



Programme Specification

Marketing [UFM]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Marketing [UFM]

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: University of Finance - Marketing, Vietnam

Teaching institutions: University of Finance - Marketing, Vietnam

Study abroad: No

Year abroad: Yes

Sandwich year: Yes

Credit recognition: No

School responsible for the programme: CBL Bristol Business School, College of Business and Law

Professional, statutory or regulatory bodies: Not applicable

Modes of delivery: Full-time

Entry requirements:

For implementation from: 01 September 2024

Programme code: N50Q13

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The BA (Hons) Marketing offers UFM 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 to undertake both integrative and specialist subjects, and to complete an independent research-based piece of work pertinent to Vietnam. The philosophy of the programme is underpinned by a commitment to developing students as independent autonomous learners.

Features 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 programme enables students to acquire relevant marketing knowledge and skills so that they can make an early and developing contribution in a range of organisational roles, but particularly brand management, digital marketing, social marketing and other key business roles. These are areas which are of interest to organisations in a Vietnamese context

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.

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 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.

Student support: Teaching and learning strategies to 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.

The teaching, learning and assessment strategy underpinning the programme design 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.

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. Practical Digital 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.

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 Leads. UFM staff will work with the UWE

programme teams via the Link Tutor to ensure a parity between delivery and successful outcomes.

UFM students are supported by academic and professional services staff, who are trained to effectively support students' personal and academic development. Where students have problems of a personal or wellbeing nature they are to be referred as appropriate to UFM Student Services and to UFM Careers regarding employability issues. In addition, students can seek support from the English language services.

Student Services Student Advisors - both academic and professional services - 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 UFM.

Students and graduates are also supported by UFM Careers who run job fairs and other employer-facing events to help students to access skills, experience and knowledge to improve their employability prospects and to take control of and responsibility for their own career planning and progression/development.

All students take part in an Induction programme at the start of their studies. All new students are provided with a short Student Handbook, available on the UFM website, 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.

An important part of the programme is the involvement of students. Class representatives are elected and a yearly Forum with the senior executive is held to discuss issues raised by students in relation to their experience of studying at UFM. However, the culture of Vietnamese HEIs is for staff to have an open door policy, which means students and staff create open and mutually respectful relationships and students feel able to contribute openly and honestly about their experiences. This means issues can be solved quickly before they escalate.

Part B: Programme Structure**Year 1**

Full-time 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)

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

Module Code	Module Title	Credit
UMCDN4-15-1	Business Decision Making for Marketing and Events 2024-25	15
UMEDGW-15-1	Economics for Events and Marketing 2024-25	15
UMKDX3-15-1	Enterprise and Entrepreneurship 2024-25	15
UMCDMX-15-1	Introduction to Management 2024-25	15
UMKDN7-15-1	Marketing in Society 2024-25	15
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2024-25	15
UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2024-25	15
UMKDDE-15-1	Understanding the Principles of Marketing (Marketing and Events) 2024-25	15

Year 2

Full-time 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)

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

Module Code	Module Title	Credit
UMKD6N-15-2	Applied Marketing Practice 2025-26	15
UMKDME-15-2	Consumer Behaviour 2025-26	15
UMKDQV-15-2	Introduction to Digital Strategy 2025-26	15
UMKDRE-15-2	Introduction to Social Marketing 2025-26	15
UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2025-26	15
UMPDM6-15-2	Management Skills for Marketing and Events 2025-26	15
UMKDQD-15-2	Marketing Planning and Practice 2025-26	15
UMCDM9-15-2	Research Methods for Marketing and Events 2025-26	15

Year 3

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

Year 3 Compulsory Modules (Full-time)

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

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2026-27	30

UMKDCA-15-3	Brand Management 2026-27	15
UMKDMR-15-3	Campaign and Event Analytics 2026-27	15
UMKDBN-15-3	Contemporary Issues in Marketing 2026-27	15
UMKDQX-15-3	Digital Marketing Strategy 2026-27	15
UMKD6Q-15-3	Global Marketing Management 2026-27	15
UMKD6V-15-3	Public Relations 2026-27	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.