Course Specification

Course Summary Information		
1	**Course Title**	BA (Hons) International Marketing (Top-Up)
2	**Course Code**	US1421
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 (CIM)

6	**Course Description**
	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. 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. **What's covered in the course?** You'll be put into a range of exciting and innovative scenarios, strengthening your expertise and learning from different cultures and experiences. 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. 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. 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. 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.

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours International Marketing	Level 6	120

8	Derogation from the University Regulations
	None

9	Delivery Patterns		
Sandwich Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
Full time	City Centre	1 years	US1421

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.	

11a	**Course Level 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.
	Level 6 – Strategic Focus
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.

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

12	**Course Requirements**
12a	**Level 6:** ***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
MKT6XXX	Marketing Strategy and Leadership	20
MKT6XXX	One Planet Business	20
MKT6XXX	Digital Analytics for Marketing	20
MKT6XXX	Contemporary Advertising	20
MKT6XX	Cross Cultural Consumer Behaviour	20
MKT6XX	International Business	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	S1	Digital Analytics for Marketing (20 credits)	Marketing Strategy and Leadership (20 credits)	Contemporary Advertising (20 credits)
	S2	Cross Cultural Consumer Behaviour (20 credits)	One Planet Business (20 credits)	International Business (20 credits)

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

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	70
Exam	15
In-Person	15