

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	BA (Hons) Marketing
2	<b>Course Code</b>	US1122-01
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)	Chartered Institute of Marketing (CIM)

6	Course Description
	<p>Recognised by the Chartered Institute of Marketing our BA (Hons) Marketing degree gives you the practice-based skills needed to succeed in the ever-changing discipline of marketing. This approach not only gives you the marketing knowledge needed but also the personal skills employers demand, allowing you to make an immediate impact upon graduation. This experience is further enhanced by the opportunity to undertake a yearlong placement.</p> <p>Businesses value marketing more than ever due to its ability to identify opportunities, shape experiences and drive profits. It is an ever-evolving discipline, constantly responding to changes in technology and consumer behaviour.</p> <p>To be successful in this 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 approach</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 to endure you industry-ready the second you graduate. This recognition also ensures 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</p>

	<p>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 degree from the following list or remain on BA Marketing course:</p> <ul style="list-style-type: none"> <li>• BA (Hons) Marketing Advertising and Public Relations</li> <li>• BA (Hons) Marketing with Digital Communication</li> </ul>
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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	Level 6	360
	Bachelor of Arts with Honours Marketing with Professional Placement Year	Level 6	480
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Marketing	Level 4	120
	Diploma of Higher Education Marketing	Level 5	240
	Bachelor of Arts Marketing	Level 6	300
	Bachelor of Arts Marketing with Professional Placement Year	Level 6	420

<b>8</b>	<b>Derogation from the University Regulations</b>
	None.

<b>9</b>	<b>Delivery Patterns</b>			
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>	<b>Code(s)</b>
	Full Time	City Centre	3 years	US1122-01
	Full Time with Professional Placement Year	City Centre (and placement provider)	4 years	US1124-01

Part Time	City Centre	5 years	US1123-01
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<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>11a</b>	<b>Course Level Outcomes</b>
<p>This degree course will progress you through level learning outcomes detailed below to ensure that you meet the benchmarks set out in the latest Quality Assurance Agency for Higher Education (QAA) subject benchmark for Business and Management standards as well as the overall course learning outcomes detailed.</p>	
<b>Level 4 – Theoretical Underpinning</b>	
1	Develop knowledge and understanding of the major theories, principles, and concepts of marketing.
2	Recognise the practices of marketing within a wider business context.
3	Acquire key transferable skills essential to a career in marketing.
4	Apply acquired marketing knowledge and transferable skills within a defined marketing environment.
<b>Level 5 – Professional Practice Emphasis</b>	
1	Differentiate a range of marketing strategies.
2	Utilise principles of marketing practice in an operational context.
3	Critically analyse and choose a range of marketing and business techniques to identify the most applicable for a range of business scenarios, applying findings to solve a set marketing problem.
4	Effectively communicate and present information, arguments and analysis in a variety of forms.
<b>Level 6 – Strategic Focus</b>	
1	Formulate marketing knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain marketing problems.
2	Construct effective methods of communicating marketing concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
3	Implement 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.
4	Apply professional and academic skills to create and justify compelling marketing solutions.

11b	Course Learning Outcomes
	<b>Knowledge and Understanding:</b> On successful completion of the BA (Hons) Marketing course you will be able to:
<b>K1</b>	Appraise and apply the major theories, principles and concepts of marketing.
<b>K2</b>	Interpret the practices of marketing within a wider business context and defined marketing environment.
<b>K3</b>	Utilise principles of marketing practice in an operational context.
<b>K4</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>K5</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>K6</b>	Differentiate, evaluate and create a range of marketing strategies and tactics.
<b>K7</b>	Identify international issues and assess the impact for marketing operations and strategy.
<b>K8</b>	Evaluate the ethical and sustainability impact of marketing decisions.
	<b>Skills and Other Attributes:</b> On successful completion of the BA (Hons) Marketing course, you will have acquired skills in the following areas, with the ability to:
<b>T1</b>	Effectively communicate and present information, arguments and analysis in a variety of forms, including written and oral communication.
<b>T2</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>T3</b>	Apply appropriate professional skills in a variety of business and marketing scenarios.
<b>T4</b>	Utilise and apply appropriate professional skills to create and justify compelling marketing solutions.
<b>T5</b>	Employ critical thinking skills to explain and solve marketing related issues.
<b>T6</b>	Use creative thinking to design innovative solutions in a given marketing context.

<b>12</b>	<b>Course Requirements</b>																																																																	
<b>12a</b>	<p><b>Level 4:</b>  <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MKT4022</td> <td>Principles of Marketing</td> <td>20</td> </tr> <tr> <td>MKT4024</td> <td>Developing Your Personal Brand</td> <td>20</td> </tr> <tr> <td>MKT4023</td> <td>Creative Concepts and Design</td> <td>20</td> </tr> <tr> <td>MKT4025</td> <td>Consumer Behaviour</td> <td>20</td> </tr> <tr> <td>ACC4034</td> <td>Finance for Managers</td> <td>20</td> </tr> <tr> <td>MKT4026</td> <td>Content Marketing</td> <td>20</td> </tr> </tbody> </table> <p><b>Level 5:</b>  <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>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MKT5042</td> <td>Brand Dynamics and Activation</td> <td>20</td> </tr> <tr> <td>MKT5045</td> <td>Data, Insights and Analytics</td> <td>20</td> </tr> <tr> <td>MKT5022</td> <td>Marketing Communications Planning</td> <td>20</td> </tr> <tr> <td>MKT5048</td> <td>Experience Design</td> <td>20</td> </tr> <tr> <td colspan="3"><b>Optional Module</b></td> </tr> <tr> <td>BUS5080</td> <td>Study Abroad</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 indicative list of OPTIONAL modules.</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MKT5043</td> <td>Visual Communications for Marketers</td> <td>20</td> </tr> <tr> <td>MKT5044</td> <td>Routes to Market</td> <td>20</td> </tr> <tr> <td>MKT5047</td> <td>Digital Communications and Influencer Marketing</td> <td>20</td> </tr> <tr> <td>MAN5092</td> <td>Live Event Experiences</td> <td>20</td> </tr> <tr> <td>MKT5050</td> <td>MarTech and Automation</td> <td>20</td> </tr> <tr> <td>MAN5083</td> <td>Introduction to Consultancy</td> <td>20</td> </tr> </tbody> </table>			Module Code	Module Name	Credit Value	MKT4022	Principles of Marketing	20	MKT4024	Developing Your Personal Brand	20	MKT4023	Creative Concepts and Design	20	MKT4025	Consumer Behaviour	20	ACC4034	Finance for Managers	20	MKT4026	Content Marketing	20	Module Code	Module Name	Credit Value	MKT5042	Brand Dynamics and Activation	20	MKT5045	Data, Insights and Analytics	20	MKT5022	Marketing Communications Planning	20	MKT5048	Experience Design	20	<b>Optional Module</b>			BUS5080	Study Abroad	20	Module Code	Module Name	Credit Value	MKT5043	Visual Communications for Marketers	20	MKT5044	Routes to Market	20	MKT5047	Digital Communications and Influencer Marketing	20	MAN5092	Live Event Experiences	20	MKT5050	MarTech and Automation	20	MAN5083	Introduction to Consultancy	20
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***In order to qualify for the award of BA (Hons) Marketing with Professional Placement Year a student must successfully complete the following module:***

Module Code	Module Name	Credit Value
PPY5001	Professional Placement Year	120

**Level 6:**

***In order to complete this course a student must successfully complete all the following CORE modules (totalling 40 credits):***

Module Code	Module Name	Credit Value
MKT6047	Marketing Strategy and Leadership	20
MKT6045	One Planet Business	20

***In order to complete this course a student must successfully complete at least 80 credits from the following indicative list of OPTIONAL modules.***

Module Code	Module Name	Credit Value
MKT6049	Contemporary Advertising	20
MKT6048	Creativity, Innovation and Entrepreneurship	20
MKT6052	Managing Customer Relationships	20
MKT6051	Digital Analytics for Marketing	20
MKT6050	PR Planning and Reputation Management	20
MKT6054	Selling and Sales Management	20
MKT6034	Cross Cultural Consumer Behaviour	20
MKT6053	Digital Enterprise	20
BUS6081 +	Business Research Methodology and Practice	20
BUS6082	Business Research Project*	20

*\*Students can choose the project module if Business Research Methodology and Practice is studied*

## 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	S1	Principles of Marketing (20 credits)	Developing Your Personal Brand (20 credits)	Creative Concepts and Design (20 credits)
	S2	Consumer Behaviour (20 credits)	Finance for Managers (20 credits)	Content Marketing (20 credits)
Level 5	S1	Brand Dynamics And Activation (20 credits)	Data, Insights and Analytics (20 credits)	Option module (20 credits)
		Optional International Exchange		
	S2	Marketing Communications Planning (20 credits)	Experience Design (20 credits)	Option Module (20 credits)
		Optional International Exchange		
Level 6	S1	Option Module (20 credits)	Marketing Strategy and Leadership (20 credits)	Option Module (20 credits)
	S2	Option Module (20 credits)	One Planet Business (20 credits)	Option Module (20 credits)

### Optional Modules

	Semester One (all 20 credits)	Semester Two (all 20 credits)
Level 5	Visual Communications for Marketers Routes to Market Digital Communications and Influencer Marketing	Live Event Experiences MarTech and Automation Introduction to Consultancy Study Abroad
Level 6	Contemporary Advertising Creativity, Innovation and Entrepreneurship Managing Customer Relationships Digital Analytics for Marketing	PR Planning and Reputation Management Selling and Sales Management Cross Cultural Consumer Behaviour Digital Enterprise Business Research Project*

	Business Research Methodology and Practice	
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\*Prerequisite methodology module required

### **Full Time with Professional Placement Course Structure**

Level 4	S1	Principles of Marketing (20 credits)	Developing Your Personal Brand (20 credits)	Creative Concepts and Design (20 credits)
	S2	Consumer Behaviour (20 credits)	Finance for Managers (20 credits)	Content Marketing (20 credits)
Level 5	S1	Brand Dynamics And Activation (20 credits)	Data, Insights and Analytics (20 credits)	Option module (20 credits)
		Optional International Exchange		
	S2	Marketing Communications Planning (20 credits)	Experience Design (20 credits)	Option Module (20 credits)
		Optional International Exchange		
Professional Placement Year (120 credits)				
Level 6	S1	Option Module (20 credits)	Marketing Strategy and Leadership (20 credits)	Option Module (20 credits)
	S2	Option Module (20 credits)	One Planet Business (20 credits)	Option Module (20 credits)

### **Optional Modules**

	Semester One (all 20 credits)	Semester Two (all 20 credits)
Level 5	Visual Communications for Marketers Routes to Market Digital Communications and Influencer Marketing	Live Event Experiences MarTech and Automation Introduction to Consultancy Study Abroad
Level 6	Contemporary Advertising Creativity, Innovation and Entrepreneurship	PR Planning and Reputation Management Selling and Sales Management



	Managing Customer Relationships Digital Analytics for Marketing Business Research Methodology and Practice	Cross Cultural Consumer Behaviour Digital Enterprise Business Research Project* *
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\*Prerequisite research methodology required

### **Part Time Course Structure**

Year 1	Semester 1	L4 Introduction to Creative Concepts and Design (20 credits)	L4 Principles of Marketing (20 credits)
	Semester 2	L4 Consumer Behaviour (20 credits)	L4 Finance for Managers (20 Credits)
Year 2	Semester 1	L4 Developing Your Personal Brand (20 Credits)	L5 Data, Insights and Analytics (20 credits)
	Semester 2	L4 Content Marketing	L5 Marketing Communications Planning (20 credits)
Year 3	Semester 1	L5 Brand Dynamics and Automation (20 credits)	L5 Option Module (20 credits)
	Semester 2	L5 Experience Design (20 credits)	L5 Option Module (20 credits)
Year 4	Semester 1	L6 Marketing Strategy and Leadership (20 credits)	L6 Option Module (20 credits)
	Semester 2	L6 One Planet Business (20 credits)	L6 Option Module (20 credits)
Year 5	Semester 1	2 x 20 credit L6 option modules – one from each semester	
	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

#### 18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	42
Exam	27
In-Person	32

#### Level 5

##### Workload

#### 18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
<b>Total Hours</b>	<b>1200</b>

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	87
Exam	0
In-Person	13

**Level 6**
**Workload**

**18% time spent in timetabled teaching and learning activity**

<b>Activity</b>	<b>Number of Hours</b>
Scheduled Learning	216
Directed Learning	360
Private Study	624
<b>Total Hours</b>	<b>1200</b>

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	50
Exam	0
In-Person	50