



Programme Specification

Marketing{Top-Up} [Sep][FT][Frenchay][1yr]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Marketing{Top-Up} [Sep][FT][Frenchay][1yr]

Highest award: BA (Hons) Marketing

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

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

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website

For implementation from: 20 September 2020

Programme code: N50J-SEP-FT-FR-N50J

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 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.

Educational 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.

Programme Learning Outcomes:

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

Year 1

Year 1 Compulsory modules

Module Code	Module Title	Credit
UMCDQ3-15-3	Academic and Professional Development 2021-22	15
UMKDCA-15-3	Brand Management 2021-22	15
UMKDBN-15-3	Contemporary Issues in Marketing 2021-22	15
UMKDQX-15-3	Digital Marketing Strategy 2021-22	15

Year 1 Optional modules

Module Code	Module Title	Credit
UMKD75-15-3	Events and Festivals Management 2021-22	15

UMKDSA-15-3	International Marketing Communications 2021-22	15
UMKD6V-15-3	Public Relations 2021-22	15
UMKDNY-15-3	Retail Marketing and Management 2021-22	15

Year 1 Project modules

Students must take 30 credits within the Project Modules group.

The Enterprise Project (UMCD9Q-30-3) module is a barred combination with both the Business Project In Theory (UMCDVE-15-3) and the Business Project (UMCDVF-15-3) modules.

The Business Project in Theory (UMCDVE-15-3) module is a co-requisite to the Business Project (UMCDVF-15-3) module.

Module Code	Module Title	Credit
UMCDVF-15-3	Business Project 2021-22	15
UMCDVE-15-3	Business Project in Theory 2021-22	15
UMCD9Q-30-3	Enterprise Project 2021-22	30

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

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