



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England
Delivery Location	University of the West of England
Study abroad / Exchange / Credit recognition	N/A
Faculty responsible for programme	Faculty of Business and Law
Department responsible for programme	Business and Management
Professional Statutory or Regulatory Body Links	Chartered Institute of Marketing (CIM) (WFY accreditation applied for – awaiting confirmation)
Highest Award Title	BA (Hons) Marketing Communications
Default Award Title	N/A
Interim Award Titles	BA Marketing Communications DipHE Marketing Communications CertHE Business and Management
UWE Progression Route	
Mode of Delivery	Foundation Sandwich, Foundation Full-time
ISIS code/s	N501 WFY codes - (N51G (SW): N51G13 (FT)
For implementation from	September 2017

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

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.

Distinctive Features

The overarching aim of the Faculty’s Learning Teaching & Assessment Strategy is *‘to maximise student achievement (both in relation to award classification and to employability) and student satisfaction whilst maintaining appropriately rigorous academic standards and supporting the university’s vision of becoming an inclusive and welcoming learning community, actively engaged with global society and based on values of mutual respect, critical engagement and self-awareness’*.

The supporting objectives of the strategy are the:

- further development of intellectually vibrant, highly reflective, mutually respectful and diverse student and staff learning communities within the Faculty
- increase in the use of links with the world external to UWE (including professional accreditation where possible) to inform curriculum design and delivery and provide lifelong learning opportunities
- provision of an effective, efficient and supportive infrastructure for learning (organisation and management of programmes, student advice, communication with students etc)
- appropriate design and flexible delivery of curricula which provide an intellectually stimulating learning experience enabling students to develop as highly employable and internationally aware lifelong learners
- provision of effective support for students making the transition to learning at UWE
- provision of effective and ongoing developmental support for all staff
- use of effective strategies for assessment for learning

Part 2: Description
Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)
<p>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.</p>
Regulations
<p>Approved to University Regulations and Procedures</p> <p><i>For programmes containing a Level 0;</i> It is the Award Board's responsibility to determine whether the student's attainment at level 0 is sufficient to progress to level 1.</p>

Part 3: Learning Outcomes of the Programme																									
Learning Outcomes:	UJUUL9-30-0	UMCDKK-30-0	UMEDKL-30-0	UJUUL7-30-0	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	UMMDDG-15-2	UMKD6M-15-2	UMKDBN-15-3	UMKDGJ-15-3	UMKD6V-15-3	L3 Projects	
A) Knowledge and understanding of:																									
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	√	√	√	√														√		√	√	√			

Part 3: Learning Outcomes of the Programme

<i>Learning Outcomes:</i>	UUJUL9-30-0	UMCDKK-30-0	UMEDKL-30-0	UUJUL7-30-0	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	UMMDDG-15-2	UMKD6M-15-2	UMKDBN-15-3	UMKDGJ-15-3	UMKD6V-15-3	L3 Projects
(B) Intellectual Skills																								
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.														√	√	√	√	√	√	√	√	√	√	√
(C) Subject/Professional/Practical Skills																								
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	√					√					√		√		√						√	√	√	

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UJUUL9-30-0	UMCDKK-30-0	UMEDKL-30-0	UJUUL7-30-0	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	UMMDDG-15-2	UMKD6M-15-2	UMKDBN-15-3	UMKDGJ-15-3	UMKD6V-15-3	L3 Projects
(D) Transferable skills and other attributes																								
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	√				√	√					√		√	√							√	√		√

Part 4: Programme Structure	BA (Hons) Marketing Communications
<p>This structure diagram demonstrates the student journey from Entry through to Graduation for a typical full Foundation full time student, including: level and credit requirements; interim award requirements; module diet, including compulsory and optional modules</p> <p>Students will normally be required to pass all the level 0 modules in order to progress to level 1.</p>	

ENTRY		Compulsory Modules	Optional Modules	Awards
	Level 0	UJUUL9-30-0 Becoming a Professional UMCDKK-30-0 Introduction to Organisations, Enterprise and Management UMEDKL-30-0 Economics and Accounting for the Real World UJUUL7-30-0 Introduction to Law in a Social, Business and Global Context		
	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	There are no optional modules at level 1	Interim award: CertHE Business and Management <i>(Credit requirements: 240 credits At least 100 credits at level 1 or above. 120 credits at level 0.</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 UMMDDG-15-2 Managing Business Processes (MET) UMKD6M-15-2 Integrated Marketing Communications	There are no optional modules at level 2	Interim award: DipHE Marketing Communications <i>Credit requirements:</i> 360 credits. At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.

Placement or Study Year Abroad (SYA)

For the award of the sandwich title (SW) students must choose 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 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 330 credits

	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 UMCD9T-30-3 Work-based Enquiry 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: (subject to availability) 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 <i>Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year</i>	Interim award: BA Marketing Communications <i>Credit requirements:</i> 420 credits At least 60 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0. Target/Highest Award: BA(Hons) Marketing Communications <i>Credit requirements:</i> 480 credits At least 100 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0

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

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First CAP Approval Date	Date of ASQC approval 1 November 2017 link to RIA		
Revision CAP Approval Date		Version	2 Link to RIA
Next Periodic Curriculum Review due date	<i>September 2018</i>		
Date of last Periodic Curriculum Review			