

## Course Specification

Course Summary Information			
1	<b>Course Title</b>		BA (Hons) Marketing
2	<b>BCU Course Code</b>	<b>UCAS Code</b>	US0641-05      N500
3	<b>Awarding Institution</b>		Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)		
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)		The Chartered Institute of Marketing (CIM)

6	Course Description
	<p>Looking for marketing courses in Birmingham? Our BA (Hons) Marketing degree is recognised by the Chartered Institute of Marketing and allows you to take a year-long industry placement.</p> <p>Businesses value marketing more than ever due to its ability to identify opportunities, shape customer experiences and drive profits. It is an ever evolving discipline, constantly responding to changes in technology, consumer behaviour.</p> <p>To be successful in his exciting area not only requires a depth understanding of the core principles, but also relies on having the acumen and practical abilities to apply and adapt this knowledge in a wide variety of scenarios. This in-demand course has been designed to give you the practical and professional skills that employers seek through our practice based learning.</p> <p><b>What's covered in the course?</b></p> <p>Inspiring our students in all aspects of marketing, we put an emphasis on employability, Employability focused means more than securing a role on graduation, it is an enduring principle that ensures that you have the resources and competencies to maximise all of your future career opportunities. You will receive this through every module and through enhanced experiences such as the opportunity to work in our very own student-led marketing agency. Placements are available with numerous companies holding our placement students in high-regard thanks to their real-world practical skills.</p> <p>This course is also fully recognised by Chartered Institute of Marketing (CIM). This helps to ensure content remains fresh, relevant and full of key industry insight making you industry-ready the second you graduate. Plus, on graduation you will receive the maximum possible exemptions from the CIM Professional Diploma</p> <p>This course is one of six marketing degrees that have been designed to meet the diverse areas of marketing. This suite of courses is distinct in that it offers you a set of pathways that you can choose from irrespective of the course that you entered on. This allows you to develop additional specialist skills of your choice and career aspirations, alongside the core underpinning market concepts you will need in practice.</p> <p>Each course in the suite has been designed to:</p>

	<ul style="list-style-type: none"> <li>• Equip students with the ability to apply marketing theory and practice in a variety of business situations.</li> <li>• Develop key transferable skills that are essential to a career in marketing.</li> <li>• Meet the accreditation requirements of Chartered Institute of Marketing.</li> <li>• Provide students with the opportunity to develop specialist marketing skills of their choice.</li> </ul> <p>You can switch to a named pathway (or route in the case of professional practice version) after the first year, as all level 4 modules are common to all courses. On successful completion of this level, you will be able to choose a specified degree pathway or route from the following list:</p> <p>BA Marketing (Advertising and Public Relations)          BA Marketing (Consumer Psychology)          BA Marketing (Retailing)          BA Marketing (Digital)          BA Marketing          BA Marketing (Professional Practice)</p> <p>Any student not taking a named pathway can select any option modules from any pathway, and graduate in BA Marketing.</p>
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<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Bachelor of Arts with Honours Marketing	6	360
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Marketing	4	120
	Diploma of Higher Education Marketing	5	240
	Bachelor of Arts Marketing	6	300

<b>8</b>	<b>Derogation from the University Regulations</b>		
	Not applicable		

<b>9</b>	<b>Delivery Patterns</b>		
	<b>Mode(s) of Study</b>	<b>Location</b>	<b>Duration of Study</b>
	Full Time	City Centre	3 years
	Part Time	City Centre	5 years*
	Sandwich	City Centre	4 years
			<b>Code</b>
			US0641
			US0851
			US0641S

\* If you study this course part-time, you will study modules alongside full-time students in daytime hours (not evenings or weekends). The duration of the course will depend on how many modules you take per year, and will be agreed before you commence your studies. To qualify as a PT student you cannot undertake more than 90 credits in any one year.

<b>10</b>	<b>Entry Requirements</b>
	The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a> , or may be found by searching for the course entry profile located on the <a href="#">UCAS website</a> .

<b>11</b>	<b>Course Learning Outcomes</b>
<b>1</b>	Knowledge and understanding of the major theories, principles, concepts of marketing.
<b>2</b>	Familiarity with the practices of marketing within a wider business context.
<b>3</b>	Acquisition of key transferable skills essential to a career in marketing.
<b>4</b>	Productive use of acquired marketing knowledge and transferable skills within a defined marketing environment.
<b>5</b>	Differentiate a range of marketing strategies.
<b>6</b>	Utilise principles of marketing practice in an operational context.
<b>7</b>	Use a range of marketing and business techniques to initiate and undertake critical analysis of business scenarios, applying findings to solve a set marketing problem.
<b>8</b>	Effectively communicate and present information, arguments and analysis in a variety of forms.
<b>9</b>	Utilise marketing knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain marketing problems.
<b>10</b>	Compose and construct effective methods of communicating marketing concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
<b>11</b>	Apply professional skills in contexts where the scope of the task and the criteria for decisions are generally well defined, but where some personal responsibility and initiative is required.
<b>12</b>	Utilise and apply professional and academic skills to create and justify compelling marketing solutions.

<b>12</b>	<b>Course Requirements</b>																																																																									
<b>12a</b>	<p><b>Level 4:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table border="1"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>FIN4007</td> <td>Finance for Managers</td> <td>20</td> </tr> <tr> <td>MKT4015</td> <td>Marketing Foundations</td> <td>20</td> </tr> <tr> <td>MKT4020</td> <td>Professional Development</td> <td>20</td> </tr> <tr> <td>MKT4016</td> <td>Consumer Psychology</td> <td>20</td> </tr> <tr> <td>MKT4017</td> <td>Introduction to Creative Concepts And Design</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:</i></p> <table border="1"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MKT4019</td> <td>Introduction to Digital Media</td> <td>20</td> </tr> <tr> <td>MKT5011</td> <td>Introduction to Retail Marketing</td> <td>20</td> </tr> <tr> <td>MKT4018</td> <td>Introduction to Integrated Marketing Communications</td> <td>20</td> </tr> </tbody> </table> <p><b>Level 5:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):</i></p> <table border="1"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MKT5023</td> <td>Marketing Insights and Analytics</td> <td>20</td> </tr> <tr> <td>MKT5029</td> <td>Service Experience Design</td> <td>20</td> </tr> <tr> <td>MKT5015</td> <td>Brand Management</td> <td>20</td> </tr> <tr> <td>MKT5022</td> <td>Marketing Communications Planning</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 40 credits from the following list of OPTIONAL modules:</i></p> <table border="1"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MKT5026</td> <td>Channel Management and Routes to Market</td> <td>20</td> </tr> <tr> <td>MKT5027</td> <td>Retail Operations</td> <td>20</td> </tr> <tr> <td>MKT5028</td> <td>Content Marketing Strategy</td> <td>20</td> </tr> <tr> <td>MKT5030</td> <td>User Experience and Architecture</td> <td>20</td> </tr> <tr> <td>MKT5035</td> <td>Event Management</td> <td>20</td> </tr> <tr> <td>MKT5025</td> <td>Visual Communication for Marketers</td> <td>20</td> </tr> <tr> <td>MKT5036</td> <td>Managing Behavioural Change</td> <td>20</td> </tr> <tr> <td>PSY5047</td> <td>Neuropsychology</td> <td>20</td> </tr> </tbody> </table>		Module Code	Module Name	Credit Value	FIN4007	Finance for Managers	20	MKT4015	Marketing Foundations	20	MKT4020	Professional Development	20	MKT4016	Consumer Psychology	20	MKT4017	Introduction to Creative Concepts And Design	20	Module Code	Module Name	Credit Value	MKT4019	Introduction to Digital Media	20	MKT5011	Introduction to Retail Marketing	20	MKT4018	Introduction to Integrated Marketing Communications	20	Module Code	Module Name	Credit Value	MKT5023	Marketing Insights and Analytics	20	MKT5029	Service Experience Design	20	MKT5015	Brand Management	20	MKT5022	Marketing Communications Planning	20	Module Code	Module Name	Credit Value	MKT5026	Channel Management and Routes to Market	20	MKT5027	Retail Operations	20	MKT5028	Content Marketing Strategy	20	MKT5030	User Experience and Architecture	20	MKT5035	Event Management	20	MKT5025	Visual Communication for Marketers	20	MKT5036	Managing Behavioural Change	20	PSY5047	Neuropsychology	20
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**Level 6:**

***In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):***

<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>
MKT6041	Strategic Marketing Management and Planning	20
BUS6059	Integrated Business Research Project	40
MKT6036	Emerging Themes	20
MKT6046	One Planet Business	20

***In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:***

<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>
MKT6038	Contemporary Advertising	20
MKT6039	Public Relations Planning and Corporate Reputation	20
MKT6034	Cross Cultural Consumer Behaviour	20
MKT6044	Business Development	20
MKT6042	Digital Enterprise	20

## 12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

### Full Time Course Structure

Level 4	Level 4 HE Learner Course (Two weeks)			
	Semester 1	MKT4018 Introduction To Creative Concepts And Design (20 credits)	MKT4015 Marketing Foundations (20 credits)	MKT 4020 Professional Development (20 credits)
Semester 2	MKT4016 Consumer Psychology (20 credits)	FIN4007 Finance for Managers	Option Module (20 credits)	
Level 5	Level 5 Transition Course			
	Semester 1	MKT5023 Marketing Insights and Analytics (20 credits)	MKT5029 Service Experience Design (20 credits)	MKT5015 Brand Management (20 credits)
		Optional International Exchange		
	Semester 2	MKT5022 Marketing Communications Planning (20 credits)	Option Module from any Pathway (20 credits)	Option Module from any Pathway (20 credits)
Optional International Exchange				
Optional Yearlong Work Placement				
Level 6	Level 6 Transition Course			
	Semester 1	MKT6041 Strategic Marketing Management and Planning (20 credits)	BUS6059 Integrated Business Research Project (Pathway Specific) (40 credits)	MKT6036 Emerging Themes (Pathway Specific) (20 credits)
	Semester 2	MKT6045 One Planet Business (20 credits)		Option Module from any Pathway (20 credits)
Professional Practice route has a specified diet of modules				

## Part Time Course Structure

Year 1	Semester 1	MKT4018 Introduction To Creative Concepts And Design (20 credits)	MKT4015 Marketing Foundations (20 credits)
	Semester 2	MKT4016 Consumer Psychology (20 credits)	FIN4007 Finance for Managers (20 Credits)
Year 2	Semester 1	L4 Professional Development (20 Credits)	MKT5023 Marketing Insights and Analytics (20 credits)
	Semester 2	Level 4 Option Module	MKT5022 Marketing Communications Planning (20 credits)
Year 3	Semester 1	MKT5029 Service Experience Design (20 credits)	MKT5015 Brand Management (20 credits)
	Semester 2	Level 5 Option Module from any Pathway	Level 5 Option Module from any Pathway
Year 4	Semester 1	MKT6041 Strategic Marketing Management and Planning (20 credits)	MKT6036 Emerging Themes (Pathway Specific) (20 credits)
	Semester 2	MKT6045 One Planet Business (20 credits)	Level 6 Option Module from any Pathway (20 credits)
Year 5	Semester 1	BUS6059 Integrated Business Research Project (Pathway Specific) (40 credits)	
	Semester 2		

## 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

### Level 4

#### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	264
Directed Learning	120
Private Study	813
<b>Total Hours</b>	<b>1200</b>

#### Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	27%
In-Person	23%

### Level 5

#### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	288
Directed Learning	144
Private Study	768
<b>Total Hours</b>	<b>1200</b>

#### Balance of Assessment

Assessment Mode	Percentage
Coursework	61%
Exam	17%
In-Person	22%



## Level 6

### Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	252
Directed Learning	240
Private Study	708
<b>Total Hours</b>	1200

### Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0