketing (Marketing and Events) 2022-23	15

Year 2

The student must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMKD6N-15-2	Applied Marketing Practice 2023-24	15
UMKDME-15-2	Consumer Behaviour 2023-24	15
UMADDF-15-2	Financial Aspects for Marketing, Events & Tourism 2023-24	15
UMKD6M-15-2	Integrated Marketing Communications 2023-24	15

UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2023-24	15
UMPDM6-15-2	Management Skills for Marketing and Events 2023-24	15
UMCDM9-15-2	Research Methods for Marketing and Events 2023-24	15
UMMDP4-15-2	Service Operations 2023-24	15

Year 3

The student must take 120 credits from the modules in Year 3

Year 3 Compulsory Module Choices

The student must take 30 credits from the modules in Compulsory Module Choices.

UMCDFS-30-3 Business Project is for Level 3 Direct Entrants only.

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2024-25	30
UMCDFS-30-3	Business Project 2024-25	30
UMCD9W-30-3	Critical Business Enquiry Project 2024-25	30
UMCD9Q-30-3	Enterprise Project 2024-25	30

Year 3 Compulsory Modules

The student must take 45 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMKDCA-15-3	Brand Management 2024-25	15
UMKDBN-15-3	Contemporary Issues in Marketing 2024-25	15
UMKDGJ-15-3	Specialised Marketing Practice 2024-25	15

Year 3 Optional Modules

Three options should be selected up to a maximum value of 45 credits from the list below.

Module Code	Module Title	Credit
UMKDMR-15-3	Campaign and Event Analytics 2024-25	15
UMCDKD-15-3	Cross Cultural Learning and Development 2024-25	15
UMKDMQ-15-3	Digital Marketing Communication 2024-25	15
UMKD75-15-3	Events and Festivals Management 2024-25	15
UMKD6Q-15-3	Global Marketing Management 2024-25	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2024-25	15
UMKD6V-15-3	Public Relations 2024-25	15
UMKDNY-15-3	Retail Marketing and Management 2024-25	15
UMSD7V-15-3	Strategic Management (Marketing, Enterprise and Tourism) 2024-25	15
UMCDKM-15-3	Work Integrated Learning 2024-25	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

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 D: External 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 and 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

Part E: Regulations

Approved to University Regulations and Procedures.

Where students are studying an accelerated version of the programme an approved

variant to University Academic Regulations and Procedure will allow students to study more than 160 credits in any one academic year.