

## PROGRAMME SPECIFICATION

Part 1: Basic Data	
<b>Awarding Institution</b>	University of the West of England
<b>Teaching Institution</b>	University of the West of England
<b>Delivery Location</b>	University of the West of England
<b>Faculty responsible for programme</b>	Faculty of Business & Law
<b>Department responsible for programme</b>	Business and Management
<b>Professional Statutory or Regulatory Body Links</b>	Chartered Institute of Marketing (CIM)
<b>Highest Award Title</b>	BA (Hons) Marketing Communications (SW) BA (Hons) Marketing Communications (FT)
<b>Default Award Title</b>	
<b>Interim Award Titles</b>	BA Marketing Communications (SW) BA Marketing Communications (FT) DipHE Marketing Communications CertHE Business and Management
<b>UWE Progression Route</b>	
<b>Mode(s) of Delivery</b>	Sandwich, Full-time
<b>ISIS Codes</b>	<b>N501</b>
<b>Relevant QAA Subject Benchmark Statements</b>	General Business & Management
<b>Review Date</b>	September 2018.

## Part 2: Description

The BA(Hons) Marketing Communications offers students a current and integrated business education covering the main disciplines and operational areas of business. 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. The main aim is for students to acquire appropriate marketing and marketing communications-related knowledge and understanding. 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 and acquire a further basis for life-long learning. It has particular resonance for those students seeking to specialise in the area of marketing communications with the introduction of a broad range of marketing communication techniques.

This Programme aims to enable students to:

1. Study organisations, their management and the changing external environment in which they operate.
2. Acquire appropriate marketing and marketing-related knowledge and understanding.
3. Prepare for a career in a range of business and management roles, but with particular reference to marketing communications roles.
4. Experience and reflect on working in an organisation.
5. Contribute to society at large by enhancing life-long learning skills and personal development

## Part 2: Description

### Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

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 communications. 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 and marketing communications strategies. Successful graduates are likely to find employment in a range of marketing communication management roles.

### Regulations

Approved to [University Regulations and Procedures](#)

*For programmes containing a Level 0;*

It is the Award Board's responsibility to determine whether the student's attainment at level 0 is sufficient to progress to level 1.

<b>Learning Outcomes:</b>	UMCDMX-15-1	UMCDMT-15-1	UMADDN-15-1	UMEDGW-15-1	UMODDP-15-1	UMKDDE-15-1	UMCDN4-15-1	UMKDN7-15-1	UMKDME-15-2	UMPDM6-15-2	UMADDF-15-2	UMKD6N-15-2	UMCDM9-15-2	UMCDMB-15-2	UMMDP4-15-2	UMKD6M-15-2	UMKDBN-15-3	UMKDGJ-15-3	UMKD6V-15-3	L3 Projects
<b>A) Knowledge and understanding of:</b>																				
1. The global business environment			√									√		√		√	√	√		
2. The nature of markets and customers and the role of marketing			√	√		√	√	√				√	√						√	
3. The use of accounting and the sources, uses and management of finance.			√								√									
4. The nature of organisations, work and management.	√	√		√						√									√	
5. The management and development of people		√		√					√					√						
6. The management of resources and operations	√											√				√				
7. The management of information systems and use of communication and information technology		√				√	√	√					√	√			√	√	√	
8. Business policy and strategy	√						√					√		√					√	
9. Quantitative methods for managerial applications							√						√	√						√
10. Business and management research							√	√	√				√				√			√
11. Ethics and ethical decision making; sustainability and global citizenship	√	√						√				√				√	√	√	√	
12. Marketing specific subject knowledge						√		√	√			√	√						√	
13. The relevance of the disciplines of law, economics, accounting, business and management to professional life														√		√	√	√		

<b>Learning Outcomes:</b>	UMCDMX-15-1	UMCDMT-15-1	UMADDN-15-1	UMEDGW-15-1	UMODDP-15-1	UMKDDE-15-1	UMCDN4-15-1	UMKDN7-15-1	UMKDME-15-2	UMPD6-15-2	UMADDF-15-2	UMKD6N-15-2	UMCDM9-15-2	UMCDMB-15-2	UMMDP4-15-2	UMKD6M-15-2	UMKDBN-15-3	UMKDGJ-15-3	UMKD6V-15-3	L3 Projects
<b>(B) Intellectual Skills</b>																				
1. Gather and critically evaluate evidence and information from a range of sources	√	√			√		√	√	√				√	√			√	√	√	√
2. Identify and analyse business problems in a range of contexts using appropriate concepts and frameworks.	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	
3. Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application		√	√		√	√	√		√	√	√	√			√	√	√	√	√	
4. Apply these skills in a range of complex and unpredictable contexts.										√	√	√	√	√	√	√	√	√	√	√
<b>(C) Subject/Professional/Practical Skills</b>																				
1. Carry out a business and management research programme							√						√	√						√
2. Write management reports	√	√	√		√	√			√		√	√	√	√	√	√	√	√		√
3. Contribute effectively to group projects and deliver presentations		√		√		√				√		√	√	√						
4. Select and use subject specific tools and techniques		√	√			√		√	√		√	√			√		√	√	√	
5. Develop professional identity and subject expertise relevant to degree programme		√						√		√		√					√	√	√	

<b>Learning Outcomes:</b>	UMCDMX-15-1	UMCDMT-15-1	UMADDN-15-1	UMEDGW-15-1	UMODDP-15-1	UMKDDE-15-1	UMCDN4-15-1	UMKDN7-15-1	UMKDME-15-2	UMPDM6-15-2	UMADDF-15-2	UMKD6N-15-2	UMCDM9-15-2	UMCDMB-15-2	UMMDP4-15-2	UMKD6M-15-2	UMKDBN-15-3	UMKDGJ-15-3	UMKD6V-15-3	L3 Projects
<b>(D) Transferable skills and other attributes</b>																				
1. Work effectively alone.	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
2. Work effectively in groups		√		√		√				√		√	√	√						
3. Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages	√	√	√	√	√	√				√	√	√	√	√	√	√	√	√	√	√
4. Extract, process and present numerical information for a given purpose	√	√	√	√			√				√	√	√	√	√					
5. Use information technology	√	√	√	√	√	√	√	√					√	√						√
6. Manage own time and workload	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
7. Take responsibility for own learning	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
8. Reflect on own performance and respond positively to feedback	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
9. Transfer knowledge and skills across different settings										√	√	√		√	√	√		√		√
10. Develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large	√	√					√		√	√							√	√		√

<b>Part 4: Programme Structure</b>	<b>BA (Hons) Marketing Communications</b>
<p>This structure diagram demonstrates the student journey from Entry through to Graduation for a typical <b>full time student</b>, including: level and credit requirements; interim award requirements; module diet, including compulsory and optional modules</p>	

<b>ENTRY</b>		<b>Compulsory Modules</b>	<b>Optional Modules</b>	<b>Awards</b>
	Level 1	UMCDMX-15-1 Introduction to Management  UMEDGW-15-1 Economics for Events and Marketing  UMADDN-15-1 Understanding Business and Financial Information (MET)  UMKDDE-15-1 Understanding the Principles of Marketing (MET)  UMCDN4-15-1 Business Decision Making for Marketing and Events  UMCDMT-15-1 Enterprise and Entrepreneurship  UMKDN7-15-1 Marketing in Society  UMODDP-15-1 Understanding Organisations and People (MET)	There are no optional modules at level 1	<b>Interim award:</b>  CertHE Business and Management <i>(120 credits at appropriate level)</i>

	Compulsory Modules	Optional Modules	Interim Awards
Level 2	UMKDME-15-2 Consumer Behaviour  UMPDM6-15-2 Management Skills (Marketing and Events)  UMCDM9-15-2 Research Methods for Events and Marketing  UMKD6N-15-2 Applied Marketing Practice  UMCDMB-15-2 Introductory Research Project (Marketing and Events)  UMADDF-15-2 Financial Aspects for Marketing, Events and Tourism  UMMDP4-15-2 Service Operations  UMKD6M-15-2 Integrated Marketing Communications	There are no optional modules at level 2	<b>Interim award:</b>  DipHE Marketing Communications (240 credits at appropriate level)

### Placement or Study Year Abroad (SYA)

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:

1. 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.

2. Study Year Abroad, which 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 modules assesses assess 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.

	Compulsory Modules	Optional Modules	Interim Awards
Level 3	UMKDGJ-15-3 Specialised Marketing Practice  UMKDBN-15-3 Contemporary Issues in Marketing  UMKD6V-15-3 Public Relations  plus Final Year Project (30 credits) – choice of  UMCD9W-30-3 Critical Business Enquiry Project OR UMCD9Q-30-3 Enterprise Project OR UMCDHU-30-3 Applied Business Project OR UMCDFS-30-3 Business Project	3 options should be selected up to a maximum value of 45 credits from the modules listed below: <b>(subject to availability)</b>  Students who have completed a Placement or SYA (and passed the relevant modules) are required to select 2 options up to a maximum credit value of 30 credits.  UMKD75-15-3 Events and Festivals Management  UMSDDJ-15-3 Strategic Management (MET)  UMKD6R-15-3 Marketing Services  UMKD6Q-15-3 Global Marketing Management  UMKDMQ-15-3 Digital Marketing Communication  UMCDKD-15-3 Cross Cultural Learning and Development  UMCDKM-15-3 Work Integrated Learning  <i>Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year</i>	<b>Interim award:</b> BA Marketing Communications  <i>Credit requirements:</i> 300 (credits at appropriate level)  <b>HIGHEST AWARD:</b> BA (Hons) Marketing Communications 360 credits at appropriate level)



**Part 5: Entry Requirements**

The University's Standard Entry Requirements apply.

Tariff points as appropriate for the year of entry - up to date requirements are available through the [courses database](#).

**Part 6: Reference Points and Benchmarks**

Set out which reference points and benchmarks have been used in the design of the programme:

[QAA UK Quality Code for HE](#)

- Framework for higher education qualifications (FHEQ)
- Subject benchmark statements

[Strategy 2020](#)

[University policies](#)

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

**ACADEMIC SERVICES**

**FOR OFFICE USE ONLY**

First CAP Approval Date	CAP 28 March 2012			
Revision ASCQ Approval Date <i>Update this row each time a change goes to ASQC</i>	16 January 2018	Version	3	<a href="#">link to RIA</a>
Next Periodic Curriculum Review due date	September 2018			
Date of last Periodic Curriculum Review				