

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) MARKETING

PROGRAMME SPECIFICATION 2019/20

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	BA (Hons)		
Course Title	Marketing		
Course Location and Length	Campus: Epsom	Length: Full-time – 3 years	
Mode of Study	Full-time	<input checked="" type="checkbox"/>	Part-time
Period of Validation	2018/19 – 2021/22		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements ²			
<p>The standard entry requirements* for this course are:</p> <ul style="list-style-type: none"> • 112 UCAS tariff points from accepted qualifications**, or • Pass at Foundation Diploma in Art & Design (Level 3 or 4), or • Distinction, Merit, Merit at BTEC Extended Diploma, or • Merit at UAL Extended Diploma, or • 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject <p>And four GCSE passes at grade A*-C and/or grade 4-9 including English (or Functional Skills English/Key Skills Communication Level 2).</p> <p>Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.</p> <p>If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p> <p><i>* We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results.</i></p> <p><i>**To see the accepted QCF qualifications, visit: http://uca.ac.uk/study/accepted-qualifications/</i></p>			
Overall methods of assessment ³ -	Written	Practical	Coursework:

¹ Regulated by the Higher Education Funding Council for England

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

	exams:	exams:	
Stage 1	0%	23.3%	76.7%
Stage 2	0%	18.3%	81.7%
Stage 3	0%	16.7%	83.3%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Stage 1	37.5%%	62.5%	0%
	450 hours	750 hours	0 hours
Stage 2	25%	52.1%	22.9%
	300 hours	625 hours	275 hours
Stage 3	25%	75%	0%
	300 hours	900 hours	0 hours
General level of staff delivering the course ⁵	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study	English		
Subject/Qualification Benchmark Statement: QAA SBS Business and Management February 2015			
Framework for Higher Education Qualifications (FHEQ)			

The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Year/Stage 1				

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

EMKT4001 Marketing Fundamentals	4	20	Core	NA
EMKT4003 Introduction to Finance & Accounting	4	20	Core	NA
EMKT4002 Project & Operations Management	4	20	Core	NA
EMKT4004 Management and Organisation Behaviour	4	20	Core	NA
EMKT4005 Enterprise Project	4	40	Core	NA
Year/Stage 2				
EMKT5001 E-Business & E-Marketing (Digital Business & Marketing)	5	40	Core	NA
EMKT5003 Entrepreneurship & Creativity	5	20	Core	NA
EMKT5002 Professional Practice & Marketing Placement	5	40	Core	NA
EMKT5004 Global Marketing	5	20	Core	NA
Year/Stage 3				
EMKT6001 Marketing Strategy and Planning	6	20	Core	NA
EMKT6002 Market Research	6	20	Core	NA
EMKT6003 Enterprise Sustainability & Business Ethics	6	20	Core	NA
EMKT6004 Integrated Marketing Project	6	60	Core	NA