

## Course Specification

Course Summary Information			
1	<b>Course Title</b>		BA (Hons) International Marketing (Top-up)
2	<b>BCU Course Code</b>	<b>UCAS Code</b>	US0633      N550
3	<b>Awarding Institution</b>		
4	<b>Teaching Institution(s)</b> (if different from point 3)		
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)		

6	Course Description
	<p>Want to top up your marketing degree in Birmingham? Our BA (Hons) International Marketing (Top-Up) course allows you to learn in our in-house marketing agency, The Link.</p> <p>Our international marketing top-up degree gives you the chance to broaden your knowledge of marketing within the global business environment. We'll teach you to apply your knowledge to real business scenarios, helping you to progress into employment, having already dealt with many situations you find in the working world.</p> <p><b>What's covered in the course?</b></p> <p>You'll be put into a range of exciting and innovative scenarios, strengthening your expertise and learning from different cultures and experiences.</p> <p>On this top-up year, you will take a range of advanced modules that look at current marketing methods and contemporary business issues, such as contemporary advertising, e-business and marketing strategy and planning.</p> <p>Hands-on learning will go alongside more conventional teaching methods like lectures and seminars on this course. You'll be put in a range of scenarios, such as assuming the role of an international marketing manager, strengthening your expertise in the areas employers want. You'll get to mix and collaborate with students on other marketing courses and exchange different ideas and experiences. The course combines business theory with exciting current marketing themes, such as emerging digital media and the importance of a positive consumer experience. From day one, you'll start to understand how organisations operate and what their current challenges and opportunities are. You'll look at how emerging technologies and consumer experience can have a profound effect on how successful a business can be.</p> <p>You'll have the opportunity to work on real-life briefs with real clients, thanks to our own student marketing agency, The Link, which is run by our undergraduates and students take on live client briefs, with our students recently getting to work on a campaign for the Bullring.</p> <p>You will benefit from close tutor support and form strong partnerships with our staff. They are all marketing experts who have had successful careers, and they'll share their experience and marketing know-how with you.</p>

<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 International Marketing	6	120

<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
			<b>Code</b>
			US30017

<b>10</b>	<b>Entry Requirements</b>		
<p>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 UCAS website.</p>			

<b>11</b>	<b>Course Learning Outcomes</b>		
<b>1</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>2</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>3</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>4</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>	<b>Level 6:</b>  <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i>		
	<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>
	MKT6041	Strategic Marketing Management and Planning	20
	BUS6061	e-Business	20
	MKT6036	Emerging Themes	20
	MKT6034	Cross Cultural Consumer Behaviour	20
	MKT6035	International Marketing Planning	20
	<i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:</i>		
	<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>
	MKT6038	Contemporary Advertising	20
	MKT6039	Public Relations Planning and Corporate Reputation	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 6 Transition Programme				
Level 6	Semester 1	Strategic Marketing Management and Planning (20 credits)	e-Business (20 credits)	Emerging Themes (20 credits)
	Semester 2	International Marketing Planning (20 credits)	Cross Cultural Behaviour (20 credits)	Option Module (20 credits)
	Option module: One to be chosen from: Contemporary Advertising Public Relations and Corporate Reputation			

## 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 6

#### Workload

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

Activity	Number of Hours
Scheduled Learning	264
Directed Learning	180
Private Study	756
<b>Total Hours</b>	<b>1200</b>

#### Balance of Assessment

Assessment Mode	Percentage
Coursework	83%
Exam	17%
In-Person	0