



Programme Specification

Marketing {Foundation} [Frenchay]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Marketing {Foundation} [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: Yes

Year abroad: Yes

Sandwich year: Yes

Credit recognition: No

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

Professional, statutory or regulatory bodies:

Chartered Institute of Marketing (CIM)

Modes of delivery: Full-time, Sandwich

Entry requirements:

For implementation from: 01 September 2018

Programme code: N50F00

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.

Features of the programme: Curriculum Design Content and 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.

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.

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.

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.

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 interdisciplinary 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 and 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 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:

Level 1

Personal and Professional Strand (Employability):

Introduction to Management

Marketing in Society

Enquiry Strand (Research and Academic Skills development):

Marketing in Society

Business Decision Making for Marketing

Level 2

Personal and Professional Strand (Employability):

Applied Marketing Practice

Management Skills

Enquiry Strand (Research and Academic Skills development):

Research Methods for Business

Introductory Research Project

Level 3

Personal and Professional Strand (Employability):

Specialised Marketing Practice

Contemporary Issues in Marketing

Enquiry Strand (Research and Academic Skills development):

Work-based Enquiry Project or

Critical Business Enquiry Project or

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 (Learning, Enquiry and Development on Placement or Learning and Development on Study Year Abroad).

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.

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.

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
- A13. The relevance of the disciplines of law, economics, accounting, business and management to professional life.

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

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: 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 and 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 and 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 and 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**

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

Year 1 Compulsory Modules (Full Time and Sandwich)

The student must take 120 credits from the modules in Compulsory Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMCUL9-30-0	Becoming a Professional 2022-23	30
UMEDKL-30-0	Economics and Accounting for the Real World 2022-23	30
UJUUL7-30-0	Introduction to Law in a Social, Business and Global Context 2022-23	30
UMCDKK-30-0	Introduction to Organisation, Enterprise and Management 2022-23	30

Year 2

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

Year 2 Compulsory Modules (Full Time and Sandwich)

The student 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 2023-24	15
UMEDGW-15-1	Economics for Events and Marketing 2023-24	15
UMKDX3-15-1	Enterprise and Entrepreneurship 2023-24	15
UMCDMX-15-1	Introduction to Management 2023-24	15

UMKDN7-15-1	Marketing in Society 2023-24	15
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2023-24	15
UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2023-24	15
UMKDDE-15-1	Understanding the Principles of Marketing (Marketing and Events) 2023-24	15

Year 3

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

Year 3 Compulsory Modules (Full Time and Sandwich)

The student 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 2024-25	15
UMKDME-15-2	Consumer Behaviour 2024-25	15
UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2024-25	15
UMKDQD-15-2	Marketing Planning and Practice 2024-25	15
UMCDM9-15-2	Research Methods for Marketing and Events 2024-25	15

Year 3 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 2024-25	15
UMKDQU-15-2	Practical Digital Skills 2024-25	15

Year 3 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 2024-25	15
UMKDQV-15-2	Introduction to Digital Strategy 2024-25	15

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

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

Module Code	Module Title	Credit
UMKDRE-15-2	Introduction to Social Marketing 2024-25	15
UMMDP4-15-2	Service Operations 2024-25	15

Year 4

Full Time students must take 120 credits from the modules in year 4.

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 4 Compulsory Modules (Full-time)

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

Module Code	Module Title	Credit
UMKDCA-15-3	Brand Management 2025-26	15

UMKDBN-15-3	Contemporary Issues in Marketing 2025-26	15
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Year 4 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 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 (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) 2025-26	15
UMKDRM-15-3	Behaviour Change and Social Marketing 2025-26	15
UMKDMR-15-3	Campaign and Event Analytics 2025-26	15
UMCDKD-15-3	Cross Cultural Learning and Development 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

Year 4 Optional Modules (Sandwich)

Students on the sandwich route of the programme must take 15 credits from the modules in Optional Modules (Sandwich).

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

Module Code	Module Title	Credit
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2025-26	15
UMCDN5-15-3	Placement Learning 2025-26	15

Year 5

Sandwich route students must take 105 credits from the modules in Year 5.

Year 5 Compulsory Module Choices (Sandwich)

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

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 5 Compulsory Modules (Sandwich)

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

Module Code	Module Title	Credit
UMKDCA-15-3	Brand Management 2026-27	15
UMKDBN-15-3	Contemporary Issues in Marketing 2026-27	15

Year 5 Optional Modules (Sandwich)

Students who have completed a Placement or SYA (and passed the relevant modules) are required to select 3 options up to a maximum credit value of 45 credits.

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 2026-27	15
UMKDMR-15-3	Campaign and Event Analytics 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

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.