

Course Specification

Course Summary Information			
1	Course Title		BA (Hons) Marketing (Professional Practice)
2	BCU Course Code	UCAS Code	US0869 N005
3	Awarding Institution		Birmingham City University
4	Teaching Institution(s) (if different from point 3)		
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)		Chartered Institute of Marketing (CIM)

6	Course Description
	<p>Want to become a marketing professional? Our BA (Hons) Marketing (Professional Practice) course allows you to take a year-long placement in industry during your final year of study.</p> <p>Designed to fast track your professional development, this course teaches you the marketing skills you need to succeed. Our course mixes theory with practice, and in your final year you'll combine study with a paid work placement, gaining first-hand experience in the marketing sector.</p> <p>What is a Professional Practice degree?</p> <p>Standard undergraduate degrees typically take three years of study to complete. At Birmingham City Business School we also offer sandwich degrees, which are four years in length and incorporate a year-long placement in industry during your third year.</p> <p>Professional Practice degrees, however, combine the merits of both of these approaches in one degree, allowing you to complete your full degree and your yearlong placement all within the standard three year period. Upon successful completion of your second year, you will embark on an industry placement for your third and final year. We have a dedicated team who will help you secure a placement directly related to your degree and career aspirations.</p> <p>As a Professional Practice student, you complete the same number of modules and credit as a standard degree except your learning, teaching and assessments will be directly related to the real world experience you gain on placement. During your placement year you will be allocated a placement tutor and your practice based learning will be supported by some block teaching at the University supported by on-line learning activities.</p> <p>The Professional Practice pathway is perfect for you if you want the benefit of a placement year but want to complete your degree within three years.</p> <p>What's covered in the course?</p> <p>Working in a real job role will give you the skills and experience you will need for your full-time career. It has helped our former students gain roles with the likes of Unilever, the Royal Bank of Scotland and Disney. Our alignment with the CIM ensures our course content remains fresh, relevant and full of key industry insight.</p>

	<p>We teach by using real business scenarios, so you will get the chance to draft marketing plans for actual companies, work on business case studies and gain work experience both within the University and with one of our industry contacts.</p> <p>A distinctive feature of our course is the option to undertake a sandwich year, enabling you to undertake a yearlong, paid work placement. In the past, students have gained valuable work experience with companies such as Unilever and Warner Bros.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Marketing (Professional Practice)	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Marketing	4	120
	Diploma of Higher Education Marketing	5	240
	Bachelor of Arts Honours Marketing (Professional Practice)	6	300

8	Derogation from the University Regulations		
	Not applicable		

9	Delivery Patterns		
	Mode(s) of Study	Location	Duration of Study
	Full Time	City Centre	3 years
			Code
			US0869

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

11	Course Learning Outcomes
Level 4 Learning Outcomes	
1	Knowledge and understanding of the major theories, principles, concepts of marketing.
2	Familiarity with the practices of marketing within a wider business context.
3	Acquisition of key transferable skills essential to a career in marketing.
4	Productive use of acquired marketing knowledge and transferable skills within a defined marketing environment.
Level 5 Learning Outcomes	
5	Differentiate a range of marketing strategies.
6	Utilise principles of marketing practice in an operational context.
7	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.
8	Effectively communicate and present information, arguments and analysis in a variety of forms.
Level 6 Learning Outcomes	
9	Utilise marketing knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain marketing problems.
10	Compose and construct effective methods of communicating marketing concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
11	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
12	Utilise and apply professional and academic skills to create and justify compelling marketing solutions.

12	Course Requirements																																													
12a	<p>Level 4:</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" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module name</th> <th style="background-color: #ffffcc;">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" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MKT4019</td> <td>Introduction to Digital Media</td> <td>20</td> </tr> <tr> <td>MKT4012</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>Level 5:</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" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">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>	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	MKT4012	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
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In order to complete this course a student must successfully complete at least 40 credits from the following list of OPTIONAL modules:

Module Code	Module Name	Credit Value
MKT5035	Event Management	20
MKT5025	Visual Communications for Marketers	20
MKT5036	Managing Behavioural Change and	20
PSY5047	Neuropsychology	20
MKT5026	Channel Management and Routes to Market	20
MKT5027	Retail Operations	20
MKT5028	Content Marketing Strategy and	20
MKT5030	User Experience and Architecture	20

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
MKT6041	Strategic Marketing Management and Planning	20
BUS6059	Integrated Business Research Project	40
MKT6036	Emerging Themes	20
MKT6045	One Planet Business	20
MKT6044	Business Development	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.

Level 4	Level 4 HE Learner Programme (Two weeks)			
	Semester 1	Introduction To Creative Concepts And Design (20 credits)	Marketing Foundations (20 credits)	Professional Development (20 credits)
	Semester 2	Consumer Psychology (20 credits)	FIN4007 Finance For Managers (20 credits)	Option Module (20 credits)
Level 5	Level 5 Transition Programme			
	Semester 1	Marketing Insights and Analytics (20 credits)	Service Experience Design (20 credits)	Brand Management (20 credits)
		Optional International Exchange		
	Semester 2	Marketing Communications Planning (20 credits)	Option Module (20 credits)	Option Module (20 credits)
		Optional International Exchange		
Level 6	Level 6 Transition Programme			
	Semester 1	Strategic Marketing Management and Planning (20 credits)	Integrated Business Research Project (40 credits)	Emerging Themes (20 credits)
	Semester 2	One Planet Business (20 credits)		Business Development (20 credits)

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	816
Total Hours	1200

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
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	66%
Exam	17%
In-Person	17%

Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	140
Directed Learning	416
Private Study	644
Total Hours	1200

Balance of Assessment

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