

# PROGRAMME SPECIFICATION

**Programme Title:** BSc (Hons) Marketing

**Partner Institution:** GSM London

**Start Date:** October 2015

**First Date of Award:** 2017

**Date(s) of Revision(s) to this Document:**

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## PROGRAMME SPECIFICATION

This Programme Specification should contain no information referring to individual members of staff as it will be employed as a public document.

### PS1. Programme Details

<b>Awarding Institution:</b>	Plymouth University
<b>Teaching Institution:</b>	GSM London
<b>Accrediting Body:</b>	N/A
<b>Language of Study:</b>	English
<b>Mode of Study:</b>	Standard (3 Years) / Accelerated (2 Years) Extended Standard (4 Years)/ Extended Accelerated (3 Years) Part-time Standard (4 Years)/ Part-time Extended (5 Years 1 Semester) (See Appendix: Programme Structure by Delivery Mode)
<b>Final Award:</b>	BSc (Hons)
<b>Intermediate Award:</b>	CertHE 120 credits; DipHE 240 credits; Ordinary degree 320 credits
<b>Programme Title:</b>	BSc (Hons) Marketing
<b>UCAS Code:</b>	2 Year – N55N 3 Year – NN55 2 Year (Extended) – NNN5 3 Year (Extended) - N5N5
<b>JACS Code:</b>	N500
<b>Benchmarks:</b>	QAA Framework for Higher Education Qualifications in England, Wales  QAA Subject Benchmarks: General Business and Management (GBM )  QAA Code of Practice for the assurance of academic quality and standards in Higher Education  SEEC 2010  Professional standards outlined by CIM (2014).
<b>Date of Programme Approval:</b>	14/01/2015

## **PS2. Brief Description of the Programme**

The following is a description of the programme that clarifies both its position within the delivering institution and Plymouth University's portfolio. This material/ may be used for promotion of the programme and the text should be approximately 200-250 words.

The BSc (Hons) Marketing equips students with an understanding of marketing that is grounded in marketing theory and practice. It will provide them with the knowledge and practical skills necessary to develop a career in professional marketing. The programme brings together a range of practical marketing skills with a critical exploration of the fast-changing world of marketing, along with an underpinning understanding of the core marketing concepts of communications and the brand.

At Level 4, students will focus on the principles and fundamentals of marketing within an organizational context. At Level 5, students will develop their practical engagement through an exploration of the consumer behavior and digital marketing (in practice and theory) with contemporary issues and debates, culminating in a 'Live Project'. At Level 6 students look to the future of their industry and discipline, exploring emerging trends, strategy development and developments in marketing management. Students will engage with these varied and complex aspects through both desk research, live projects and client briefs, which at Level 6, includes a practice-research dissertation/project.

This programme will introduce students to exciting new developments in marketing practice and provide them with the skills that are in demand from a range of employers. It provides the marketing knowledge necessary to develop analytical and strategic skills as marketers within the framework of a comprehensive, engaging and challenging marketing programme.

## **PS3. Details of Accreditation by a Professional/Statutory Body (if appropriate)**

Full details of professional qualifications/accreditation by professional/statutory bodies are available at:

<http://www.gsm.org.uk/undergraduate/professional-qualifications>

## **PS4. Exceptions to Plymouth University Regulations**

Plymouth University have approved an exemption to the regulations enabling GSM London to utilise a 15/30 credit structure.

## PS5. Programme Aims

The programme will deliver:<sup>1</sup>

- A1. An in-depth study of academic marketing theories, techniques and issues that will underpin a marketing career within any sector.
- A2. Critical understanding and contextual knowledge of marketing practice and its contribution in driving organisational performance.
- A3. Practical application of marketing skills both general and specific that are essential for a professional career in marketing.
- A4. A focus on marketing practice informed by research, contemporary issues and practice.
- A5. The development of effective and reflective practitioner using the skills and approaches developed throughout the programme.

## PS6. Programme Intended Learning Outcomes (ILO)

By the end of this programme the student will be able to:<sup>5</sup>

### **Knowledge and understanding:**

- K1.0 Demonstrate knowledge and understanding of the role of marketing in, a social and ethical context, its interaction with business, the complexity of marketing in the business organization.
- K1.1 Demonstrate a knowledge of brand management and marketing communications tools and the application of these to an integrative approach to marketing.
- K1.2 Assess the rapidly changing environment and identify ways to sustain and maintain a relevance in marketing.
- K1.3 Apply theoretical marketing concepts internationally and across sectors.
- K1.4 Analyse emerging trends and contemporary issues in marketing.

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<sup>1</sup> Recommended: 5-7 “numbered points”

- K1.5 Critically evaluate key marketing concepts and theories within both a client and agency context.

### **Cognitive and Intellectual Skills:**

- C2.0 Engage in meaningful debate and analysis of topics related to the subject of marketing
- C2.1 Carry out an analysis of the business environment with guidance to provide satisfactory responses to issues.
- C2.2 Apply the correct concepts and frameworks to clearly defined problems while appreciating the complexity of decision-making involved in business activity.
- C2.3 Evaluate the reliability of data using recognised quantitative techniques.
- C2.4 Collect and synthesise business ideas and information in a formal manner.

### **Transferable Skills:**

- T3.0 Utilise the transferable skills necessary to work within areas of marketing across sectors and industries.
- T3.1 Develop a commercial awareness to use business acumen in a day-to-day work situation.
- T3.2 Work autonomously within agreed and defined parameters.
- T3.3 Develop responsibility for their own learning.
- T3.4 The ability to work with others to create solutions for business.

### **Employment:**

- E4.0 Demonstrate possession of the skills required for graduate employment in the field of marketing.
- E4.1 Illustrate the use of interpersonal and communication skills such as effective listening, negotiating, persuasion, and presentation to clarify tasks and present solutions within a business context.
- E4.2 Understand careers pathways and the professional expectations of the behaviours required to achieve these.
- E4.3 Use initiative in complex decision-making and recognise the need for further professional development.

## **Practical:**

- P5.0 Demonstrate the acquisition of GSM London's Graduate Attributes and facilitate the application of these attributes in both academic and vocational contexts.
- P5.1 Demonstrate an understanding of the issues involved when working with others and appropriately to achieve successful outcomes.
- P5.2 Apply relevant methods and frameworks to clearly defined business problems.
- P5.3 Undertake research tasks with minimum guidance to investigate and address business challenges.
- P5.4 Communicate effectively to explain and address business issues in a clear and concise manner.

## **PS7. Distinctive Features**

The following provides a definitive and approved list of elements that may be used to both conceptualise and promote the market position of this programme.<sup>2</sup>

- The BSc (Hons) Marketing programme provides students with the opportunity to gain knowledge across a wide spectrum of subjects and business functions, as well as the ability to apply it across sectors and industries. This application of knowledge is gained through practical modules such as the level 5 project (see appendix) and level 6 Capstone project (elective), as well as with live projects through employer links where possible.
- The programme will be flexibly delivered and provides the following distinct modes of study: Standard (3 Years); Accelerated (2 Years); Extended Standard (4 Years); Extended Accelerated (3 Years); Part-time Standard (4 Years); Part-time Extended (5 Years 1 Semester) (*See Appendix: Programme Structure by Delivery Module.*)
- Students gain real world experience and are involved in a number of 'live' consultancy projects.
- The programme is aligned with CIM professional standards.
- It is delivered with a mix of theoretical and practical application, including simulation and live projects.
- There are elective specialisms of Communication and Brand Management to assist in pursuit of marketing career within an agency or client environment.
- It offers a distinctive approach to the study of marketing, based on a focus on the contemporary, the critical and the vocational, and offers a distinctive practice research strategy appropriate to different student journeys.

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<sup>2</sup> Recommended: "bullet points" to assist promotional use

- The three-year model attracts a younger student population favouring a programme with a longer break between academic years.
- The part-time format facilitates study alongside other commitments and skills and knowledge can be developed simultaneously.
- Supporting our students to develop distinctive GSM London Graduate Attributes valued by employers (employability and professionalism; enterprise and innovation, critical thinking and scholarship; global citizenship and social responsibility) is an important feature of the students experience. These dimensions shape the design, content and delivery of the programme and the extra-curricular portfolio on offer. Students are encouraged and supported to evidence and articulate their acquisition of these attributes.
- Guest speakers and workshops will be a regular feature of the programme. Included within these will be significant curricular activities such as fieldtrips, networking and opportunities for voluntary work to gain valuable experience

## **PS8. Student Numbers**

The following provides information that should act as a guide to assure the quality of the student experience, progression opportunities, and staff and resource planning:

Approximate minimum student numbers per stage = 15

Target student numbers per stage = 75

Approximate maximum student numbers per stage = No maximum provided at this point of time because additional numbers over target will be monitored over the recruitment cycle to ensure that student numbers can be managed.

## **PS9. Progression Route(s)**

There are GSM London Masters level programmes which students can progress onto, please see the programme team for more details.

## PS10. Admissions Criteria

Qualification(s) Required for Entry to this Programme:	Details:
<p>Level 2:</p> <p>-</p> <p>-</p>	<p>Level 2 qualifications are not suitable for entry onto the Bachelor degree programmes. However, applicants for entry onto the extended degree options are considered for entry with a qualification at Level 2: <b>Please see the Bachelors' Extended Degree Programme Specification for further details.</b></p>
<p>Level 3: at least one of the following:</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p>	<p><u>These are requirements for entry onto the Bachelor degrees only (excluding the extended degrees i.e. Year 0 entry)</u></p> <p>An applicant must normally be 18 years of age at the start of the programme and as a minimum must have obtained:</p> <ul style="list-style-type: none"> <li>• 2 A Level passes (A-E/ minimum of 80 UCAS Tariff points) or successfully achieved 120 credits on the GSM London's Year 0 programme or equivalent</li> </ul> <p><i>We accept overseas qualifications equivalent to those mentioned above. For further information contact your local British Council office or GSM London's International Advisors (+44 [0]208 5167 800 <a href="mailto:admissions@gsm.org.uk">admissions@gsm.org.uk</a>)</i></p> <ul style="list-style-type: none"> <li>• If English is not the applicant's first language, proof of fluency through IELTS (minimum score 6.0 for degree programmes) or another accepted system must be provided.</li> </ul> <p>Other qualifications may be considered (subject to approval by Plymouth University):</p> <ul style="list-style-type: none"> <li>• Advanced Level Diploma:</li> <li>• BTEC National Certificate/Diploma:</li> <li>• HNC/D:</li> <li>• VDA: AGNVQ, AVCE, AVS:</li> <li>• Access to HE or Year 0 provision:</li> <li>• International Baccalaureate:</li> <li>• Irish / Scottish Highers / Advanced</li> </ul>

	Highers:
<b>Work Experience:</b>	Applications from candidates who lack the normal course entry requirements are positively encouraged. In such cases, the Admissions Tutors must be satisfied that the applicant has the necessary potential, knowledge or experience and motivation to follow the course successfully. Candidates with non-standard qualifications will be invited to attend for interview.
<b>Other non-standard awards or experiences:</b>	Other non-standard awards or experiences are welcomed and these are assessed on an individual basis. Such awards could be other HE level awards. Where required, an interview may be necessary.
<b>APEL / APCL<sup>3</sup> possibilities:</b>	<p><u>Accreditation of prior learning</u></p> <p>Partial exemptions from an undergraduate programme may be obtained in accordance with the Academic Regulations dependent on the compatibility of previous study. Each case is considered on its own merit and will be, subject to the approval by Plymouth University.</p> <p>You may be required to provide an academic reference and/or personal statement.</p> <p><b>We will not normally consider APL's older than 3 years unless the applicant has a recent experiential learning that is directly related to the APL.</b></p>
<b>Interview / Portfolio requirements:</b>	Interview(s) may be required by the admissions tutor.
<b>Independent Safeguarding Agency (ISA) / Criminal Record Bureau (CRB) clearance required:</b>	No

## PS11. Academic Standards and Quality Enhancement

The programme will follow Plymouth University's current annual monitoring process for partnership programmes to complete evaluation of and planning for maintaining and improving quality and standards.

Elements of this process include engaging with stakeholders. For this definitive document it is important to define:

### Subject External Examiner(s):

<sup>3</sup> Accredited Prior Experiential Learning and Accredited Prior Certificated Learning

The programme will have an external examiner who will provide a strategic overview of both the academic, practical and research elements of the programme. In addition, specialist external examiners will provide an oversight of specific modules. However, modules which fall under the management of another programme will be externally examined by examiners appointed to that programme and therefore will appear in the relevant programme specification. A full list of modules and department owners is available in the Operational Specification. Modules are grouped as below but are subject to change:

Brand Essentials	Marketing and Communications	International Market Development	Employability Skills
Brand Pricing	Communications: PR	Marketing and Account Management	Project/Placement Design and Implementation
Brand: Supply Chain	Communications: Digital Essentials		Evaluation and Reflection (Work Based/Related Learning)
Brand: Product Innovation	Communications: Advertising		Emerging Themes
Brand Management	Digital Marketing		Capstone Project
	Digital Strategy		Research Methods
			Research and the Professional

#### **Additional stakeholders specific to this programme:<sup>4</sup>**

The following additional stakeholders are vital to the successful delivery of this programme:

**Students:** Engagement through programme committee meetings, student liaison meetings, module evaluation questionnaires, students' perception questionnaires, and discussion forums.

**Employers:** Engagement through dialogue and consultation to facilitate a curriculum focused on employability and also through participation in employability events.

**Graduates:** Engagement through the Alumni community.

**Academic communities:** Engagement through academic partnerships, collaborative research, project.

**Professional bodies:** Engagement through the mapping of modules to meet professional body requirements, facilitation of students' progression routes, and access to professional certification within the programme.

<sup>4</sup> i.e. students, graduates, employers, academic communities etc

Accrediting bodies: Engagement through quality assurance of the programme, appointment of external examiners, subject assessment panels and award boards, module evaluation questionnaires, students' perception questionnaires, programme monitoring and review and peer review.

## PS12. Programme Structure

The following provides the current structure diagram for this programme. It enables both full time and part time routes to be compared within a single diagram as well as any optional modules to be clearly indicated.

FHEQ Level: 4 For: Year 1 BSc (Hons) Marketing				
F/T Route Year <sup>5</sup>	P/T Route Year <sup>6</sup> <small>Error! Bookmark not defined.</small>	Core or Option Module <sup>6</sup>	Credits <sup>7</sup>	Module <sup>8</sup>
1	1	Core	15	Academic Skills (ACSK4001-G)
1	1	Core	30	Marketing and Communications (MCOM4040)
1	1	Core	15	Brand Essentials (BESS4003)
1	1	Core	15	Professional Skills (PRSK4048-G)
1	1	Elective (Brand Stream)	15	Brand: Pricing (BPRI4004)
1	2	Elective (Brand Stream)	15	Brand: Supply Chain (BSCH4006)
1	2	Elective (Brand Stream)	15	Brand: Product Innovation (BPIN4005)
1	1	Elective (Communications Stream)	15	Communications: PR (COPR4009)
1	2	Elective (Communications Stream)	15	Communications: Digital Essentials (CDES4008)
1	2	Elective (Communications Stream)	15	Communications: Advertising (CADV4007)

<sup>5</sup> Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

<sup>6</sup> Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

<sup>7</sup> Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

<sup>8</sup> Enter: the module code and title

FHEQ Level: 5 For: Year 2 BSC (Hons) Marketing				
F/T Route Year <sup>9</sup>	P/T Route Year <small>Error! Bookmark not defined.</small>	Core or Option Module <sup>10</sup>	Credits <sup>11</sup>	Module <sup>12</sup>
2	2	Core	15	Employability Skills (EMSK5012-G)
2	2	Core	15	Consumer Behaviour and Customer Insights (CBCI5002)
2	2	Core	30	Digital Marketing (DMKT5008)
2	3	Core	30	Project/Placement Design and Implementation (PPDI5039-G)
2	3	Core	30	Evaluation and Reflection (Work Based/Related Learning) (EVRE5017-G)

FHEQ Level: 6 For: Year 3 BSc (Hons) Marketing				
F/T Route Year <sup>13</sup>	P/T Route Year <small>Error! Bookmark not defined.</small>	Core or Option Module <sup>14</sup>	Credits <sup>15</sup>	Module <sup>16</sup>
3	3	Core	15	Emerging Themes (EMTH6013-G)
3	3	Core	15	Strategic Marketing and Planning (SMPL6062)
3	4	Core	15	Brand Management (BRMA6003)
3	4	Elective Option A	15	Research Methods (RMET6053-G)

<sup>9</sup> Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

<sup>10</sup> Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

<sup>11</sup> Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

<sup>12</sup> Enter: the module code and title

<sup>13</sup> Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

<sup>14</sup> Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

<sup>15</sup> Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

<sup>16</sup> Enter: the module code and title

3	4	Elective Option B	15	Research and the Professional (RPRO6050-G)
3	4	Any Mix	30	Capstone Project (Dissertation/Consultancy Project/Work Based Learning) (CAPP6004-G)
3	4	Any Mix	15	Digital Strategy (DIST6011)
3	4	Any Mix	15	Creativity and Innovation (CRIN6009)
3	4	Any Mix	15	Marketing and Account Management (MAMA6041)
3	4	Any Mix	15	International Market Development (IMDE6031)
3	4	Any Mix	15	Destination Marketing (DEMA6010)
3	4	Any Mix	15	Starting an Online Enterprise (SOEN6059)

*\*See Appendix: Programme Map for run semesters.*

### **PS13. Exposition and Mapping of Learning Outcomes, Teaching & Learning and Assessment**

Developing graduate attributes and skills, at any level of HE, is dependent on the clarity of strategies and methods for identifying the attributes and skills relevant to the programme and the where and how these are operationalized. The interrelated factors of Teaching, Learning and Assessment and how these are inclusive in nature are fundamentally significant to these strategies and methods, as are where and how these are specifically distributed within the programme.

Ordered by graduate attributes and skills, the following table provides a map of the above plus an exposition to describe and explain the ideas and strategy of each. Therefore, subsequent to the initial completion for approval, maintenance of this table as and when programme structure changes occur is also important:

**Level: 4**

Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related <u>Core</u> Modules
<p><b>Knowledge / Understanding:</b>  FHEQ Descriptors level 4  QAA Subject benchmarks (Business and Management) 2007  Consultation document QAA Benchmark statements 2014  CIM Professional Standards</p> <p>By the end of this level of this programme the students will be able to demonstrate for:  A threshold pass: knowledge and understanding of the role of marketing in a social and ethical context, its interaction with business, the complexity of marketing in the context of the business organisations.</p> <p>Knowledge of brand management and marketing communications tools and the application of these to facilitate an integrative approach to marketing.</p>	<p><b>Primary:</b>  The teaching environment and teaching methods utilized are appropriate and supportive, are inclusive in design, and facilitate students' engagement with the modules. Delivery may include face-to-face or blended-learning methods and make good use of supporting technology to aid students' learning.  Independent of mode of delivery, teaching marketing includes a combination of:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> lectures</li> </ul>	<p>A1,2,3,4</p>	<p>P1.0/P.1.1</p>	<p>Knowledge and understanding are assessed via a combination of portfolio development, business reports and essays, presentations and seminar performances. A combination of both formative and summative assessment will be utilised across every module.</p>	<p>Academic Skills, Marketing and Communications,  Brand Essentials,</p>

- seminars
- workshops
- employer or organisation-based case studies
- live or 'real world' projects
- guided learning
- discussion groups
- virtual forums

**Secondary/Supplementary:**

Teaching integrates theory and practice through a variety of means, according to the mode of delivery (and intended learning outcomes). Practicing managers and other stakeholders provide input to students' learning through curriculum development, guest lectures and in supporting assessment.

**An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme:**

The key elements of Level 4 are the context of marketing along with a focus on academic and professional skills. Students will synthesise their knowledge and understanding of marketing within the context of the contemporary business environment.

<p><b>Cognitive and Intellectual Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor, SEEC credit Level 4 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p> <p>By the end of this level of this programme the students will be able to demonstrate for:  A threshold pass: Engagement in meaningful debate and analysis of topics related to the subject of marketing.</p> <p>The ability to carry out an analysis of the business environment with guidance to provide satisfactory responses to issues.</p>	<p><b>Primary:</b>  Lectures and tutorials, Problem-based learning, Case Studies Work-related learning, Guided independent study.</p> <p><b>Secondary/Supplementary:</b>  E- communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A2, 4, 5</p>	<p>C2.0,C2.1</p>	<p>Cognitive skills are assessed via a combination of portfolio development, business reports and essays</p> <p>Presentations and seminar performances. A combination of both formative and summative assessment will be utilised across every module.</p>	<p>Academic Skills, Marketing and Communications,   Brand Essentials</p>
<p><b>An explanation for embedding Cognitive and Intellectual Skills through Teaching &amp; Learning and Assessment at this level of the programme:</b>  A key aim of the programme is to equip students with a contemporary awareness as well as the critical skills to adapt to and engage with and fast-changing contemporary situations. Analytical and research skills are well embedded through various learning techniques, including the use of case studies, practical workshops to develop students' cognitive and intellectual skills.</p>					

<p><b>Key Transferable Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor, SEEC credit Level 4 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Work autonomously within agreed and defined parameters. Development of responsibility for their own learning</p>	<p><b>Primary:</b> Lectures and tutorials; Problem-based learning, Work-related learning, Guided independent study, Practice-research.</p> <p><b>Secondary/Supplementary:</b> E- communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3</p>	<p>T3.2</p>	<p>Key transferable skills are assessed via a combination of multiple choice tests, longer tests, exams, essays,</p> <p>Presentations and seminar performances. A combination of both formative and summative assessment will be utilised across every module.</p>	<p>Academic Skills, Marketing and Communications</p> <p>Brand Essentials</p>
<p><b>An exposition for embedding Key Transferable Skills through Teaching &amp; Learning and Assessment at this level of the programme:</b> The focus on independence and self-management ensures that students developing key transferrable skills. The assessment strategy ensures the students can work autonomously on both academic and professional work.</p>					

<p><b>Employment Related Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor, SEEC credit Level 4 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p> <p>By the end of this level of this programme the students will be able to demonstrate for:  <b>A threshold pass:</b> The use of interpersonal and communication skills such as effective listening, negotiating, persuasion, and presentation to clarify tasks and present solutions within a business context.</p>	<p><b>Primary:</b> Lectures and tutorials, problem-based learning, work-related learning, guided independent study, practice-research</p> <p><b>Secondary/Supplementary:</b></p> <p>E- communication and learning such as live webinars, recorded audio and video lectures, and the use of digital channels.</p>	<p>A 2, 3.</p>	<p>E4.1</p>	<p>Employment related skills are assessed via portfolio, business reports and in-class discussions/presentation</p>	<p>Academic Skills Marketing and Communications  Brand Essentials</p>
<p><b>An exposition for embedding Employment Related Skills through Teaching &amp; Learning and Assessment at this level of the programme:</b>  The programme has been developed with a view to equipping students with the skills to work in a contemporary marketing environment. The focus on communication and practical skills will allow students to operate effectively within a marketing role or in a business environment.</p>					

<p><b>Practical Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor, SEEC credit Level 4 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p> <p>By the end of this level of this programme the students will be able to demonstrate for:  <b>A threshold pass:</b> An understanding of the issues involved when working with others and the ability to act appropriately to achieve successful outcomes.</p>	<p><b>Primary: Lectures and tutorials;</b>  Problem-based learning, work-related learning, guided independent study, practice-research</p> <p><b>Secondary/Supplementary:</b>  E- communication and learning such as live webinars, recorded audio and video lectures, and the use of digital channels.</p>	<p>A1, 2, 4.</p>	<p>P5.1</p>	<p>Practical skills are assessed via Portfolio development, coursework, in-class simulation, presentations.</p>	<p>Academic Skills  Marketing and Communications</p>
<p><b>An exposition for embedding Practical Skills through Teaching &amp; Learning and Assessment at this level of the programme:</b>  The programme is developed with a view to equipping students with the technical and team-working skills necessary for employability within contemporary organisations. The focus on practical and applied sessions, ensuring students reflect on their skill-set within a team setting.</p>					

Level: 5					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related <u>Core</u> Modules
<p><b>Knowledge / Understanding:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor, SEEC credit Level 5 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p> <p>By the end of this level of this programme the students will be able to demonstrate for:  A threshold pass: Assess the rapidly changing environment and identify ways to sustain and maintain relevance in marketing</p>	<p><b>Primary: Lectures and tutorials;</b>  Problem-based learning, Work-related learning, Case studies, Guided independent study, Practice-research</p> <p><b>Secondary/Supplementary:</b>  E- communication and learning such as live webinars, recorded lectures, the use of digital channels and guest speakers</p>	A1.2, 3, 4	K1.2	Coursework reports and analysis, Project Critical reflection	Consumer Behaviour & Customer Insights, Employability Skills, Digital Marketing, and Level 5 Project: Project Design and Implementation, Evaluation and Reflection.

An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme:  
 At Level 5 focus is on practical application across all the modules to ensure that knowledge and understanding are well embedded within the traditional academic elements of the programme. The assessment strategies focus on practice and research and an integrated submission ensures students focus on both themes.

<p><b>Cognitive and Intellectual Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor, SEEC credit Level 5 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p> <p>By the end of this level of this programme the students will be able to demonstrate for:        A threshold pass: Application of the correct concepts and frameworks to clearly defined problems while beginning to appreciate the complexity of the decision-making involved in business activity.</p>	<p>Primary: Lectures and tutorials; Problem-based learning, Work-related learning, Case studies, Guided independent study, Practice-research.</p> <p>Secondary/Supplementary:        E- communication and learning such as live webinars, recorded lectures, the use of digital channels and guest speakers.</p>	<p>A1,2,3,4</p>	<p>C2.2</p>	<p>Coursework reports and analysis, Project        Critical reflection</p>	<p>Consumer Behaviour &amp; Customer Insights, Employability Skills, Digital Marketing, and Level 5 Project: Project Design and Implementation, Evaluation and Reflection,</p>
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An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme:

At Level 5, students connect their academic and practice-research learning to a Live project. This grounding is designed to not only test their practice-research but also to feed back into their academic and practice based work at Levels 5 and 6. Testing their intellectual as well as practical skills serves to reinforce the pedagogic strategy while building a portfolio of skills.

**Key Transferable Skills:**

For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor, SEEC credit Level 5 descriptor, and the QAA Honours Degree Subject Benchmark

General business and management (2007).

By the end of this level of this programme the students will be able to demonstrate for:  
 A threshold pass: Development of a commercial awareness to use business acumen in a day-to-day work situation.

Primary: Lectures and tutorials; Problem-based learning, Work-related learning, Case studies, Guided independent study, Practice-research

Secondary/Supplementary:

E- communication and learning such as live webinars, recorded lectures, the use of digital channels and guest speakers.

A2, A3.

T3.1

Business reports and analysis, Project  
 Critical reflection

Consumer Behaviour & Customer Insights, Employability Skills, Digital Marketing, and Level 5 Project: Project Design and Implementation, Evaluation and Reflection ,

An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme:  
 At Level 5, students' Live Project forms a space where they are required to transfer their academic and research skills as well as their practical competencies into a live marketing situation. Level 5 serves to connect theory and practice in contemporary and live situations.

<p><b>Employment Related Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor, SEEC credit Level 5 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p> <p>By the end of this level of this programme the students will be able to demonstrate for:              A threshold pass: Understanding of careers pathways and the professional expectations of the behaviours required to achieve these.</p>	<p>Primary: Lectures and tutorials; Problem-based learning, Work-related learning, Case studies, Guided independent study, Practice-research</p> <p>Secondary/Supplementary:              E- communication and learning such as live webinars, recorded lectures, the use of digital channels and guest speakers</p>	<p>A2,3,4</p>	<p>E4.2</p>	<p>Project              Critical reflection</p>	<p>Consumer Behaviour &amp; Customer Insights, Employability Skills, Digital Marketing, and Level 5 Project: Project Design and Implementation, Evaluation and Reflection ,</p>
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An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme:  
 At Level 5 students' Live Project with an organisation not only serves to embed employment related skills within the programme but also serves as a focus for student to explore their own areas of interest, building on Level 4 elective/stream choices. This serves to inform the project and widen the range of students' related skills.

**Practical Skills:**

For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor, SEEC credit Level 5 descriptor, and the QAA Honours Degree Subject Benchmark

General business and management (2007).

By the end of this level of this programme the students will be able to demonstrate for:  
 A threshold pass: Application of relevant methods and frameworks to clearly defined business problems.

The ability to undertake research tasks with minimum guidance to investigate and address business challenges.

**Primary:**  
 Self-directed practice-research project  
 Primary: Lectures and tutorials, problem-based learning, work-related learning, case studies, guided independent study, practice-research

**Secondary/Supplementary:**  
 E- communication and learning such as live webinars, recorded lectures, the use of digital channels and guest speakers

A1,2,3,4

P5.2,P5.3

Business reports and analysis, Project  
 Critical reflection

Consumer Behaviour & Customer Insights, Employability Skills, Digital Marketing, and Level 5 Project: Project Design and Implementation, Evaluation and Reflection,

An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme:  
 Students extend their practical knowledge at Level 5. This is achieved within the context of wider study and research but also in the light of a Live project.

Level: 6					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related <u>Core</u> Modules
<p><b>Knowledge / Understanding:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor, SEEC credit Level 6 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p>					

<p>By the end of this level of this programme the students will be able to demonstrate for:  A threshold pass: The ability to analyse emerging trends and contemporary issues in marketing.</p> <p>Application of theoretical marketing concepts internationally and across sectors.</p> <p>Critical evaluation of key marketing concepts and theories within both client and agency context.</p>	<p><b>Primary:</b> Lectures and tutorials, problem-based learning, work-related learning, case studies, guided independent study, practice-research</p> <p><b>Secondary/Supplementary:</b>  E- communication and learning such as live webinars, recorded lectures, the use of digital channels and guest speakers</p>	<p>A1,2,3,4</p>	<p>K3,4,5</p>	<p>Proposal, Report ,Case Study, Audit</p>	<p>* Strategic Marketing &amp; Planning</p> <p>* Emerging Themes</p>
<p><b>An exposition for embedding Knowledge and Understanding through Teaching &amp; Learning and Assessment at this level of the programme:</b>  At Level 6, students take their knowledge and understanding of the current situation and looking towards the future. The core modules and the elective choices encourage students to build on their earlier learning to embed their marketing knowledge and critically evaluate it, all within an understanding of the contemporary environment.</p>					
<p><b>Cognitive and Intellectual Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor, SEEC credit Level 6 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p>					

<p>By the end of this level of this programme the students will be able to demonstrate for:  A threshold pass: Evaluation of the reliability of data using recognised quantitative techniques. Collection and synthesis of business ideas and information in a formal manner.</p>	<p>Primary: Lectures and tutorials; Problem-based learning, Work-related learning, Case studies, Guided independent study, Practice-research</p> <p>Secondary/Supplementary:</p> <p>E- communication and learning such as live webinars, recorded lectures, the use of digital channels and guest speakers</p>	<p>A2,3,4</p>	<p>C2.3, C2.4</p>	<p>Proposal, Report, Case Study, Audit</p>	<p>* Strategic Marketing &amp; Planning</p> <p>* Emerging Themes</p>
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching &amp; Learning and Assessment at this level of the programme:  At Level 6, students are expected to be able to harness the intellectual skills developed at previous levels and synthesise that knowledge through exploration of emerging trends, business research skills and strategic decision-making. Modules at Level 6 provide the tools for that development.</p>					
<p><b>Key Transferable Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor, SEEC credit Level 6 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p>					

<p>By the end of this level of this programme the students will be able to demonstrate for:  A threshold pass: Development of responsibility for their own learning. The ability to work with others to create solutions for business.</p>	<p><b>Primary:</b>  Lecture and workshop sessions focused on critical, research and communication skills.  Work-related learning; Case studies, guided independent study</p> <p><b>Secondary/Supplementary:</b>  E- communication and learning such as live webinars, recorded lectures, the use of digital channels and guest speakers</p>	<p>A1, 3.</p>	<p>T3.3, T3.4</p>	<p>* Proposal, Report ,Case Study, Audit</p>	<p>* Strategic Marketing &amp; Planning  * Emerging Themes</p>
<p>An exposition for embedding Key Transferable Skills through Teaching &amp; Learning and Assessment at this level of the programme:  At Level 6, students are expected to consolidate their learning and extend this through critical evaluation and application of marketing principles to address contemporary business issues.</p>					
<p><b>Employment Related Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor, SEEC credit Level 5 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p>					

<p>By the end of this level of this programme the students will be able to demonstrate for:  A threshold pass: use of initiative, complex decision making, and the ability to recognise the need for further professional development.</p>	<p>Primary:  Lecture and workshop sessions focused on critical, research and communication skills.</p> <p>Work-related learning, Case studies, guided independent study</p> <p>Secondary/Supplementary:  E- communication and learning such as live webinars, recorded lectures, the use of digital channels and guest speakers.</p>	<p>A2, 3, 4.</p>	<p>E4.3</p>	<p>* Proposal, Report ,Case Study, Audit</p>	<p>* Strategic Marketing &amp; Planning</p> <p>* Emerging Themes</p>
<p>An exposition for embedding Employment Related Skills through Teaching &amp; Learning and Assessment at this level of the programme:  The programme is designed to equip students with relevant and future-proof employment-related skills. The Capstone project, building on Level 5's Live project, as well as the supporting and connected practice-research modules, serves to bring together that learning and focus allowing students to plan, run and manage a relevant and forward looking piece of practice-research.</p>					
<p><b>Practical Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor, SEEC credit Level 6 descriptor, and the QAA Honours Degree Subject Benchmark</p> <p>General business and management (2007).</p>					

<p>By the end of this level of this programme the students will be able to demonstrate for:  A threshold pass: Effective communication to explain and address business issues in a clear and concise manner.</p> <p>The ability to undertake research tasks with minimum guidance to investigate and address business challenges.</p>	<p>Primary:  Lecture and workshop sessions focused on critical, research and communication skills. Case studies, guided independent study</p> <p>Secondary/Supplementary:  E- communication and learning such as live webinars, recorded lectures, the use of digital channels and guest speakers.</p>	<p>A1, A3, A4</p>	<p>P5.3, 5.4</p>	<p>Proposal, Report ,Case Study Analysis, Audit,  Project</p>	<p>* Strategic Marketing &amp; Planning  * Emerging Themes</p>
<p>An exposition for embedding Practical Skills through Teaching &amp; Learning and Assessment at this level of the programme:  At Level 6, students are engaged in exploring ten cutting-edge technologies and emerging practices, which are addressed through their application. Although not all emerging technologies will be utilised, the framework and core fundamental technologies will be explored and built upon.</p>					

## PS14. Work Based/Related Learning

Level: 4					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
<p>Guest speakers</p> <p>Level 4 intensive marketing skills workshop to support level 4 elective decisions</p>	<p>Most activities will take place on campus while others may take place at other locations. Activities outside of the GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.</p>	<p>A1,2,3,</p>	<p>K1.0, K1,1 C2.0, T3,0, T3.1, T3.2, T3.3, T3.4, E4.1,P5.1</p>	<p>Design and Implementation of report and portfolio coursework; evaluation; reflection; multiple choice tests, longer tests, presentations and seminar performances.</p>	<p>Academic Skills, Marketing and Communications, Professional Skills</p>
<p><b>An exposition to explain this map:</b> Students work on their assignment briefs with organisations. Intensive workshops will run in semester 1 to assist students in identifying level 4 elective choices; these include live brief activities, guest talks and activities run by external employers. It is proposed that an employer body is set up to support development and delivery on the programme, working with bluechip and local employers.</p>					

Level: 5
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WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related <u>Core</u> Module(s)
<p>Live practice-research Project with organisation or work placement</p> <p>Guest speakers</p> <p>Employer briefs</p>	<p>Live project where possible will take place based on or within and organization</p> <p>Some activities will take place on campus while others may take place at other locations. Activities outside of the GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.</p>	A1,2,3	K1.0, K1.1., K1.2, K1.3, C2.0, C2.1, C2.2, T3.0, T3.1, T3.1, T3.2, T3.4,E4.0, T4.1, E4.2, E4.3, P5.0, P5.1, P5.2	Design and Implementation of project and portfolio work, evaluation, reflection, multiple choice tests, longer tests, presentations and seminar performances	Employability Skills, Project Design and Implementation, Evaluation and Reflection, Consumer Behaviour and Customer Insights, Digital Marketing
<p>An exposition to explain this map:            Students at this level will be involved in a number of activities through the delivery of the modules aimed at exposing them to the workplace. These will be delivered through simulations via presentations, employer site visits; and varying assessment tools.</p>					

Level: 6					
BL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of	Related <u>Core</u>

				Assessments	Module(s)
Project, research and client-based Employer site visit Guest speakers and workshops	Some activities will take place on campus while others may take place at other locations. Activities outside of the GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.	A1, A2, A3, A4,	K1.0, K1.1, K1.2, K1.3, K1.4 C2.0, C2.1, C2.2, C2.3, C2.4, T3.0, T3.1, T3.2, T3.3, T3.4, E4.0, E4.1, E4.2, E4.3, P5.0, P5.1, P5.2, P5.3, P5.4	Design and Implementation of projects, evaluation, reflection, multiple choice tests, longer tests, exams, essays, presentations and seminar performances.	Strategic Marketing and Planning, Emerging Themes
<p>An exposition to explain this map: Students at this level will be involved in a number of activities through the delivery of the modules aimed at exposing them to the workplace. These will be delivered through simulations via presentations, employer site visits; and varying assessment tools. At this level students will build on the aspects of a career in marketing which they want to focus on, whilst also providing underpinning marketing knowledge and skills that can be applied in multiple business roles and sectors.</p>					

WBL is an essential element of Foundation Degrees and therefore needs to be detailed here. However, there should be an employability focus for all HE programmes, through at least Work Related Learning.

## Appendix: Programme Structure by Delivery Mode

### Full Time modes

Academic Year	Semester	Extended Standard (4 Years)		Standard (3 Years)		Extended Accelerated (3 Years)		Accelerated (2 Years)	
		Level	Module Credits	Level	Module Credits	Level	Module Credits	Level	Module Credits
Year 1	1	Year 0	60	Level 4	60	Year 0	60	Level 4	60
	2		60		60		60		
	3								
Year 2	4	Level 4	60	Level 5	60	Level 4	60	Level 5	60
	5		60		60		60		
	6								
Year 3	7	Level 5	60	Level 6	60	Level 6	60		
	8		60		60		60		
	9								
Year 4	10	Level 6	60						
	11		60						
	12								

**Part Time modes**

Academic Year	Semester	Extended (5 Years)		Standard (4 Years)		Academic Year
		Level	Module Credits	Level	Module Credits	
Year 1	1	Year 0	30	Level 4	30	Year 1
	2		30		30	
	3		30		30	
Year 2	4	Level 4	30	Level 5	30	Year 2
	5		30		30	
	6		30		30	
Year 3	7	Level 5	30	Level 6	30	Year 3
	8		30		30	
	9		30		30	
Year 4	10	Level 6	30		30	Year 4
	11		30		30	
	12		30		30	
Year 5	13	Level 6	30			Year 5
	14		30			
	15		30			
Year 6	16		30			Year 6
	17					
	18					

## Appendix: Level 5: Project Outline (PPDI5039)

Outline of suggested project topics for the Level 5 project modules.

### BSc (Hons) Marketing

Scenario	Project Input and Main Focus	Development Process	Employability and Professionalism Output
<p><b>Brand stream:</b> Brand review of existing brand with recommendations for development for growth.</p>	<p>Focus is on: Brand audit leading to brand recommendations, including: Brand pricing Brand product innovation Brand supply chain Based on Consumer Insight.</p>	<p>Provides an opportunity to apply learning from level 4 and 5 in a real world scenario, completed thorough analysis of the brand and consumer to present comprehensive set of recommendations to grow brand.</p>	<p>Development of brand book for given brief.  Opportunity to develop research skills as well as apply key knowledge areas in real world scenarios.</p>
<p><b>Communications stream:</b> To create an integrated communications campaign for a given scenario, ideally a live brief.</p>	<p>Focus is on brand and consumer analysis to make marketing communications recommendations, this may include PR and digital technology.</p>	<p>Provides an opportunity to apply learning from levels 4 and 5 in a real world scenario, completed thorough analysis of the brand and the consumer to develop a comprehensive set of recommendations to achieve campaign objectives with effective campaign plan.</p>	<p>Development of an integrated communications campaign  Opportunity to develop research skills as well as apply key knowledge areas in real world scenarios.</p>

## Appendix: Skills Modules

The skills modules will include a combination of skills based elements and subject based elements. The Learning and Skills Department are working alongside subject specialists to ensure students receive a balance of generic skills with skills relevant to their chosen discipline. Indicative examples of skills are outlined below. More detailed schemes of work are available for each student within the individual module handbooks each semester.

### **Academic Skills (Level 4)**

<b>Examples of Skills Based Element</b>	<b>Examples of Subject Based Element</b>
Research Skills	Marketing journals; Professional newsletters for conferences organisers; marketing managers blogs
Critical Thinking skills	Problem solving; Critical thinking
Computer Literacy	Marketing resources – e.g. relevant electronic libraries and databases e.g. WARC, Mintel
Referencing & Plagiarism	Harvard referencing
Academic reflection	Self-analysis and reflection

### **Professional Skills (Level 4)**

<b>Examples of Skills Based Element</b>	<b>Examples of Subject Based Element</b>
Business Awareness skills	Role of agencies vs client companies within marketing sector – exploration of examples of both broad and specialist agencies and range of client organisations SME to Global Blue Chip
Team Building	Group activities in class, field trips and volunteering;
Presentation and sales pitch skills	Pitch skills for marketing proposals; negotiation skills; alternative presentation e.g. proposals, blogs etc
Social Networking skills	Guest speakers; visiting companies and participating in events; field trips and use of social media; contribution to blogs and newsletters; etc.
Marketing Concepts	Across programme and includes marketing principles and their appropriateness in client and agency settings; marketing

communications specialisms and brand

**Employability Skills (Level 5)**

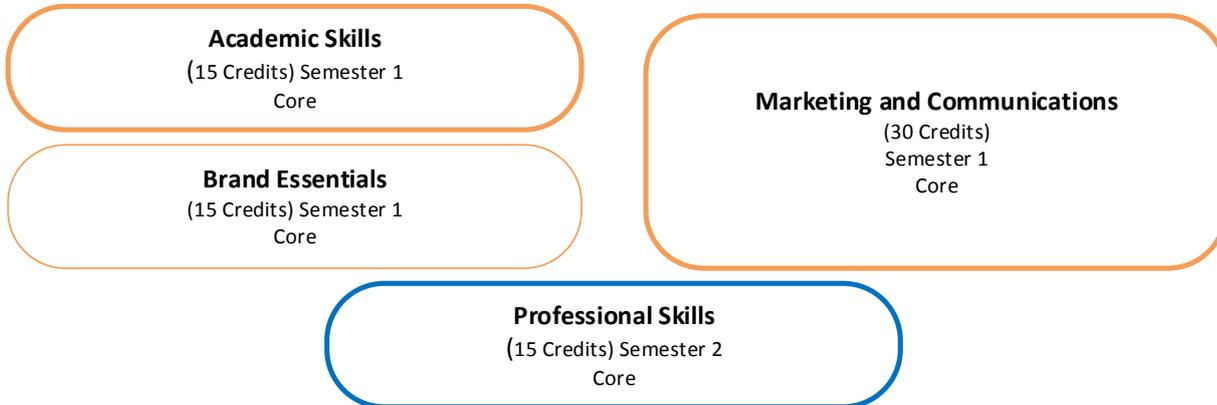
<b>Examples of Skills Based Element</b>	<b>Examples of Subject Based Element</b>
Interview Skills	Recruitment trends; expectations across the marketing sector; debates and discussions; skills underlined for the profession by CIM; presentation skills
Digital Skills	Digital literary skills for employment in the marketing sector
CV Building	Application of marketing skills from within subject modules; work based learning (internship, paid part-time, voluntary work; projects); Guest speakers with debates-discussions
Exploring and Evaluating Career Paths/ Opportunities	Skills shortage areas; Industry engagement ideas (e.g. apprenticeships). Awareness of alternative pathways and professional qualifications to support career development
Employment Action Plan	Career path mapping exercises; Reflection ; Guest speakers (on-site or off-site); Networking with professionals; Certify and assess voluntary work in events; Discussion on templates and cv examples from events professionals; Produce professional CV

## Appendix: Programme Map

### BSc (Hons) Marketing

#### Level 4: Certificate in Higher Education (120 Credits)

KEY	
Orange	- Semester 1
Blue	- Semester 2
<b>Bold line</b>	- Shared module
<b>Thin line</b>	- Unique module



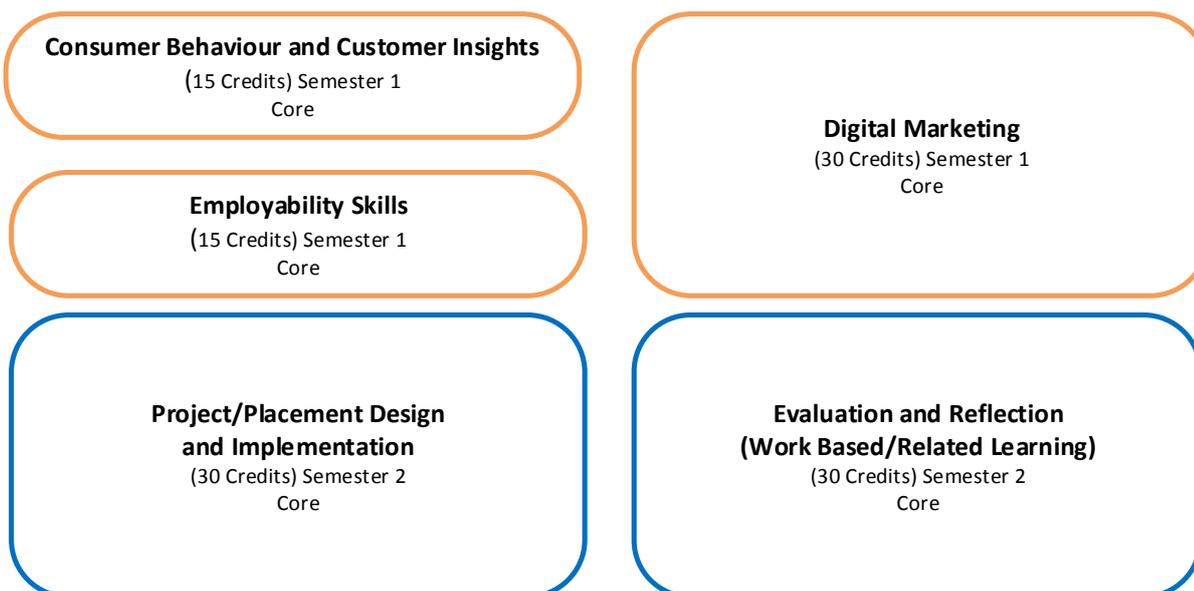
#### Brand Stream:



#### Communications Stream:



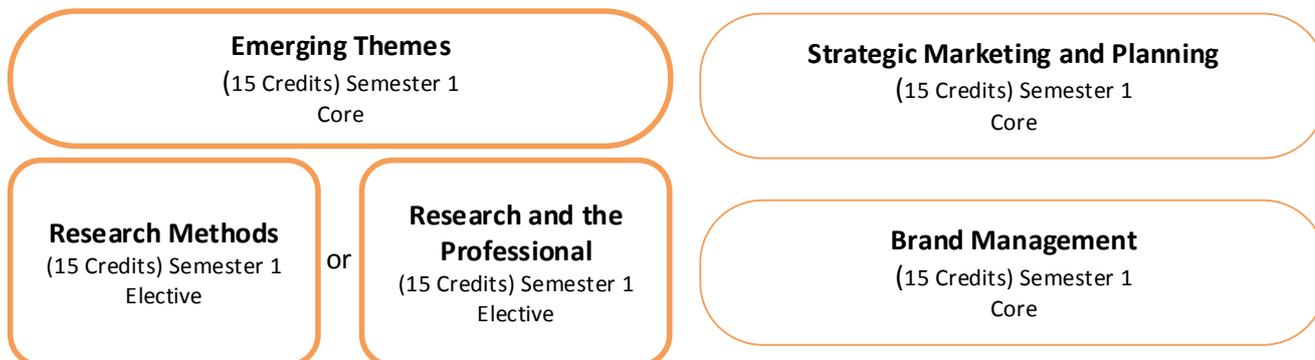
#### Level 5: Diploma of Higher Education (120 Credits)



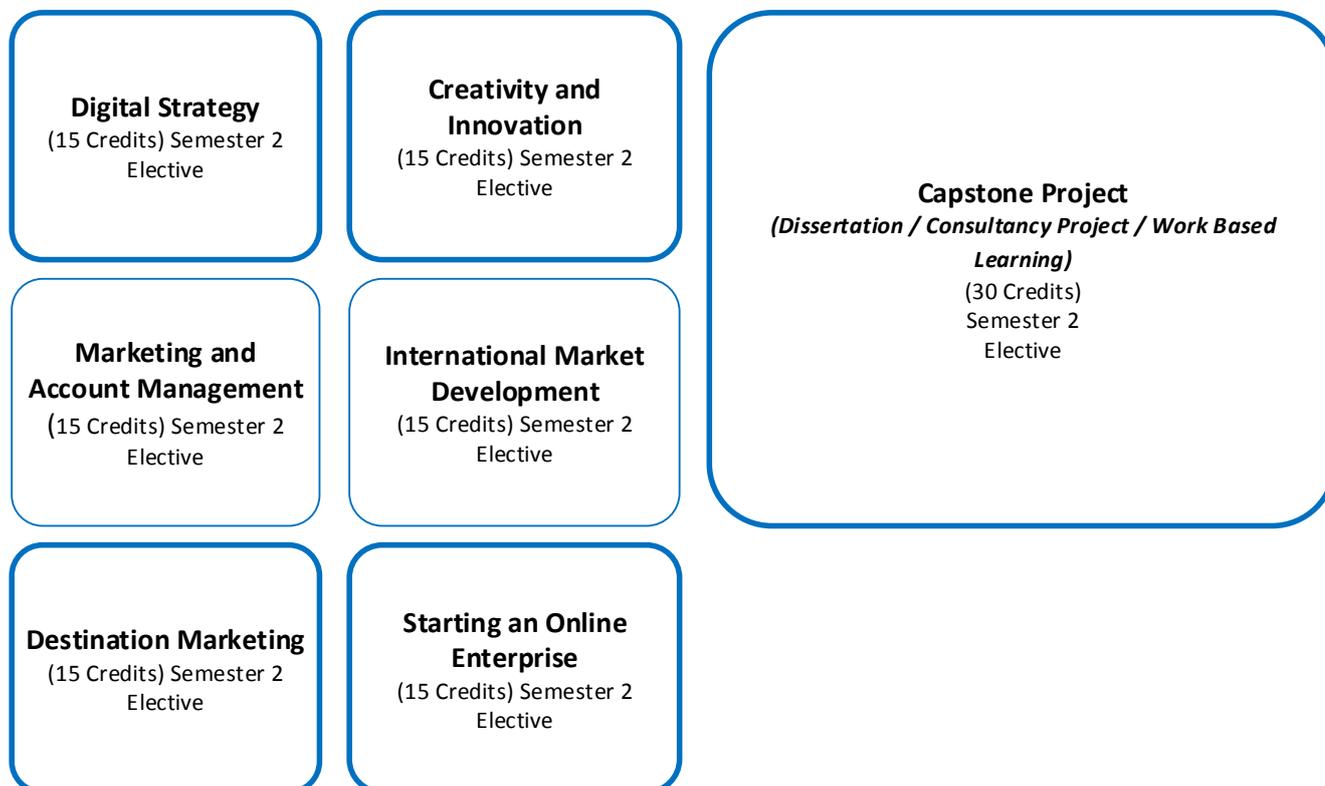
# BSc (Hons) Marketing

**KEY**  
Orange - Semester 1  
Blue - Semester 2  
Bold line - Shared module  
Thin line - Unique module

## Level 6 (120 Credits)



Plus electives equal to 60 credits:



## Appendix: Summary of Programme Assessments (Including Indicative Content)

### BSc (Hons) Marketing

Module	Credits	Level	Semester	Core/Elective	Exam	Coursework	Practical
Academic Skills	15	4	1	Core		100% Indicative Content: Portfolio	
Marketing and Communications	30	4	1	Core		100% Indicative Content: Report and Written assignment - (50%) Marketing report 2,000 words (50%) Communication campaign 2,000 words	
Brand Essentials	15	4	1	Core		100% Indicative Content: Written Assignment- written and visual brand book 2,500 words	
Professional Skills	15	4	2	Core		100% Indicative Content: Portfolio	
Brand: Pricing	15	4	2	Elective <i>Brand Stream</i>	50% Indicative Content: Written exam 1 hour.	50% Indicative Content: Written assignment - two written coursework 50% each 1,500 words in total	
Brand: Supply Chain	15	4	2	Elective <i>Brand Stream</i>		100% Indicative Content: Report 2,500 words	
Brand: Product Innovation	15	4	2	Elective <i>Brand Stream</i>		60% Indicative Content: Report 2,000 words	40% Indicative Content: Oral assessment and presentation - Group
Communications: PR	15	4	2	Elective <i>Communication Stream</i>		70% Indicative Content: Report 2,000 words	30 % Indicative Content: Practical Skills Assessment
Communications: Digital Essentials	15	4	2	Elective <i>Communication Stream</i>		50% Indicative Content: Report 1,500 words	50% Indicative Content: Oral assignment and presentation, 15 minutes
Communications: Advertising	15	4	2	Elective <i>Communication Stream</i>		100% Indicative Content: Written assignment - 60% written assignment 1,500 words. 40% individual assignment 1,000 words	

Consumer Behaviour and Customer Insights	15	5	1	Core		100% Indicative Content: Report 3,000 words	
Employability Skills	15	5	1	Core		100% Indicative Content: Written assignment- 30% journal entries 3x 200 words each (70%) critical reflection 900 words	
Digital Marketing	30	5	1	Core		100% Indicative Content: Report 4,000 words	
Project/Placement Design and Implementation	30	5	2	Core		100% Indicative Content: Portfolio	
Evaluation and Reflection Work based/related learning	30	5	2	Core		100% Indicative Content: Portfolio: Evaluation, reflective report. 4,000 words	
Emerging Themes	15	6	1	Core		100% Indicative Content: Written assignment - 50% Article Analysis 1000 words 50% Seen case analysis 3000 words	
Strategic Marketing and Planning	15	6	1	Core		100% Indicative Content: Written assignment - (25%) pre-seen case study 1,000 words (75%) marketing plan 2,000 words	
Research Methods	15	6	1	Elective		100% Indicative Content: Written assignment - Research Proposal 4,000 words	
Research and the Professional	15	6	1	Elective		100% Indicative Content: Written assignment - Research Proposal 4,000 words	
Brand Management	15	6	1	Core	100% Indicative Content: Written exam 3 hours		

International Market Development	15	6	2	Elective	50% Indicative Content: Written exam 2 hours and 15 minute reading time	50% Indicative Content: Report 2,000 words	
Digital Strategy	15	6	2	Elective		100% Indicative Content: Portfolio	
Creativity and Innovation	15	6	2	Elective		100% Indicative Content: Report 3,500 words	
Marketing and Account Management	15	6	2	Elective		60% Indicative Content: Report 2,500 words	40% Indicative Content: Oral assessment and presentation- 10 minutes
Capstone Project (Dissertation/Consultancy Project/Work Based Learning)	30	6	2	Elective		100% Indicative Content: Dissertation/Written assignment- Project	
Destination Marketing	15	6	2	Elective		100% Indicative Content: Report 3,500 words	
Starting an Online Enterprise	15	6	2	Elective		100% Indicative Content: Written assignment 70% 500 words and Portfolio 30%	