

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Marketing with Advertising and Public Relations
2	Course Code	US1122-02
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

6	Course Description
	<p>A brand's external image and reputation are just as important as the product or service they provide.</p> <p>Our BA (Hons) Marketing with Advertising and Public Relations course gives you the practice-based skills needed to succeed as an advertising and PR specialist. You will gain not only the knowledge needed to become a capable marketer but also the personal skills and real-world experience employers desire, enabling you to make an immediate impact upon graduation.</p> <p>Employability, sustainability and the optimisation of emerging technologies such as artificial intelligence, simulation and data analytics are key fundamentals of this course as you prepare for a career in advertising and/or PR in any modern business. These skills, alongside the opportunity to obtain real-world experience with live clients will allow you to be an innovative, agile and flexible advertising or PR professional able to be reactive to brewing situations and opportunities to be immediately impactful a competitive and ever-changing working environment.</p> <p>A key benefit of the course is the opportunity to join The Link Agency - our student-led, in-house marketing agency. The Link Agency gives you the opportunity to work on live projects with real-world clients. Past clients of The Link Agency include the BullRing Shopping Centre, Acorns Children's Hospice and Solihull Moors FC.</p> <p>What's covered in the course?</p> <p>This course covers the fundamentals of marketing with a specific focus on advertising and public relations. Alongside core marketing principles such as consumer behaviour, budgeting and finance, data, insights and analytics and live event experience, you'll also gain a deeper understanding of contemporary advertising, digital enterprise, personal branding, digital analytics and public relations and reputation management. There is also a focus on crisis management, giving you all the necessary skills to be able to manage any number of PR, branding or reputational situations which may occur.</p> <p>Employability and entrepreneurship are at the core of this course and these transferable skills will give you a solid foundation from which to build your career in marketing. By choosing this course, you'll have the opportunity to undertake a one-year, paid work placement in addition to the opportunity to work on live, real-world projects through the Link Agency.</p>

	<p>We have links with many businesses, locally and worldwide. This means you'll get really valuable, direct experience on your paid placement. Previous students have undertaken placements with companies such as Sky, Johnson & Johnson, and Disney.</p> <p>As a student on the course, you will also get to participate in The Pitch, a nationwide marketing competition held annually by the Chartered Institute of Marketing (CIM), that allows you to apply your academic knowledge and creative skills to real-world marketing problems. This opportunity serves as a critical steppingstone for future marketing professionals by enhancing your employability and practical skills.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Marketing with Advertising and Public Relations	Level 6	360
	Bachelor of Arts with Honours Marketing with Advertising and Public Relations with Professional Placement Year	Level 6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Marketing with Advertising and Public Relations	Level 4	120
	Diploma of Higher Education Marketing with Advertising and Public Relations	Level 5	240
	Bachelor of Arts Marketing with Advertising and Public Relations with Professional Placement Year	Level 6	300
		Level 6	420

8	Variation from the University Regulations		
	<p>This course has approved variations to the University's Academic Regulations. These can be accessed via the student contract page: https://www.bcu.ac.uk/student-info/student-contract</p>		

9	Delivery Patterns		
Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
Full Time	City Centre	3 Years	US1122-02
Full Time with Professional Placement	City Centre (and Placement Provider)	4 years	US1124-02
Part Time	City Centre	6 years	US1123-02

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 Aims		
	<ul style="list-style-type: none"> • Equip students with the ability to apply marketing and advertising and public relations theory and practice in a variety of business situations. • Develop key transferable skills that are essential to a career in marketing. • Meet the accreditation requirements of Chartered Institute of Marketing. 		

	<ul style="list-style-type: none"> • Provide students with the opportunity to develop specialist advertising and public relations skills of their choice.
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12	Course Learning Outcomes
	<i>On successful completion of BA(Hons) Marketing with Advertising and PR, you will have:</i>
	Knowledge and Understanding
1	Interpret marketing, advertising and public relations practices within the broader marketing landscape and diverse media environments.
2	Evidence the ability to appraise and apply contemporary marketing, advertising and public relations concepts, principles and theories in a real-life business context.
3	Utilise a range of marketing, advertising and public relations techniques to undertake an analysis of business scenarios, applying findings to develop appropriate marketing and communications solutions.
4	Analyse market data and trends to generate customer insights that inform marketing, advertising and public relations decisions.
5	Identify international issues and assess the impact for marketing, advertising and public relations operations and strategy.
6	Evaluate the ethical and sustainability impact of marketing, advertising and public relations activities.
	Skills and Other attributes
7	Compose and construct effective methods of communicating marketing, advertising and public relations concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
8	Employ critical thinking skills to explain and solve marketing, advertising and public relations related issues.
9	Develop skills pertinent to the global environment such as entrepreneurial skills, data analysis and interpretation skills and global citizenship skills.
10	Apply professional skills and commercial acumen to justify marketing, advertising and public relations solutions where some personal responsibility and initiative is required.

13	Level Learning Outcomes
	<i>Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:</i>
1	Demonstrate knowledge and understanding of the major theories, principles, and concepts of marketing, advertising and public relations.
2	Compare the practices of marketing, advertising and public relations within a wider business context.
3	Acquire key transferable skills essential to a career in marketing, advertising and public relations.
4	Demonstrate marketing, advertising and public relations knowledge and transferable skills within the context of a business scenario.
	<i>Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:</i>
1	Analyse market data and trends to generate customer insights that inform marketing, advertising and public relations decisions.
2	Apply marketing, advertising and public relations principles and concepts to develop appropriate traditional and digital activities in response to a real-world scenario.
3	Construct a realistic plan for the implementation and testing of marketing, advertising and public relations activities.

4	Effectively communicate information, arguments and analyses using appropriate formats.
<i>Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:</i>	
1	Recommend solutions formulated from evidence-based arguments addressing both defined and undefined marketing, advertising and public relations problems.
2	Construct effective methods of communicating marketing, advertising and public relation concepts and other relevant work, accurately and reliably using data and a range of specialist techniques and practices.
3	Adapt professional skills where some personal responsibility and initiative is required in addressing entrepreneurial activities.
4	Develop a comprehensive plan evidencing the application of professional and academic skills within the context of a business scenario.

14	Course Learning, Teaching and Assessment Strategy
	<p>The Marketing degree pathways are all aligned to the college mission to ‘...inspire creativity and innovative mindsets that provides sustainable solutions to communities and the wider world’ and its vision to embed digital, entrepreneurial, and employability skills and experiential learning in our curriculum.</p> <p>The course also aligns to the university strategy 2030 strategic pillars of (1) developing talent for tomorrow by providing students studying on the course with transformative, inspiring and inclusive educational experience that equips them with the skills they need to be successful, and (2) powering prosperity by working in with our local and regional businesses and by leveraging on STEAM house to drive innovation, growth and productivity.</p> <p>At the heart of the BA (Hons) Marketing degree pathways is employability, with a strong focus on providing students with the practice-based skills needed to succeed in the dynamic field of marketing. This focus is embedded throughout all modules and supported by a range of extra-curricular activities, such as the opportunity to work in our student-led marketing agency, The Link.</p> <p>Level 4 lays the foundation for students' future studies, helping them build a broad understanding of marketing - both traditional and digital. It also begins their journey of personal development, enabling them to develop key employability skills such as communication, IT literacy, public speaking, creativity, and more.</p> <p>In Level 5, the emphasis shifts to the practical application of marketing skills and knowledge in a professional context. Students will engage with real-world scenarios, learn various software tools and work with live client organisations, ranging from SMEs to global enterprises. Internship opportunities will also be offered, with placements or voluntary work encouraged to help students enhance their CVs and boost their employability.</p> <p>Level 6 marks the culmination of the student journey, with a focus on marketing at the strategic level. Students will apply their learning to live client projects, such as developing strategic marketing plans and pitching sustainability proposals. All modules and assessments will further refine both soft and hard skills, ensuring that students are fully prepared for the workforce. By graduation, student will have the ability to apply marketing theory and practice in a variety of business settings and possess the key transferable skills needed for a successful marketing career.</p>

15	Course Requirements
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15a Level 4:

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
MKT4030	Marketing Principles and Practice	20
MKT4028	Design in Marketing	20
MAN4049	Introduction to Data Analytics and AI	20
ACC4034	Finance for Managers	20
MKT4029	Digital Marketing Principles	20
BUS4095	Entrepreneurial Thinking	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):

Module Code	Module Name	Credit Value
MKT5054	Consumer Behaviour	20
MKT5052	Advertising and PR: Principles and Practice	20
MKT5053	Brand Management and Visual Communications	20
MKT5055	Integrated Marketing Communications	20

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

MKT5056	Marketing Research and Consultancy	20
MAN5108	Data Analytics and AI in Practice	20
MKT5057	MarTech and Digital Automation	20
BUS5090	Entrepreneurial Feasibility	20

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 80 credits):

Module Code	Module Name	Credit Value
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MKT6059	Marketing Strategy and Planning	20
MKT6062	Sustainable Marketing	20
MKT6055	Contemporary Advertising Practice	20
MKT6060	PR Planning and Reputation Management in the Digital Era	20

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MKT6058	Digital Marketing Performance and Analytics	20
MKT6057	Customer Relationship Management	20
MAN6084	Practical Applications of AI in Business	20
MKT6056	Creative Digital Marketing Professional	20
MKT6061	Sales and Channel Management	20
BUS6086	Business Models for Digital Economy	20
MAN6084	Management Project	40

15b 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.

Include a structure diagram for each mode of study. Level 4 is completed as an example including modules which extend the whole year.

Level 4

SEMESTER ONE	SEMESTER TWO
Core MKT4030: Marketing Principles and Practice (20 credits) MKT4028: Design in Marketing (20 credits) MKT4049: Introduction to Data Analytics and AI (20 credits)	Core ACC4034: Finance for Managers (20 credits) MKT4029: Digital Marketing Principles (20 credits) BUS4095: Entrepreneurial Thinking (20 credits)

Level 5

Core MKT5054: Consumer Behaviour (20 credits) MKT5052: Advertising and PR: Principles and Practice (20 credits)	Core MKT5053: Brand Management and Visual Communications (20 credits) MKT5055: Integrated Marketing Communications (20 credits)
Optional MKT5056: Marketing Research and Consultancy (20 credits) MAN5108: Data Analytics and AI in Practice (20 credits)	Optional MKT5057: MarTech and Digital Automation (20 credits) BUS5091: Entrepreneurial Feasibility (20 credits)

Level 6

Core MKT6059: Marketing Strategy and Planning (20 credits) MKT6055: Contemporary Advertising Practice (20 credits)	Core MKT6062: Sustainable Marketing (20 credits) MKT6060: PR Planning and Reputation Management in the Digital Era (20 credits)
Optional MKT6058: Digital Marketing Performance and Analytics (20 credits) MKT6057: Customer Relationship Management (20 credits)	Optional MKT6056: Creative Digital Marketing Professional (20 credits) MKT6061: Sales and Channel Management (20 credits)

MAN6084: Practical Applications of AI in Business (20 credits)	BUS6086: Business Models for Digital Economy (20 credits)
MAN6083: Management Project (40 credits)	MAN6083: Management Project (40 credits)

16 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
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	27.5%
Exam	22.5%
In-Person	50%

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
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	60%
Exam	7.5%

In-Person	32.5%
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Level 6

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	198
Directed Learning	252
Private Study	750
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	75%
Exam	0
In-Person	25%