



## PROGRAMME SPECIFICATION

<b>Part 1: Basic Data</b>	
<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>Study abroad / Exchange / Credit recognition</b>	Study year abroad possible during placement year
<b>Faculty responsible for programme</b>	Faculty of Business and Law
<b>Department responsible for programme</b>	Business and Management
<b>Professional Statutory or Regulatory Body Links</b>	Chartered Institute of Marketing – University is an accredited centre. Some exemptions possible.
<b>Highest Award Title</b>	BA (Hons) Marketing Communication Management
<b>Default Award Title</b>	
<b>Interim Award Titles</b>	BA Marketing Communication Management DipHE Marketing Communication Management CertHE Marketing Communication Management
<b>UWE Progression Route</b>	
<b>Mode(s) of Delivery</b>	FT / SW
<b>ISIS Codes</b>	<b>N591</b> N591 (SW), N59113(FT)
<b>For implementation from</b>	September 2019

**Part 2: Description**

The BA (Hons) Marketing Communication 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 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) 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.
- 3) As a matter of course, to maintain a global perspective and a focus on sustainability.

**Description of any Distinctive Features**

This programme has been developed in conjunction with both QAA benchmarks and professional sector employability requirements. It therefore has a number of distinctive features:

1. Taught sessions take place in an interactive environment. Where ever possible, teaching will take place in technology-enabled rooms but where this is not possible, teaching rooms will be scheduled in Wi-Fi-enabled areas and students will be encouraged to bring their own devices. This not only allows students to draw upon online resources as required during the course of a session but facilitates the sharing and presentation of found materials.
2. The content of this programme has been developed in conjunction with marketing communications practitioners to ensure that it reflects the knowledge-base and skill set required to function effectively in a marketing communications management environment.
3. The philosophy that underpins teaching activity is that it should be interactive, problem-based and applied. Delivery of the curriculum will be based around extended projects on current 'real world' issues to allow depth of analysis and the exploration of context.

<b>Part 2: Description</b>
<p>The majority of the modules are 15 credit modules apart from the 30 credit extended independent project.</p> <p>4. Integral to the programme is the requirement for the tasks undertaken by students within the context of workshop activity or assessment to reflect artifacts common to the communications sector. This not only allows students to demonstrate their satisfaction of the academic learning outcomes but also supports their development of professional skills that would enhance employability.</p>
<b>Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)</b>
<p>The award is a highly applied and academically rigorous programme of study that is ideal for anyone seeking a career within 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.</p>
<b>Regulations</b>
<p>Approved to <a href="#">University Regulations and Procedures</a></p>

Part 3: Learning Outcomes of the Programme																										
Learning Outcomes:	Intro to Marketing	Applied Marketing Comms	Mkt & the Reg Env	Proj Mgt in Mkt Context	Build Mkt Bus	Academic & Mgt Skills 1	Practical Mkt Skills	Analy Mkts & Mkt	Int Mkt Comms	Mkt Res & Analytics	Consumer behaviour	Intro to digital strategy	Man Mkt Teams	Real Lives Case	Pract Mkt Skills 2	Academic & Mgt Skills 2	Achi Grth &Mng Org Ch	Strat Comms Mgt	Bus to Bus Comms	Int and intercul Comms	Crit App to Comms Strat	Professional Profile	Placement / SYA	Crit Bus Enq Proj	Enterprise Proj	Applied Bus Proj
<b>A) Knowledge and understanding of:</b>																										
The global business environment and the impact that changes in that environment might have upon stakeholders in the marketing and communications industry.	✓				✓			✓	✓		✓	✓		✓			✓		✓	✓			✓	✓	✓	✓
The nature of markets, consumers and stakeholders and the interaction between them	✓	✓			✓			✓				✓	✓	✓			✓		✓	✓	✓		✓	✓	✓	✓
Marketing and marketing communications practice and theory together with the organizational context in which the functions exist.	✓	✓			✓			✓	✓			✓		✓		✓			✓	✓	✓	✓	✓	✓	✓	✓
Compliance requirements for organisations working within the marketing communications sector. In particular, financial and legal requirements and constraints imposed by industry regulators (i.e. ASA)			✓		✓				✓					✓							✓					✓
The nature of organisations, work and management				✓	✓			✓				✓	✓			✓	✓				✓	✓	✓		✓	✓
The management and development of people and teams				✓	✓			✓					✓			✓	✓		✓			✓	✓		✓	✓
The management of resources and operations			✓	✓	✓								✓				✓					✓	✓		✓	✓
The management of information systems and the use of communication and information technology			✓		✓				✓	✓		✓				✓			✓	✓				✓	✓	✓

**Part 3: Learning Outcomes of the Programme**

	Intro to Marketing	Applied Marketing Comms	Mkt & the Reg Env	Proj Mgt in Mkt Context	Build Mkt Bus	Academic & Mgt Skills 1	Practical Mkt Skills	Analy Mkts & Mkt	Int Mkt Comms	Mkt Res & Analytics	Consumer behaviour	Intro to digital strategy	Man Mkt Teams	Real Lives Case	Pract Mkt Skills 2	Academic & Mgt Skills 2	Achi Grth &Mng Org Ch	Strat Comms Mgt	Bus to Bus Comms	Int and intercul Comms	Crit App to Comms Strat	Professional Profile	Placement / SYA	Crit Bus Enq Proj	Enterprise Proj	Applied Bus Proj	
Financial reporting systems and their role in management decision making			✓		✓									✓											✓		
Business policy and strategy					✓							✓		✓			✓			✓	✓				✓	✓	
Quantitative methods for managerial applications			✓							✓				✓					✓						✓	✓	
Business and management research				✓				✓		✓	✓			✓									✓	✓	✓	✓	
Ethics and ethical decision making, sustainability and global citizenship			✓						✓	✓			✓							✓		✓	✓	✓	✓	✓	
Knowledge appropriate to subject specialism	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
<b>(B) Intellectual Skills</b>																											
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						✓		✓							✓	✓					✓	✓	✓	✓	✓	✓	
<b>(C) Subject/Professional/Practical Skills</b>																											
Carry out a programme of research within a business, management and/or marketing communications context	✓				✓	✓		✓		✓				✓							✓	✓	✓	✓	✓	✓	

**Part 3: Learning Outcomes of the Programme**

	Intro to Marketing	Applied Marketing Comms	Mkt & the Reg Env	Proj Mgt in Mkt Context	Build Mkt Bus	Academic & Mgt Skills 1	Practical Mkt Skills	Analy Mkts & Mkt	Int Mkt Comms	Mkt Res & Analytics	Consumer behaviour	Intro to digital strategy	Man Mkt Teams	Real Lives Case	Pract Mkt Skills 2	Academic & Mgt Skills 2	Achi Grth &Mng Org Ch	Strat Comms Mgt	Bus to Bus Comms	Int and intercul Comms	Crit App to Comms Strat	Professional Profile	Placement / SYA	Crit Bus Enq Proj	Enterprise Proj	Applied Bus Proj
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	✓					✓		✓	✓					✓	✓	✓			✓			✓				
Select and use subject-specific tools and techniques		✓	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓
Develop professional identity and subject expertise relevant to the degree programme		✓				✓	✓		✓				✓	✓	✓	✓			✓			✓	✓	✓	✓	✓
<b>(D) Transferable skills and other attributes</b>																										
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	✓					✓	✓								✓	✓						✓		✓	✓	✓

**Part 3: Learning Outcomes of the Programme**

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**

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 1	UMKDJS-15-1 Introduction to Marketing  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	None	CertHE Marketing Communication Management   Other requirements::



	Compulsory Modules	Optional Modules	Interim Awards
Level 2	UMKDQV-15-2 Introduction to Digital Strategy  UMKDJ5-15-2 Market Research and Analytics  UMKDJ4-15-2 Integrated Marketing Communications  UMPDJ8-15-2 Managing Marketing Teams  UMKDK4-15-2 Academic and Management Skills 2  UMSDJ9-15-2 Real Live Case  UMKDME-15-2 Consumer Behaviour  UMKDK3-15-2 Practical Marketing Skills 2.	None	DipHE Marketing Communication Management

#### **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:

**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 and pass 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.

**Study Year Abroad,** which consists of two semesters of study at a partner institution abroad.

During this time students must complete and pass 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.



## Part 5: Entry Requirements

## 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](#)

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 Communications 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' module, students are expected to demonstrate a knowledge of the main methods of enquiry in the field and be able select the most appropriate according to given research objectives. In modules such as 'Managing Marketing Teams', and 'Integrated Marketing Communications', concepts and principles are explored within the context of a 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.

**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 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.

## Part 6: Reference Points and Benchmarks

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 '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), 'Consumer behaviour' 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),

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.

[Strategy 2020](#)  
[University 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, 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

**Part 6: Reference Points and Benchmarks**

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.

## FOR OFFICE USE ONLY

First CAP Approval Date	1 June 2016			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	16 January 2018 06 March 2019	Version	2 3	<a href="#">link to RIA</a> <a href="#">link to RIA</a>
Next Periodic Curriculum Review due date	September 2023			
Date of last Periodic Curriculum Review				