



## **Programme Specification**

### **Marketing [Frenchay]**

Version: 2024-25, v2.0, 31 Jan 2025

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## **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

**Teaching institutions:** UWE Bristol

**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:**

Chartered Institute of Marketing (CIM)

**Modes of delivery:** Full-time, Sandwich

**Entry requirements:**

**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.

**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 group of modules includes the sandwich placement module and the study year abroad module.

One of the award's attractions is that students are able to graduate with both their degree and a professional qualification via the accreditation of the programme by The Chartered Institute of Marketing.

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.

**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

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.

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 Managers.

At each level students are supported by Academic Personal Tutors, 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 the Faculty's Academic Support Centre, 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 Essential Student Information 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 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 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 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 2025-26	15
UMKDME-15-2	Consumer Behaviour 2025-26	15
UMCDMB-15-2	Introductory Research Project (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 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 2025-26	15

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UMKDQU-15-2	Practical Digital Skills 2025-26	15
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**Year 2 Optional Module Choice 2 (Full-time and Sandwich)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMADDF-15-2	Financial Aspects for Marketing, Events & Tourism 2025-26	15

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UMKDQV-15-2	Introduction to Digital Strategy 2025-26	15
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**Year 2 Optional Module Choice 3 (Full-time and Sandwich)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDRE-15-2	Introduction to Social Marketing 2025-26	15

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UMMDP4-15-2	Service Operations 2025-26	15
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**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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
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UMKDCA-15-3	Brand Management 2026-27	15
UMKDBN-15-3	Contemporary Issues in Marketing 2026-27	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 2026-27	15
UMCDN5-15-3	Placement Learning 2026-27	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).

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2026-27	30
UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30
UMCD9Q-30-3	Enterprise Project 2026-27	30

### Year 3 Optional Modules (Full-time)

Full-time students must take 60 credits from the modules in Optional Modules (Full-time)

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

Module Code	Module Title	Credit
UMODT5-15-3	Work Integrated Learning (Business & Management) 2026-27	15

UMKDRM-15-3	Behaviour Change and Social Marketing 2026-27	15
UMKDMR-15-3	Campaign and Event Analytics 2026-27	15
UMCDKD-15-3	Cross Cultural Learning and Development 2026-27	15
UMKDMQ-15-3	Digital Marketing Communication 2026-27	15
UMKDQX-15-3	Digital Marketing Strategy 2026-27	15
UMKD75-15-3	Events and Festivals Management 2026-27	15
UMKD6Q-15-3	Global Marketing Management 2026-27	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2026-27	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2026-27	15
UMKD6V-15-3	Public Relations 2026-27	15
UMKDNY-15-3	Retail Marketing and Management 2026-27	15
UMSD7T-15-3	Strategic Management 2026-27	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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDCA-15-3	Brand Management 2027-28	15



UMKDBN-15-3	Contemporary Issues in Marketing 2027-28	15
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#### **Year 4 Compulsory Project Modules (Sandwich)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDHU-30-3	Applied Business Project 2027-28	30
UMCD9W-30-3	Critical Business Enquiry Project 2027-28	30
UMCD9Q-30-3	Enterprise Project 2027-28	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.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDRM-15-3	Behaviour Change and Social Marketing 2027-28	15
UMKDMR-15-3	Campaign and Event Analytics 2027-28	15
UMKDMQ-15-3	Digital Marketing Communication 2027-28	15
UMKDQX-15-3	Digital Marketing Strategy 2027-28	15
UMKD75-15-3	Events and Festivals Management 2027-28	15
UMKD6Q-15-3	Global Marketing Management 2027-28	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2027-28	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2027-28	15

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UMKD6V-15-3	Public Relations 2027-28	15
UMKDNY-15-3	Retail Marketing and Management 2027-28	15
UMSD7T-15-3	Strategic Management 2027-28	15

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### **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.