



## SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
Highest Award	BA (Hons) Marketing
Awarding Institution	UWE Bristol
Teaching Institution	UWE Bristol
Delivery Location	Frenchay Campus
Study Abroad / Exchange / Credit Recognition	Placement X Sandwich Year X Credit Recognition X Year Abroad X
Faculty Responsible For Programme	Faculty of Business & Law
Department Responsible For Programme	FBL Dept of Business & Management
Apprenticeships	
Mode of Delivery	Full-time

<b>ENTRY REQUIREMENTS</b>	<p>UCAS Tariff Points:</p> <p>Entry to this programme is normally based on the satisfactory completion of appropriate externally validated prior study equivalent to FHEQ levels 4 and 5 of a suitable credit volume in a related subject area which enables applicants to have achieved the prerequisite knowledge and academic competence required for level six study in Marketing.</p> <p>This prior study may include, but is not limited to:</p> <p>Successful completion of a foundation degree in marketing, business, management or a related discipline where marketing content is a significant proportion.</p> <p>Successful completion of a Higher National Diploma in marketing, business, management or a related discipline where marketing content is a significant proportion.</p> <p>Successful completion of prior study at least equivalent to 240 credits at a level commensurate with FHEQ levels four and five (subject to individual assessment of prior learning and/or prior qualification mapping)</p>
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	International students seeking admission require IELTS with 6.0 in all components or an overall band score of 6.5 or above.
<b>For Implementation From</b>	20 Sep 2020
<b>ISIS Code/s</b>	Programme Code N50J-SEP-FT-FR-N50J  Other codes: JACS Marketing HECoS 100075: Marketing UCAS SLC

## SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

### PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

#### 1. (Programme) Overview (c. 400 words)

The BA (Hons) Marketing offers students a current and integrated marketing education covering a range of contemporary marketing disciplines. BA (Hons) Marketing has been designed to give students a grounded understanding marketing practices that are central to any successful business; that of understanding of customer needs and the delivery of customer satisfaction effectively and efficiently. Throughout the programme, 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.

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 and social marketing.

#### 2. Educational Aims (c. 4-6 aims)

This Programme enables 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.
- 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.

**3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)****Programme (Learning) Outcomes (POs)****Programme Learning Outcomes**

PO1	Students demonstrate knowledge of marketing 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.

**PART B: Programme Structure****1. Structure****Year 1****Year 1 Compulsory modules**

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UMCDQ3-15-3	Academic and Professional Development 2020-21	15	Compulsory
UMKDCA-15-3	Brand Management 2020-21	15	Compulsory
UMKDBN-15-3	Contemporary Issues in Marketing 2020-21	15	Compulsory
UMKDQX-15-3	Digital Marketing Strategy 2020-21	15	Compulsory

<b>Year 1 Optional modules</b>			
<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UMKDMQ-15-3	Digital Marketing Communication 2020-21	15	Optional
UMKD75-15-3	Events and Festivals Management 2020-21	15	Optional
UMKD6Q-15-3	Global Marketing Management 2020-21	15	Optional
UMKDSA-15-3	International Marketing Communications 2020-21	15	Optional
UMKDNY-15-3	Retail Marketing and Management 2020-21	15	Optional
<b>Year 1 Project modules</b>			
<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UMCDFS-30-3	Business Project 2020-21	30	Optional
UMCD9Q-30-3	Enterprise Project 2020-21	30	Optional

### **PART C: Higher Education Achievement Record (HEAR) Synopsis**

The programme offers a current integrated marketing education covering a range of contemporary marketing disciplines and has been designed to give students a grounded understanding of marketing practices that are central to any successful business: that of understanding of customer needs and the delivery of customer satisfaction effectively and efficiently. Throughout the programme, learning and skills are developed through the study of a wide range of marketing issues across organisations within a range of sectors including brand management, digital marketing and social marketing.

### **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

**PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS**

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