

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	BA (Hons) Marketing with Digital Communication
2	<b>Course Code</b>	US1122-05
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 with Digital Communication 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 five marketing degrees that have been designed to meet the diverse areas of marketing. Your course allows you to understand all of the core principles of marketing with digital communications but it is part of a suite which allows you to switch to another course irrespective of the one 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 with digital communication 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 course 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</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 with Digital Communication	Level 6	360
	Bachelor of Arts with Honours Marketing with Digital Communication with Professional Placement Year	Level 6	480
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Marketing with Digital	Level 4	120
	Diploma of Higher Education Marketing with Digital Communication	Level 5	240
	Bachelor of Arts Marketing with Digital Communication	Level 6	300
	Bachelor of Arts Marketing with Digital Communication with Professional Placement Year	Level 6	420

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

<b>9 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	US1122-05
Full Time with Professional Placement Year	City Centre (and placement provider)	4 years	US1124-05
Part Time	City Centre	5 years	US1123-05

<b>10 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 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 with digital communication.
2	Recognise the practices of marketing with digital communication within a wider business context.
3	Acquire of key transferable skills essential to a career in marketing.
4	Apply use of 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 and digital communication practice in an operational context.
3	Critically analyse commercial scenarios and use a range of marketing and business techniques 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	Design and 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.
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11b	Course Learning Outcomes
	The overall course learning aims are:
	<b>Knowledge and Understanding:</b> On successful completion of the BA (Hons) Marketing with Digital Communication 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 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>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>MKT5047</td> <td>Digital Communications and Influencer Marketing</td> <td>20</td> </tr> <tr> <td>MKT5050</td> <td>MarTech and Automation</td> <td>20</td> </tr> <tr> <td colspan="3"><b>Optional Module</b></td> </tr> <tr> <td>BUS5058</td> <td>Study Abroad</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to qualify for the award of BA (Hons) Marketing with Digital Communication with Professional Placement Year a student must successfully complete the following module:</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>PPY5001</td> <td>Professional Placement Year</td> <td>120</td> </tr> </tbody> </table> <p><b>Level 6:</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>MKT6047</td> <td>Marketing Strategy and Leadership</td> <td>20</td> </tr> <tr> <td>MKT6045</td> <td>One Planet Business</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	MKT5047	Digital Communications and Influencer Marketing	20	MKT5050	MarTech and Automation	20	<b>Optional Module</b>			BUS5058	Study Abroad	20	Module Code	Module Name	Credit Value	PPY5001	Professional Placement Year	120	Module Code	Module Name	Credit Value	MKT6047	Marketing Strategy and Leadership	20	MKT6045	One Planet Business	20
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MKT6053	Digital Enterprise	20
MKT6051	Digital Analytics for Marketing	20

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

<b>Module Code</b>	<b>Project Routes</b>	<b>Credit Value</b>
MKT6049	Contemporary Advertising	20
MKT6048	Creativity, Innovation and Entrepreneurship	20
MKT6052	Managing Customer Relationships	20
MKT6050	PR Planning and Reputation Management	20
MKT6054	Selling and Sales Management	20
MKT6034	Cross Cultural Consumer Behaviour	20
BUS6081	Business Research Methodology and Practice	20
BUS6082	Business Research Project**	20

\*\* Must be taken with Business Research Methodology and Practice as the Prerequisite

## 12b Structure Diagram

### Full Time Course Structure

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	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)	Digital Communications and Influencer Marketing (20 credits)
		Optional International Exchange		
	S2	Marketing Communications Planning (20 credits)	Experience Design (20 credits)	MarTech and Automation (20 credits) Optional: Study Abroad (20 credits)
		Optional International Exchange		
Level 6	S1	Project Route (40 credits) / Option Module (20 credits)	Marketing Strategy and Leadership (20 credits)	Digital Analytics for Marketing (20 credits)
	S2	Project Route (40 credits) / Option Module (20 credits)	One Planet Business (20 credits)	Digital Enterprise (20 credits)

L6 Option modules	Semester 1	Semester 2
	Contemporary Advertising Creativity, Innovation and Entrepreneurship Managing Customer Relationships	PR Planning and Reputation Management Selling and Sales Management Cross Cultural Consumer Behaviour

### Full Time with Professional Placement Year 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)	Digital Communications and Influencer Marketing (20 credits)
		Optional International Exchange		
	S2	Marketing Communications Planning (20 credits)	Experience Design (20 credits)	MarTech and Automation (20 credits)
		Optional: Study Abroad (20 credits)		
Optional International Exchange				
Professional Placement Year (120 credits)				
Level 6	S1	Project Route (40 credits) / Option Module (20 credits)	Marketing Strategy and Leadership (20 credits)	Digital Analytics for Marketing (20 credits)
	S2	Project Route (40 credits) / Option Module (20 credits)	One Planet Business (20 credits)	Digital Enterprise (20 credits)

Level 6 Option modules	Semester 1	Semester 2
	Contemporary Advertising Creativity, Innovation and Entrepreneurship Managing Customer Relationships	PR Planning and Reputation Management Selling and Sales Management Cross Cultural Consumer Behaviour



**Part Time 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 Digital Communications and Influencer Marketing (20 credits)
	Semester 2	L5 Experience Design (20 credits)	L5 MarTech and Automation (20 credits)
Year 4	Semester 1	L6 Marketing Strategy and Leadership (20 credits)	L6 Digital Analytics for Marketing (20 credits)
	Semester 2	L6 One Planet Business (20 credits)	L6 Digital Enterprise (20 credits)
Year 5	Semester 1	L6 Project Route (40 credits) (or 2 x 20 Level 6 credit option modules, one from each Semester)	
	Semester 2		

**Level 6 (Year 3) Project Routes**

Level 6 Project Routes(s) – You are required to choose one project route							
	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6	Route 7
S1							Business Research Methodology and Practice
S2	Business Advice Project (Major)	Business Research Project (Major)	Business Start-Up Project (Major)	Community Advice Project (Major)	Employability Project (Major)	Economics Research Project (Major)	1. Business Research Project <b>OR</b> 2. Business Start-up Project <b>OR</b> 3. Community Advice Project

### 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>	1200

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	40
Exam	20
In-Person	40

#### 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>	1200

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	72
Exam	0
In-Person	28

## Level 6

### 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>	1200

### Balance of Assessment

Assessment Mode	Percentage
Coursework	75
Exam	0
In-Person	25