

## Programme Specification

### BA (Hons) Marketing



<b>1. Programme title</b>	BA (Hons) Marketing
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	Chartered Institute of Marketing (CIM) (pending)
<b>5. Final qualification</b>	Bachelor of Arts (Honours)
<b>6. Year of validation</b> <b>Year of amendment</b>	2018
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full Time / Part Time / Thick Sandwich / Thin Sandwich

#### 9. Criteria for admission to the programme

For year one admission, Middlesex University general entry requirements apply, including GCSE's (grade A to C / 9-4) (or equivalent) in mathematics and English language. Applicants whose first language is not English are required to achieve a minimum score of 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.

Specific programme requirements are 112 UCAS points or equivalent. Students not meeting this may be eligible to join at year zero, the foundation year.

The equivalence of qualifications from outside UK will be determined according to NARIC guidelines.

Applications from mature candidates without formal qualifications are welcomed, provided they can demonstrate suitable work experience.

#### 10. Aims of the programme

The programme aims to:

- Prepare students for a career in Marketing through the development of knowledge, skills and understanding of essential marketing principles and practices
- Provide students with the appreciation of and insight into the role of a marketing professional in society today
- Enhance the employability of graduates through the blend of academic study and skills development
- Develop the confidence and transferable skills in areas that are sought by employers in such areas as communications, problem solving, critical thinking, and professional development
- Provide the knowledge and skills required for a successful further academic study

#### 11. Programme Outcomes

##### A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

1. the role of marketing within contemporary organisations
2. key marketing concepts, practices and underpinning theory
3. the internal and external environmental influences on the organisation and marketing management
4. the diverse application of marketing principles across sectors and type of organisations

##### Teaching/learning methods

Students gain knowledge and understanding through a range of learning approaches including lectures, seminars, presentations, guest lectures, case studies, workshops and projects.

Lectures will provide core knowledge and students will have further opportunities to develop this knowledge and understanding in seminar classes and workshops.

<ol style="list-style-type: none"><li>5. tools and techniques for marketing decision making</li><li>6. the behaviour of consumers and management of customer relationships</li><li>7. the integration of communication tools for application in business and management, including the use of digital technologies</li><li>8. contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, ethics and globalisation</li><li>9. marketing evaluation and measurement</li><li>10. the research process and methods used to gain insights about the marketing environment and consumers</li></ol>	<p>Guest speakers will also provide knowledge of specific marketing functions and processes.</p> <p><b>Assessment Methods</b></p> <p>Students' knowledge and understanding is assessed by formative activities, summative assessed coursework, oral presentations and written examinations, as well as in-class and on-line tests.</p>
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<p><b>B. Skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. apply key marketing concepts across a range of sectors and organisations</li> <li>2. critically analyse theories, facts and circumstances to determine the cause of a problem and identify and select appropriate marketing solutions</li> <li>3. gather, analyse, synthesise and evaluate information from multiple sources for evidence-based decision-making</li> <li>4. communicate effectively through a variety of media in a form appropriate to the intended audience</li> <li>5. demonstrate cultural sensitivity through a global outlook and awareness and respect for diversity in terms of people and cultures</li> <li>6. use technology to acquire, analyse and communicate information</li> <li>7. work effectively as a member of a team to tackle a practical marketing or business related problem</li> <li>8. work independently and manage their own learning</li> <li>9. develop strategic and operational marketing objectives and plans using marketing tools, technologies and processes</li> </ol>	<p><b>Teaching/learning methods</b></p> <p>Students learn cognitive skills through tasks undertaken within seminar classes, laboratories and workshops. This includes team-based activities, exercises, presentations, debates and directed discussion.</p> <p><b>Assessment Method</b></p> <p>Students' cognitive skills are assessed by coursework assignments, written examinations, student diaries, storyboards' poster presentations; creating websites, real-life 'live' client projects, creating and editing images and video and writing blogs.</p>
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## 12. Programme structure (levels, modules, credits and progression requirements)

### 12.1 Overall structure of the programme

The programme is studied over three years full time, three years with two flexible placements (thin sandwich) or four years if the option of a 12 month placement is taken in the third year (thick sandwich).

The programme is divided into study units called modules and modules are either 15 or 30 credits. The academic provision of the University is based on credit accumulation. You will accumulate credit points by passing modules in order to gain the award of the University. To gain a BA (Hons) degree title you must gain 360 credit points (480 if on thick or thin sandwich) of which 120 must be at level six, i.e. year 3. You will study modules totalling 120 credits each year.

There are five compulsory modules in the first year. These modules are designed to give a solid grounding in the subject and bring all students to a standard level of competence to pursue further study in the subject.

In the second year you will study four compulsory modules. You will also choose two optional modules from a choice of exciting and broad areas of marketing.

At the end of your second year you may opt to take a year's placement before returning to complete your final year of study.

In the final year you will study three compulsory modules designed to advance skills and knowledge appropriate to graduate level. You will choose four optional modules from a wide range of topics.

The structures of the different modes are as follows:

**Without placement - 3 year programme (360 credits)**

<b>Year 1</b>	MKT1120 Marketing Theory and Practice (30)	
	MKT1124 Consumer Behaviour (30)	
	MKT1125 Creativity and Communication (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MSO1745 Marketing Tools and Analysis (15)	FIN1005 Marketing Finance (15)

<b>Year 2</b>	MKT2001 Marketing Research and Insights (30)	
	MKT2002 Digital Marketing (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MKT2003 Brand Management (15)	MKT2004 Content Marketing and Media Editing (15)
	Option (15)	Option (15)

<b>Year 3</b>	MKT3110 Marketing Strategy and Planning (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MKT3014 Services Marketing Management (15)	MKT3011 Global and Cross-cultural Marketing (15)
	Option (15)	Option (15)
	Option (15)	Option (15)

**With Placement (Thick Sandwich) – 4 year programme (480 credits)**

<b>Year 1</b>	MKT1120 Marketing Theory and Practice (30)	
	MKT1124 Consumer Behaviour (30)	
	MKT1125 Creativity and Communication (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MSO1745 Marketing Tools and Analysis (15)	FIN1005 Marketing Finance (15)

<b>Year 2</b>	MKT2001 Marketing Research and Insights (30)	
	MKT2002 Digital Marketing (30)	

	<b>Term 1</b>	<b>Term 2</b>
	MKT2003 Brand Management (15)	MKT2004 Content Marketing and Media Editing (15)
	Option (15)	Option (15)

MBS3331 / MBS3332 Work Placement (120)
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<b>Year 3</b>	MKT3110 Marketing Strategy and Planning (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MKT3014 Services Marketing Management (15)	MKT3011 Global and Cross-cultural Marketing (15)
	Option (15)	Option (15)
	Option (15)	Option (15)

**With Flexible work experience modules (Thin Sandwich) – 3 year programme (480 credits)**

<b>Year 1</b>	MKT1120 Marketing Theory and Practice (30)	
	MKT1124 Consumer Behaviour (30)	
	MKT1125 Creativity and Communication (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MSO1745 Marketing Tools and Analysis (15)	FIN1005 Marketing Finance (15)

MBS2333 Developing employability through work placement (60)
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<b>Year 2</b>	MKT2001 Marketing Research and Insights (30)	
	MKT2002 Digital Marketing (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MKT2003 Brand Management (15)	MKT2004 Content Marketing and Media Editing (15)
	Option (15)	Option (15)

MBS3431/MBS3432 Work Placement Project (60)
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<b>Year 3</b>	MKT3110 Marketing Strategy and Planning (30)	
	<b>Term 1</b>	<b>Term 2</b>

	MKT3014 Services Marketing Management (15)	MKT3011 Global and Cross-cultural Marketing (15)
	Option (15)	Option (15)
	Option (15)	Option (15)

**Options chosen from:**

In Year 2 - Students to select one 15 credit module from Term 1 and one 15 credit module from Term 2.

In Year 3 - Students to select two 15-credit modules from Term1 and two 15 credit modules from Term 2

Year 2	Year 3
<b>Term 1</b>	<b>Term 1</b>
MKT2005 New Product Development and Innovation	MKT3012 Social Media and Viral Marketing
MKT2008 Advertising and Sales Promotion	MKT3013 Public Relations and Corporate Reputation
	MKT3015 New Venture Creation
<b>Term 2</b>	<b>Term 2</b>
MKT2007 Entrepreneurial Marketing	MKT3016 Fashion Marketing
MKT2006 Customer Engagement Marketing	MKT3018 Marketing Consultancy Project
	MKT3017 Digital Campaign Planning and Analytics

**MBS3002 Marketing Internship**

Students opting for the 30 credit Marketing Internship module (MBS3002), need to choose one 15 credit module from Group 1 and one 15 credit module from Group 2

**Part Time**

Part time students study the programme over a maximum of six years, taking between 60 to 90 credits per year. The order of modules will be discussed on an individual basis with the programme leader based on both prerequisite requirements and your individual needs.

**12.2 Levels and modules**

Level 4

COMPULSORY

OPTIONAL

PROGRESSION REQUIREMENTS

Students must take all of the following: MKT1120 MKT1124 MKT1125 MSO1745 FIN1005	None	Students must pass 90 credits to progress to level 5
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Level 5

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MKT2001 MKT2002 MKT2003 MKT2004	Students must also choose two of the following: MKT2005 MKT2006 MKT2007 MKT2008	Students must pass 180 credits to progress to level 6.

Placement Opportunities

Either: MBS2333 and MBS3431 / MBS3432 Optional Placement 60 Credits each (one between year 1 and year 2; one between year 2 and 3)

Or: MBS3331 / MBS3332 Optional Placement 120 Credits

Level 6

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MKT3110 MKT3011 MKT3014	Students must also choose four of the following: MKT3012 MKT3013 MKT3015 MKT3016 MKT3017 MKT3018	

### 12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code
	None

### 13. Curriculum map

See page 49

### 14. Information about assessment regulations

Middlesex University Assessment Regulations apply to this programme.

[http://www.mdx.ac.uk/\\_data/assets/pdf\\_file/0026/248840/Regulations-2016-17v10.pdf](http://www.mdx.ac.uk/_data/assets/pdf_file/0026/248840/Regulations-2016-17v10.pdf)

### 15. Placement opportunities, requirements and support (if applicable)

A 12 month placement is offered at the end of year two (Thick Sandwich mode).

Alternatively students can opt for 2 smaller placements over years one and two of the programme including the summers between their years of study (Thin Sandwich Mode).

A dedicated Employability Advisor helps in the search for an employer who will provide the student with an appropriate placement. S/he will also provide students with guidance and support in preparation for, as well as during and after the placement.

The placement forms the basis for an assessed report based on the organisation.

At the start of the placement students are allocated an individual supervisor who provides support and advice for the duration of the project. All projects are double marked.

#### 16. Future careers (if applicable)

The programme aims to provide students with the skills and knowledge to build a successful career, with a specialism in marketing, in a wide range of organisations ranging from businesses to governments. Graduates from this programme may enter a wide range of positions, including marketing assistant, brand managers or advertising creatives. The adoption of marketing expertise provides the foundation for graduates to successfully set up and run their own business.

The Chartered Institute of Marketing also offers career support and guidance to members, highlighting job opportunities for graduates. The University Employability Centre will be able to give further guidance. Additionally graduates may wish to further enhance their career opportunities and undertake post-graduate education. <http://unihub.mdx.ac.uk/your-employment>

#### 17. Particular support for learning (if applicable)

Learning Enhancement Team  
Learning Resources  
Programme Handbook and Module Handbooks  
Access to Progression and Support Advisors  
MyLearning

#### 18. JACS code (or other relevant coding system)

N500

#### 19. Relevant QAA subject benchmark group(s)

General Business and Management

#### 20. Reference points

- QAA Subject Benchmark in Business and Management 2015
- QAA Guidelines for programme specifications 2006
- QAA Qualifications Framework 2014
- Middlesex University Regulations 2017/18
- Middlesex University Learning Framework – Programme Design Guidance 2012

#### 21. Other information

Indicators of quality:  
Progression statistics and good awards  
Student feedback  
External examiners' reports  
Student employability

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations



## Appendix 2: Curriculum Map for BA Marketing

### Programme learning outcomes

Knowledge and Understanding		Skills	
A1	The role of marketing within contemporary organisations	B1	Apply key marketing concepts across a range of sectors and organisations
A2	Key marketing concepts, practices and underpinning theory	B2	Critically analyse theories, facts and circumstances to determine the cause of a problem and identify and select appropriate marketing solutions
A3	The internal and external environmental influences on the organisation and marketing management	B3	Gather, analyse, synthesise and evaluate information from multiple sources for evidence-based decision-making
A4	The diverse application of marketing principles across sectors and type of organisations	B4	Communicate effectively through a variety of media in a form appropriate to the intended audience.
A5	Tools and techniques for marketing decision making	B5	Demonstrate cultural sensitivity through a global outlook and awareness and respect for diversity in terms of people and cultures
A6	The behaviour of consumers and management of customer relationships	B6	Use technology to acquire, analyse and communicate information
A7	The integration of communication tools for application in business and management, including the use of digital technologies	B7	Work effectively as a member of a team to tackle a practical marketing or business related problem
A8	Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, ethics and globalisation.	B8	Work independently and manage their own learning
A9	Marketing evaluation and measurement	B9	Develop strategic and operational marketing objectives and plans using marketing tools, technologies and processes
A10	The research process and methods used to gain insights about the marketing environment and consumers		

Programme outcomes																				
A1	A2	A3	A4	A5	A6	A7	A8	A9	A10		B1	B2	B3	B4	B5	B6	B7	B8	B9	
Highest level achieved by all graduates																				
6	6	6	6	6	6	6	6	6	6		6	6	6	6	6	6	6	6	6	

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning

outcomes against the core modules in which they are assessed.

Module Title	Module Code by Level	Programme Outcomes																		
		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	B1	B2	B3	B4	B5	B6	B7	B8	B9
<b>Level 4</b>																				
Marketing Theory and Practice	MKT1120	✓	✓	✓	✓	✓	✓	✓			✓	✓		✓	✓			✓		✓
Consumer Behaviour	MKT1124	✓	✓				✓				✓				✓	✓		✓		
Creativity and Communication	MKT1125		✓					✓	✓									✓		
Marketing Tools and Analysis	MSO1745					✓					✓						✓		✓	
Marketing Finance	FIN1005					✓				✓				✓					✓	
<b>Level 5</b>																				
Marketing Research and Insights	MKT2001		✓			✓	✓			✓	✓		✓	✓	✓	✓	✓		✓	
Digital Marketing	MKT2002	✓	✓	✓				✓	✓	✓		✓		✓	✓		✓		✓	✓
Brand Management	MKT2003		✓			✓							✓						✓	✓
Content Marketing and Media Editing	MKT2004						✓	✓				✓				✓		✓		
<b>Level 6</b>																				
Marketing Strategy and Planning	MKT3110	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓
Global and Cross -cultural Marketing	MKT3011	✓	✓	✓	✓		✓		✓		✓	✓		✓	✓	✓	✓	✓		
Services Marketing Management	MKT3014		✓		✓							✓	✓	✓					✓	

**Summative assessment schedule (core modules only)**

	Week																								Exam period	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24		
MKT1120							IP 30																G 30			T 40
MKT1124					I 30														GP 20							I 50
MKT1125										I 30					GP 20											I 50
MSO1745								T 50				T 50														
FIN1005																										I 70

MKT2001										T 20															T 20	I 60
MKT2002								I 30											I 30							E 40
MKT2003													I 100													
MKT2004																										I 100

MKT3110										I 30														I 40		E 30
MKT3014													I 100													
MKT3011																								GP 20		I 80

\*\* FIN1005 – 30% of marks allocated to continuous assessment based on weekly seminar tasks

I = Individual Coursework, E = Exam, G =Group Coursework, IP = Individual Presentation, GP Group Presentation, T = In-class test Only core modules are shown