



Programme Specification

Marketing [Frenchay]

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Contents

Programme Specification.....	1
Section 1: Key Programme Details.....	2
Part A: Programme Information	2
Section 2: Programme Overview, Aims and Learning Outcomes	3
Part A: Programme Overview, Aims and Learning Outcomes	3
Part B: Programme Structure.....	5
Part C: Higher Education Achievement Record (HEAR) Synopsis	11
Part D: External Reference Points and Benchmarks	12
Part E: Regulations	12

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Marketing [Frenchay]

Highest award: BA (Hons) Marketing

Interim award: BA Marketing

Interim award: DipHE Marketing

Interim award: CertHE Business and Management

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: Yes

Sandwich year: Yes

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, Sandwich

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

For implementation from: 01 September 2020

Programme code: N50000

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 marketing education covering initially the main disciplines and operational areas of business, but with an increasing focus on the discipline of marketing. BA (Hons) Marketing has been designed to give student a grounded understanding of the wider business context, but providing students the chance to focus on the aspects that makes marketing central to any successful business; that of understanding of customer needs and the delivery of customer satisfaction effectively and efficiently. As the programme progresses, learning and skills developed through the study of a wide range of Marketing issues across organisations within all three sectors. Students also have the opportunity to specialise and focus on a variety of aspects of Marketing issues and debates. By the final year, students are equipped through both their first two years of study (this is further enhanced by the opportunity for students on the sandwich programme delivery to complete a work placement) to undertake both integrative and specialist subjects, and to complete an independent research-based piece of work. The philosophy of the programme is underpinned by a commitment to developing students as independent autonomous learners.

Educational Aims: This Programme aims to enable students to:

Study marketing organisations, their management and the changing external environment in which they operate.

Acquire appropriate marketing, social marketing, creative and Digital marketing-related knowledge and understanding.

Prepare for a career in a range of marketing and related management roles, across a range of organisations.

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.

Programme Learning Outcomes

- PO1. Students demonstrate knowledge of organisational theories and concepts and an awareness of the external environment in marketing.
- PO2. Students demonstrate knowledge of the core concepts and functions of marketing.
- PO3. Students can identify problems and understand how to research them
- PO4. Students can analyse problems and develop informed and innovative responses
- PO5. Students can express information effectively in a manner appropriate to the needs of audiences.
- PO6. Students can work and collaborate effectively as a member of a team
- PO7. Students are self-aware and reflective and use their experience of degree study to inform their ongoing personal development.
- PO8. Students will have an awareness of social responsibilities and their role as global citizens.

Part B: Programme Structure**Year 1**

Full-time and Sandwich students must take 120 credits from the modules in Year 1.

CertHE Business and Management

Credit requirements: 120 at the appropriate level

Year 1 Compulsory Modules (Full-time and Sandwich)

Full-time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

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

Full-time and Sandwich students must take 120 credits from the modules in Year 2.

DipHE Marketing

Credit requirements: 240 at the appropriate level

Year 2 Compulsory Modules (Full-time and Sandwich)

Full-time and Sandwich students must take 75 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UMKD6N-15-2	Applied Marketing Practice 2023-24	15
UMKDME-15-2	Consumer Behaviour 2023-24	15
UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2023-24	15
UMKDQD-15-2	Marketing Planning and Practice 2023-24	15
UMCDM9-15-2	Research Methods for Marketing and Events 2023-24	15

Year 2 Optional Module Choice 1 (Full-time and Sandwich)

Full-time and Sandwich students must take 15 credits chosen from:

Module Code	Module Title	Credit
UMPD6-15-2	Management Skills for Marketing and Events 2023-24	15
UMKDQU-15-2	Practical Digital Skills 2023-24	15

Year 2 Optional Module Choice 2 (Full-time and Sandwich)

Full-time and Sandwich students must take 15 credits chosen from:

Module Code	Module Title	Credit
UMADDF-15-2	Financial Aspects for Marketing, Events & Tourism 2023-24	15
UMKDQV-15-2	Introduction to Digital Strategy 2023-24	15

Year 2 Optional Module Choice 3 (Full-time and Sandwich)

Full-time and Sandwich students must take 15 credits chosen from:

Module Code	Module Title	Credit
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UMKDRE-15-2	Introduction to Social Marketing 2023-24	15
UMMDP4-15-2	Service Operations 2023-24	15

Year 3

Full-time students must take 120 credits from the modules in Year 3.

Sandwich students must take 15 credits from the modules in Year 3.

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:

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.

Study Year Abroad:

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 module assesses 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 210 credits.

Year 3 Compulsory Modules (Full-time)

Full-time students must take 30 credits from the modules in Compulsory Modules (Full-time).

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

Year 3 Compulsory Modules (Sandwich)

Sandwich students must take 15 credits from the modules in Compulsory Modules (Sandwich).

The student may not take more than 1 of the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2024-25	15
UMCDN5-15-3	Placement Learning 2024-25	15

Year 3 Compulsory Project Modules (Full-time)

Full-time students must take 30 credits chosen from the modules in Compulsory Project Modules (Full-time).

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 Optional Modules (Full-time)

Three options should be selected up to a maximum value of 60 credits from the list below.

Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year

Module Code	Module Title	Credit
UMKDRM-15-3	Behaviour Change and Social Marketing 2024-25	15
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
UMKDQX-15-3	Digital Marketing Strategy 2024-25	15
UMKD75-15-3	Events and Festivals Management 2024-25	15
UMKD6Q-15-3	Global Marketing Management 2024-25	15
UMKDRJ-15-3	Marketing Communications in the Digital World 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
UMSD7T-15-3	Strategic Management 2024-25	15
UMKDT6-15-3	Work Integrated Learning (Marketing & Events) 2024-25	15

Year 4

Sandwich students must take 105 credits from the modules in Year 4.

BA Marketing

Credit requirements: 300 credits at the appropriate levels

Year 4 Compulsory Modules (Sandwich)

Sandwich students must take 30 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMKDCA-15-3	Brand Management 2025-26	15
UMKDBN-15-3	Contemporary Issues in Marketing 2025-26	15

Year 4 Compulsory Project Modules (Sandwich)

Sandwich students must take 30 credits chosen from the modules in Compulsory Project Modules (Sandwich).

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

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2025-26	30
UMCDFS-30-3	Business Project 2025-26	30
UMCD9W-30-3	Critical Business Enquiry Project 2025-26	30
UMCD9Q-30-3	Enterprise Project 2025-26	30

Year 4 Optional Modules (Sandwich)

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

Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year.

Module Code	Module Title	Credit
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UMKDRM-15-3	Behaviour Change and Social Marketing 2025-26	15
UMKDMR-15-3	Campaign and Event Analytics 2025-26	15
UMKDMQ-15-3	Digital Marketing Communication 2025-26	15
UMKDQX-15-3	Digital Marketing Strategy 2025-26	15
UMKD75-15-3	Events and Festivals Management 2025-26	15
UMKD6Q-15-3	Global Marketing Management 2025-26	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2025-26	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2025-26	15
UMKD6V-15-3	Public Relations 2025-26	15
UMKDNY-15-3	Retail Marketing and Management 2025-26	15
UMSD7T-15-3	Strategic Management 2025-26	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 & 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

Professional Accreditation:

The Chartered Institute of Marketing

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.