

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) MARKETING

PROGRAMME SPECIFICATION 2018/19

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

Section B - Course Overview

Throughout BA (Hons) Marketing you will be exposed to the ever changing world of marketing products, services and businesses to audiences in a dynamic world. The course provides you with an understanding of what marketing means in the 21st century; ranging from through the line media campaigns to digital online social media. As the world changes, methods adopted by marketers need to adapt to stay contemporary and to deploy messages in a world where attention is critical to the success of any business.

The purpose of BA (Hons) Marketing is to prepare and equip students to develop into creative, knowledgeable, entrepreneurial professionals. Through the integration of practice and academic theory, this course will prepare you as the critical and creative marketers that have the understanding and skills needed to deliver innovative marketing strategies and ideas.

- You will create marketing campaigns from concept through to implementation: developing the market research, testing ideas and creating final campaigns.
- You will have a portfolio to show prospective employers/clients in the future.
- There are opportunities to develop online and offline marketing materials - hypothetical and real life scenarios: market a product/service with little budget, and market the same product/service with huge budgets.
- You will also learn about the business of marketing and its role in strategy, financial planning and management, with the ability to consider impact in all areas of a business.

The first year of the course will provide a solid grounding in the understanding of business functions and its operating environment. You will be able to acquire key transferable skills essential to a career as a business professional. We will ensure that you have the correct theoretical underpinning knowledge require to become familiar with the practices of marketing within a wider business context.

The second year's theme is professional practice, where increasingly you will utilise principles of marketing in an operational context. You will critically evaluate and apply theories of digital business, entrepreneurship and creativity in a practical context whilst completing a placement or professional project. This will give you confidence, knowledge and skills to undertake further study at level 6.

The final year has a strategic focus that will allow you to create innovative marketing plans and proposals. You will be able to compose and construct effective methods of communicating marketing concepts. Your final integrated marketing project will showcase how you have developed the knowledge and skills over the 3 years' to pursue a specialised career of your interest.

The course prepares you for further study at postgraduate level and for a wide range of Marketing careers. Within the Business School our graduates pursue careers in all aspects of marketing which include market research, digital communications, social media, brand management, marketing communications.

Section C - Course Aims

A1 To develop your abilities to integrate academic theory and practice and to be able to apply this knowledge and understanding to marketing scenarios.

A2 To enable you to produce innovative and creative marketing solutions and make decisions in a variety of business contexts, nationally and internationally.

A3 To develop your competence, skills and confidence to be intuitive, flexible, creative, innovative and enterprising; to learn, make decisions and deliver innovative marketing strategies and ideas.

A4 To develop you an enquiring, critical and reflective approach to ideas and issues in Marketing.

A5 To enable you to contribute proactively to the main marketing-related professions and to the wider society within which they operate.

A6 To provide you with an embedded practice-based learning experience which will allow you to utilise your marketing knowledge in an organisational setting.

A7 To encourage you to have positive and critical attitude towards change and enterprise, so as to reflect the dynamism of the business environment.

A8 To enable you to develop as independent learner which will give you confidence, knowledge and skills to take responsibility for learning.

A9 To equip you with the professional, life and subject specific skills so as to encourage you to take responsibility for learning and to achieve the ability to manage self study

Section D - Course Outcomes

Upon successful completion of the course students are able to demonstrate:

Knowledge of:

LO1 Critical and contextual understanding of theoretical knowledge of key academic theories and concepts in relation to marketing, as a preparation for employment, self-employment or postgraduate study.

LO2 Markets and customers; the development and operation of markets for resources, goods and service; expectations of customers and equivalent stakeholders.

LO3 Concepts, processes and institutions in the production and marketing of goods and/or services; the management of resources and operations

Understanding through application of:

LO4 Marketing research, and to articulate, communicate and present a marketing strategy and plan to specialists in the creative industries and non-specialist audiences.

LO5 Analysis of the Marketing choices available to businesses and review how Marketing decisions are taken in their economic and cultural context.

LO6 Critical understanding of the creative industry marketing environment in which business professionals operate, and the strategy and planning that would embrace the changes and challenges.

Application of:

LO7 Work effectively in a professional context in group environments and as independent learner.

LO8 Analytical, problem solving and decision making skills relevant to functional areas of Marketing

LO9 Planning, execution and reporting of original work and produce integrated marketing projects

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

This section explains the learning, teaching and assessment approaches, activities and experiences that your programme will offer. It also considers the types of feedback and feedforward you will encounter. Our approach to teaching, learning and assessment seeks to develop the skills and attributes you require when working in a professional business environment, and to be able to demonstrate your professionalism.

The delivery of the BA (Hons) Marketing course utilises a student-centred approach consisting of lecturers, seminars, supported tutorials and independent learning. The course is supported through a series of core interconnected units with the Business School for the Creative Industries. Tutor-led discussion of provided case studies will be used in the seminars and tutorials. Guided learning will be used for Market Research and Integrated Marketing Project with an emphasis, which aims to support students through tasks designed to develop skills and understanding, and to promote communication, responsibility and the appropriate decision-makings. These approaches to the learning process are supported by appropriate resources, including access to business management and marketing research databases, and written materials.

Blended learning is adopted, using a mixture of face-to-face learning with online and independent study. Teaching will consist of a variety of different methods and many scenarios will mirror

practice. MyUCA's virtual learning environment (VLE), will be used to support all units, enabling students to undertake appropriate independent learning. The collaborative teaching and learning practice encourage you to not only develop the abilities of independent learning as thoroughly as possible, but also collaborate with creative practitioners within a professional business context.

The application of key marketing concepts during lectures and workshops are developed further during seminars and self-directed study. Two of the characteristics employers want from you are the "soft skills" acquired through interacting effectively in groups, and the ability to work independently. This profile of teaching and learning strategies therefore prepares you for the world of work by inculcating these transferable skills.

We make every effort to ensure that UCA is an inclusive environment, where explicit consideration is given to the full diversity of our students. We provide an environment which is compliant with the requirements of the Equality Act (2010). Our programme is designed to ensure that all students succeed to their potential, regardless of any protected characteristics (disability, sexuality, religion, gender and/or other socio-cultural identities). Most importantly, we recognise that diversity leads to a richer learning experience for all and the BA (Hons) Marketing programme is going to utilise the nature of the student populations, often comes from a very diversified cultural background, as well as other social economical background. Where required, and where possible, learning and teaching can be adapted to the specific needs of the student, through the adaptation of delivery and teaching materials.

We are committed to integrating sustainability into the curriculum. This is specifically embedded in the BA (Hons) Marketing course, where you can develop the understanding of the sustainability in business enterprises and in the creative industries. Throughout the programme, we encourage you to live and work more sustainably whilst recognising the impact that your decisions, and actions, have on the local, national and global communities to which you belong.

Given the scope of the programme employability is embedded throughout and is linked to every unit. It is a core ethos of the programme and is evidenced in the programme overall philosophical aims, approach to teaching and learning, as well as underpinned by co-curriculum activities, where students will gain transferable skills which are adding values to their future employability and enterprising ventures.

Assessment Strategy

The assessment strategy for the BA (Hons) Marketing is concerned with the student's development through understanding of bodies of knowledge and the application of a range of advanced technical and professional skills in the development of this knowledge. In order to make this relationship clear, learning outcomes are mapped against assessment criteria in each unit descriptor.

The diversity of assessment tasks allows for inclusivity for all students. The assessment criteria is suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignment, presentations, research proposals, business project etc. allows for diversity of assessment methodology.

In order for students to have access to professional working practice, business and industry practitioners are invited as guest speakers, allowing for networking and also allows for live clients and projects.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject

specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives