



University of the
West of England

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	Study year abroad possible during placement year
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 – University is an accredited centre. Some exemptions possible.
Highest Award Title	BA (Hons) Marketing Communication Management
Default Award Title	
Interim Award Titles	BA Marketing Communication Management DipHE Marketing Communication Management CertHE Marketing Communication Management
UWE Progression Route	
Mode of Delivery	Sandwich, Full-time, Foundation Year
ISIS code/s	N591 N51F (SW), N51F13(FT)
For implementation from	September 2017

Part 2: Description

The BA (Hons) Marketing Communications Management award offers students a practical, applied, yet academically rigorous programme of study that covers the main disciplines and operational areas found within a marketing communications function. Marketing is one of the most important and dynamic of all of the business disciplines and effective marketing communications is an integral part. The main aim is for students to acquire appropriate knowledge and understanding of marketing and the management of the marketing communications function.

Both the content and delivery structure has been specifically developed to align with the UWE Graduate Attribute Framework. Its focus on the application of academic theory within a practical context together with a coherent and ongoing programme of skills development aims to ensure that graduates are ready and able to make a positive contribution within a communications management function from the point of graduation. In addition, students are encouraged to demonstrate levels of connectedness both with internal stakeholders and external organisations. Connectedness is also encouraged through on group projects in class or in an assessment context whilst qualities of self-reliance are cultivated through guided programmes of independent study. Students are encouraged to respond creatively to real world challenges and cases which not only support a sense of global responsibility and a connectedness to the wider community but also develops students' spirit of enterprise and innovation. In sum, this programme aims to enable students to accrue relevant marketing, communications and business knowledge so that they can make an early and developing contribution in a range of organizational roles and acquire a solid foundation for life-long learning.

Broadly, this programme aims to enable students to:

- 1) Study organisations, their management and the changing external environment in which they work.
- 2) Acquire appropriate knowledge and understanding of marketing and marketing communications together with the organizational context in which the functions exist.
- 3) Prepare for a career in a range of business and management roles and within a range of marketing and communications contexts.
- 4) Experience and reflect upon working within an organization.
- 5) Contribute to society at large through the adoption of sustainable business practices.
- 6) Attain life-long learning skills and a reflective approach to their ongoing personal development.

Specifically, this programme aims to produce ready and able graduates through:

- 1) A curriculum that not only satisfies academic benchmarks for the field but has been developed in conjunction with industry specialists so that successful graduates possess both the academic knowledge and the practical skills that make them employable within a graduate context.
- 2) The adoption of a 'flipped' pedagogical approach where students are encouraged to work independently and pro-actively to accrue an understanding of basic concepts before developing them more fully and exploring their complexities within face-to-face delivery formats.
- 3) A unique programme structure and set of module delivery patterns that simultaneously facilitate a holistic understanding of the industry and the field of study whilst also supporting greater complexity of interrogation and analysis of cases and concepts both within and across modules.
- 4) Use of industry-standard software and processes where ever possible to ensure that graduates can engage with the technological landscape occupied by employers in the sector.
- 5) As a matter of course, to maintain a global perspective and a focus on sustainability.

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

The award is a highly applied and academically rigorous programme of study that is ideal for anyone seeking a career with marketing or communications management. The problem-based teaching strategy encourages students to critically engage with real-world challenges and produce creative, evidence-based proposals in response. Created in consultation with industry professionals, this course equips students with the subject knowledge and practical skills to function effectively in a competitive industry context.

Part 2: Description
Regulations
<p>A: Approved to University Regulations and Procedures</p> <p>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

professional life												
Year 1 and Year 2	Becoming a Professional	Intro to Orgs, Ent & Mgt	Eco and Acc for Real World	Ontro to Law & Social Bus, & Global Contx	Intro to Marketing	Applied Marketing	Mkt & the Reg Env	Proj Mgt in Mkt Ctx	Build Mkt Bus	Academic & Mgt Skills 1	Practical Mkt Skills 1	Analy Mkts & Mkt
(B) Intellectual Skills												
Gather and critically evaluate evidence and information from a range of sources		✓		✓	✓					✓		✓
Identify and analyse business problems in a range of contexts using appropriate concepts and frameworks.				✓		✓	✓	✓				✓
Draw conclusions, develop judgments, create and evaluate alternative solutions and make decisions on their application				✓		✓	✓	✓	✓			✓
Apply these skills in a range of complex and unpredictable contexts						✓	✓	✓				
Reflect upon actions taken and critically appraise the scope for improved performance									✓			✓
(C) Subject/Professional/Practical Skills												
Carry out a programme of research within a business, management and/or marketing communications context				✓				✓	✓			✓
Produce a range of written artefacts resembling those required within a professional context (business reports, proposals, etc							✓	✓	✓	✓		
Present information effectively and persuasively using a range of media according to task				✓	✓				✓	✓		✓
Contribute effectively to group projects and deliver presentations		✓		✓					✓			✓

Part 3: Learning Outcomes of the Programme

Select and use subject-specific tools and techniques						✓	✓	✓		✓	✓	✓
Develop professional identity and subject expertise relevant to the degree programme						✓	✓	✓		✓	✓	✓
Year 1 and Year 2	Becoming a Professional	Intro to Orgs, Ent & Mgt	Eco and Acc for Real World	Ontro to Law & Social Bus, & Global Contx	Intro to Marketing	Applied Marketing	Mkt & the Reg Env	Proj Mgt in Mkt Env	Build Mkt Bus	Academic & Mgt Skills 1	Practical Mkt Skills 1	Analy Mkts & Mkt
(D) Transferable skills and other attributes												
To work effectively alone					✓	✓	✓	✓		✓	✓	✓
To work effectively in groups	✓	✓							✓			
Present, discuss and defend ideas through formal and informal written and spoken languages						✓			✓			✓
Extract, process and present numerical information for a given purpose			✓				✓		✓			✓
Use information technology	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Manage own time and workload	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Take responsibility for own learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reflect upon own performance and respond positively to feedback				✓	✓					✓	✓	
Transfer knowledge and skills across different settings							✓			✓	✓	
Develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large				✓						✓	✓	
Appreciate the role that a sustainable approach to business plays both inside an organization and across the wider environment							✓					

Part 4: Programme Structure BA(Hons) Marketing Communication Management

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY			
	Compulsory Modules	Optional Modules	Awards
Level 0	UJUUL9-30-0 Becoming a Professional	None	None
	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	UMKDJS-15-1 Introduction to Marketing		CertHE Marketing Communication Management <i>Credit requirements:</i> 240 credits At least 100 credits at level 1 or above. 120 credits at level 0.
	UMKDJ3-15-1 Analysing Markets and Marketing		
	UMKDJT-15-1 Applied Marketing Communications		
	UMADJU-15-1 Marketing and the Regulatory Environment		
	UMMDJV-15-1 Project Management in a Marketing Context		
	UMSDJW-15-1 Building a Marketing Business		
	UMKDJX-15-1 Academic and Management Skills 1		
	UMKDJY-15-1 Practical Marketing Skills 1		

	Compulsory Modules	Optional Modules	Interim Awards
	UMKDJ4-15-2 Integrated Marketing Communications UMKDJ5-15-2 Market Research and Analytics UMKDJ6-15-2 Market Insight for Maximum Effectiveness UMKDJ7-15-2 Managing Business Services UMPDJ8-15-2 Managing Marketing Teams UMSDJ9-15-2 Real Live Case UMKDK4-15-2 Academic and Management Skills 2 UMKDK3-15-2 Practical Marketing Skills 2	None	DipHE Marketing Communication Management <i>Credit requirements: 360 credits.</i> At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.

Sandwich/Placement Year:

Students on the sandwich route will undertake a work placement of a minimum of 40 weeks normally in an area of a business that will support a dissertation 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 and Development on Placement or Learning & Development on Study Year Abroad*).

	Compulsory Modules	Optional Modules	Interim Awards
Level 3	<p>UMKDK5-15-3 Strategic Communications Management</p> <p>UMKDK7-15-3 International and Intercultural Communications</p> <p>UMKDK8-15-3 Critical Approaches to Communications Strategy</p> <p>UMODK6-15-3 Achieving Growth and Managing Organisational Change</p> <p>UMKDK9-15-3 Business to Business Communication</p> <p>Students who have not successfully completed a Placement or Study Year Abroad module must take:</p> <p>UMKDKA-15-3 Creating a Professional Profile</p> <p>Plus a final Year Project (30 credits) – choice of</p> <p>UMCD9W-30-3 Critical Business Enquiry Project OR UMCD9Q-30-3 Enterprise Project OR UMCD9T-30-3 Work-based Enquiry Project OR Applied Business Project UMCDHU-30-3</p>	None	<p>BA Marketing Communication Management</p> <p><i>Credit requirements:</i> 420 credits</p> <p>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.</p> <p>Target/Highest Award:</p> <p>BA(Hons) Marketing Communication Management</p> <p><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.</p>

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

Description of **how** the following reference points and benchmarks have been used in the design of the programme:

[QAA UK Quality Code for HE](#)

In the design of this programme, reference has been made to the QAA Level Descriptors to ensure that appropriate skills and attributes have been built into the curriculum and are appropriately assessed.

In Year 1 (QAA Level 4): The suite of modules at this level has been designed to ensure that students acquire a solid understanding of the underlying concepts associated with business and management within a communications industry context. The task-oriented, problem-based approach adopted across all modules in the programme proactively encourages students to critically appraise and evaluate the relative value of different approaches within any given situation. Specific context knowledge is accrued through the Introduction to Marketing, the Applied Marketing and the Analysing Markets and Marketing modules. In modules such as 'Analysing Markets and Marketing' and 'Marketing and the Regulatory Environment' students demonstrate their ability to present, analyse and evaluate qualitative and quantitative data whilst 'Building a Marketing Business' encourages students to adopt a holistic overview of the subject and draw together the knowledge they have accrued in their modules in the form of a business plan. The 'Practical Marketing Skills' and the 'Academic and Management Skills' modules run throughout the academic year and support the development of a range of skills and include information search and communication across a range of media.

In Year 2 (QAA Level 5): The task-oriented, problem-focused approach continues into the second year of study where the focus is upon development and application of learning from the previous level, develops it and explores what it means when applied within an employment context. In the 'Market Research and Analytics' and 'Market Insight for Maximum Effectiveness' modules, students are expected to demonstrate a knowledge of the main methods of enquiry in the field and be able to select the most appropriate according to given research objectives. In modules such as 'Managing Marketing Teams', 'Project Management in Marketing' and 'Integrated Marketing Communications', concepts and principles are explored within the context of specific functions and roles within the marketing communications sector whilst the 'Real Live Case' encourages students to draw upon learning and apply concepts from a range of modules to address a real challenge found in industry. As in the previous year, the 'Practical Marketing Skills' and the 'Academic and Management Skills' modules run throughout the academic year with a focus upon professional attributes and employability skills.

In Year 3 (QAA Level 6): In their final year of study, students undertake a range of modules that explore the wider strategic questions that are faced by organisations operating within the field of marketing communications. The range of modules studied encourage students to take a critical approach that recognizes the limitations of knowledge in the field together with issues of ethics and sustainability. The extended project, in particular encourages students to assess the relative value of and then deploy the most appropriate methods of enquiry in relation to a given marketing communications question. Working independently they are expected to draw upon a range of

Part 6: Reference Points and Benchmarks

sources, including refereed journal articles and practitioner reports, many at the forefront of the discipline. Students graduating from this level will have demonstrated sound information search and analytical skills. They are able to compile and evaluate evidence, reaching sound and logical judgements and are able to communicate those judgements effectively using appropriate media.

Having consulted with marketing communications practitioners as to the knowledge base and skills desirous in graduate applicants, the next step was to ensure that these also corresponded to the benchmarks for the QAA UK Quality Code for Business and Management programmes. It is noteworthy that inclusion of skills-based elements, creativity and critical thinking together with legal aspects resulted in the programme corresponding well to a number of the elements of the QAA Subject Benchmarks Communication, Media, Film and Cultural Studies. The learning outcomes were also matched with the National Qualification Framework to correspond with Levels 4,5 and 6.

On this programme, individual subject benchmarks are addressed across a range of modules. Specifically:

- 1) Markets; the development, access and operation of markets for resources, goods and services
 - This is addressed in Introduction to Marketing, Analysing Markets and Marketing in Year 1 (Level 4), 'Real Live Case' in Year 2 (Level 5) and Achieving Growth and Managing Organisational Change in Year 3 (Level 6).
- 2) Marketing and sales: different approaches to segmentation, targeting and positioning, generating sales and the need for innovation in product and service design.
 - this is addressed in 'Analysing Markets and Marketing' in Year 1 (Level 4), 'Market Research and Analytics' (Level 5) and 'Market Insight for Maximum Effectiveness' in Year 2 (Level 5) and 'Achieving Growth and Managing Organisational Change' in Year 3 (Level 6).
- 3) Customers: management of customer expectations, relationships and development of service excellence
 - this is addressed in 'Project Management in a Marketing Context' in Year 1 (Level 4), 'Managing Business Services' in Year 2 (Level 5) and 'Business to Business Communications' and 'International and Intercultural Communications' in Year 3 (Level 6).
- 4) Finance: the sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
 - this is addressed in 'Business and the Regulatory Environment' and 'Building a Marketing Business' in Year 1 (Level 4) and in 'Real Live Case' in Year 2 (Level 5).
- 5) People: leadership, management and development of people and organisations including the implications of the legal context.
 - this is addressed in the 'Marketing in the Regulatory Environment' in Year 1 (Level 4), Managing Marketing Teams in Year 2 (Level 5) and 'Achieving Growth and Managing Organisational Change' in Year 3 (Level 6).
- 6) Organisational behavior: design, development of organisations, including cross cultural issues, change, diversity and values.
 - this is addressed in 'Marketing in the Regulatory Environment' and 'Building a Marketing Business' in Year 1 (Level 4), 'Managing Marketing Teams' in Year 2 (Level 5) and 'Strategic Communications Management', 'International and Intercultural Communication' and 'Achieving Growth and Managing Organisational Change' in Year 3 (Level 6)
- 7) Operations: the management of resources, the supply chain, procurement, logistics, outsourcing and quality systems
 - this is addressed in 'Project Management in a Marketing Context' in Year 1 (Level 4), 'Managing Business Services' in Year 2 (Level 5)

Part 6: Reference Points and Benchmarks

It is noteworthy that inclusion of skills based elements, creativity and critical thinking together with legal aspects resulted in the programme also corresponding well to a number of the elements of the Communication, Media, Film and Cultural Studies benchmarks.

[University strategies and policies](#)

The design of this programme corresponds directly with the priorities of 'Outstanding Learning' and 'Ready and Able Graduates' as cited in the UWE 2020 strategy in that the 'flipped' pedagogical philosophy combines academic rigour with the development of practical skills required in industry. Moreover contributions made by practitioners in the development and (where ever the opportunity arises) delivery of content facilitates the creation of 'Strategic Partnerships, Connections and Networks' and any opportunities for research that come out of these relationships is likely to be highly applied and thereby offer the opportunity for 'Research with Impact'.

It has already been noted that, in terms of both the content and the delivery structure, this programme aligns well with the UWE Graduate Attribute Framework and corresponds with objectives cited by UWE's 2020 Strategy. The combination of practical application and academic rigour ensures that graduates are ready and able to make a positive contribution within a communications management function from the point of graduation. In addition, a sense of 'connectedness' is developed by students as they engage with real world situations and network with internal stakeholders and external organisations. Students' sense of creativity and innovation are cultivated as they engage with real world challenges which not only support a sense of global responsibility but also a connectedness to the wider community. In sum, this programme enables students to accrue relevant marketing, communications and business knowledge so that they can make an early and developing contribution in a range of organizational roles and acquire a solid foundation for life-long learning

What methods have been used in the development of this programme to evaluate and improve the quality and standards of learning? This could include consideration of stakeholder feedback from, for example current students, graduates and employers.

Extensive consultation has taken place to ensure the highest standards of learning can be achieved within the context of this programme. Internally, in addition to consultation with students and academic staff, feedback was elicited from a range of other services which included staff from the Library, Disability Services, Student Support Advisors, Careers and Employability Advisors, members of the Student Administration team and the Quality Management and Enhancement Manager. Externally, feedback was received from two External Examiners, the Chartered Institute of Marketing (CIM) and Jonnie Galvin-Wright, Managing Director of Stuff Advertising.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the [University's website](#).

FOR OFFICE USE ONLY

First CAP Approval Date	15 December 2016 link to RIA			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	2	<i>Link to RIA</i>
Revision CAP Approval Date		Version	3	<i>Link to RIA</i>
Revision CAP Approval Date		Version	4	<i>Link to RIA</i>
Next Periodic Curriculum Review due date	September 2023			
Date of last Periodic Curriculum Review				