

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Marketing
2	Course Code	US1122
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>The success of any business lies in its ability to attract and retain its customers. Marketing, now more than ever, is absolutely vital in an evolving and increasingly competitive business environment. Marketing can identify opportunities, drive profits and enable businesses to stay relevant in a competitive and fluctuating marketplace. With the advancement in technology and ever-changing consumer behaviour, marketing is an exciting discipline to enter.</p> <p>Our BA (Hons) Marketing degree, recognised by the Chartered Institute of Marketing (CIM), gives you the practice-based skills and knowledge needed to succeed in the dynamic discipline of marketing. 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>The course is built on the principles of employability, sustainability and the optimisation of emerging technologies such as artificial intelligence, simulation and data analytics . These key strands, alongside the opportunity to obtain real-world experience, will allow you to be an innovative, agile and flexible marketing professional able to have an immediate impact in a competitive and ever-changing working environment.</p> <p>A key benefit of the course is the opportunity to join our student-led, in-house marketing agency, The Link. The Link Agency gives you the opportunity to work on live projects with real-world clients, which in the past have included the BullRing Shopping Centre, Acorns Children’s Hospice and Solihull Moors FC.</p> <p>What’s covered in the course?</p> <p>Throughout the course, you will have the opportunity to work on live campaigns with real-world clients. This could be supporting the launch of a new product, advising on a rebrand, promoting events or giving guidance on social media optimisation.</p> <p>You will be assessed through authentic assessments, based on practical application of your skills and knowledge in coursework and project work rather than solely through exams.</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</p>

	serves as a critical stepping stone for future marketing professionals by enhancing your employability and practical skills.
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Marketing	Level 6	360
	Bachelor of Arts with Honours Marketing with Professional Placement Year	Level 6	480
7b	Exit Awards and Credits Awarded		
	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

8	Variation from the University Regulations
	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

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full Time	City Centre	3 Years	US1122-01
	Full Time with Professional Placement	City Centre (and Placement Provider)	4 years	US1124-01
	Part Time	City Centre	6 years	US1123-01

10	Entry Requirements
	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.

11	Course Aims
	<p>The BA (Hons) Marketing course has been designed to:</p> <ul style="list-style-type: none"> • Equip students with the ability to apply marketing 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. • Provide students with the opportunity to develop specialist marketing skills of their choice.

12	Course Learning Outcomes
	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.
	Knowledge and Understanding
1	Interpret the practices of marketing within a wider context and defined marketing environment.
2	Evidence the ability to appraise and apply contemporary marketing concepts, principles and theories in a real-life business context.
3	Utilise a range of traditional and digital marketing techniques to undertake an analysis of business scenarios, applying findings to solve a set marketing problem.
4	Analyse market data and trends to generate customer insights that inform marketing decisions.
5	Identify international issues and assess the impact for marketing operations and strategy.
6	Evaluate the ethical and sustainability impact of marketing decisions.
	Skills and Other attributes
7	Compose and construct effective methods of communicating marketing 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 related issues.
9	Develop skills pertinent to the global environment such as entrepreneurial skills, data analysis and interpretation skills and global citizenship skill.
10	Relate professional skills and commercial acumen to justify marketing 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.
2	Compare the practices of marketing within a wider business context.
3	Acquire key transferable skills essential to a career in marketing.
4	Demonstrate marketing 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 decisions.
2	Apply marketing 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 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 problems.
2	Construct effective methods of communicating marketing 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 BA (Hons) Marketing degree is 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</p>

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.

At the heart of the BA (Hons) Marketing degree 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.

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.

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.

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.

15 Course Requirements

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
MKT5056	Marketing Research and Consultancy	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.

Module Code	Module Name	Credit Value
MKT5052	Advertising and PR: Principles and Practice	20
MKT5058	Social Media Marketing and Commerce	20
MAN5108	Data Analytics and AI in Practice	20
MKT5057	MarTech and Digital Automation	20
MAN5092	Live Event Experiences	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 40 credits):

Module Code	Module Name	Credit Value
MKT6059	Marketing Strategy and Planning	20
MKT6062	Sustainable Marketing	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
MKT6055	Contemporary Advertising Practice	20
MKT6058	Digital Marketing Performance and Analytics	20
MKT6057	Customer Relationship Management	20

MAN6084	Practical Applications of AI in Business	20
MKT6060	PR Planning and Reputation Management in the Digital Era	20
MKT6061	Sales and Channel Management	20
MKT6056	Creative Digital Marketing Professional	20
BUS6086	Business Models for Digital Economy	20
MAN6083	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) MAN4049 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

SEMESTER ONE	SEMESTER TWO
Core MKT5054 Consumer Behaviour (20 credits) MKT5056 Marketing Research and Consultancy (20 credits)	Core MKT5053 Brand Management and Visual Communications (20 credits) MKT5055 Integrated Marketing Communications (20 credits)
Optional MKT5052 Advertising and PR: Principles and Practice (20 credits) MKT5058 Social Media Marketing and Commerce (20 credits) MAN5108 Data Analytics and AI in Practice (20 credits)	Optional MKT5057 MarTech and Digital Automation (20 credits) MAN5092 Live Event Experiences (20 credits) BUS5090 Entrepreneurial Feasibility (20 credits)

Level 6

SEMESTER ONE	SEMESTER TWO
Core MKT6059 Marketing Strategy and Planning (20 credits)	Core MKT6062 Sustainable Marketing (20 credits)
Optional MKT6055 Contemporary Advertising Practice (20 credits) MKT6058 Digital Marketing Performance and Analytics (20 credits) MKT6057 Customer Relationship Management (20 credits) MAN6084 Practical Applications of AI in Business (20 credits) MAN6083 Management Project (40 credits)	Optional MKT6060 PR Planning and Reputation Management in the Digital Era (20 credits) MKT6061 Sales and Channel Management (20 credits) MKT6056 Creative Digital Marketing Professional (20 credits) BUS6086 Business Models for Digital Economy (20 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
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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	10%
In-Person	30%

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%