

## Course Information Form (CIF)

The CIF provides core information to students, staff teams and others on a particular course of study.

| <b>Section 1 - General Course Information</b>   |   |
|---|---|
| <b>Course Title</b>   | Marketing   |
| <b>Qualification</b>  | BA (Hons)   |
| <b>Intermediate Qualification(s)</b>  | Certificate of Higher Education<br>Diploma of Higher Education  |
| <b>Awarding Institution</b>   | University of Bedfordshire  |
| <b>Location of Delivery</b>   | AA  |
| <b>Mode(s) of Study and Duration</b>  | Full-time over Three Years  |
| <b>Core Teaching Pattern</b>  | 1 and 3. October and February (accelerated) start.  |
| <b>FHEQ Level</b>   | 6   |
| <b>Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement</b> | Chartered Institute of Marketing  |
| <b>PSRB Renewal Date</b>  | October 2014  |
| <b>University of Bedfordshire Employability accreditation</b>                         |   |
| <b>Route Code (SITS)</b>  | BAMAR-S   |
| <b>Subject Community</b>  | Advertising, Marketing and Public Relations   |
| <b>UCAS Course Code</b>   | N500  |
| <b>Relevant External Benchmarking</b>   | Marketing does not enjoy a subject-specific benchmark statement, but is allied to the general business and management statement, drafted in 2007. Further details are available by accessing the link below:<br><a href="http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/GeneralBusinessManagement.pdf">http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/GeneralBusinessManagement.pdf</a> |

The course has also been mapped by the Chartered Institute of Marketing (C.I.M.) and enjoys Accredited status; students are entitled to access their graduate gateway. As a graduate you qualify for exemptions from C.I.M. at certificate and diploma levels.

## Section 2 - Published Information

Material in this section will be used on the course web site to promote the course to potential students. The text should be written with this potential audience in mind.

### Course Structure

The Units which make up the course are:

| Unit Code | Level | Credits | Unit Name                                   | Core or option |
|-----------|-------|---------|---|----------------|
| BSS001-1  | 4     | 90      | Business Core                               | Core           |
| MAR010-1  | 4     | 15      | Marketing In Practice                       | Core           |
| MAR011-1  | 4     | 15      | Introduction to Buyer Behaviour             | Core           |
|           | 5     | 15      | Practice Weeks: Career Planning             | Core           |
|           | 5     | 30      | Marketing Communications in the Digital Age | Core           |
|           | 5     | 15      | Project Management                          | Core           |
|           | 5     | 15      | Understanding Consumer Behaviour            | Core           |
|           | 5     | 15      | Interactive and Data-based Marketing        | Core           |
|           | 5     | 15      | Brand Management                            | Core           |
|           | 5     | 15      | Sales and Marketing Management              | Core           |
|           | 6     | 30      | Researching Contemporary Marketing          | Core           |
|           | 6     | 30      | Topical Marketing Practice                  | Core           |
|           | 6     | 15      | Digital Communications Strategy             | Core           |
|           | 6     | 15      | Practice Weeks: The Future You              | Core           |
|           | 6     | 15      | Web Communities and Analytics               | Core           |
|           | 6     | 15      | Marketing in a Global Context               | Core           |

### Why study this course

The Marketing course will allow you to engage with theory and practice, providing you with the necessary skills for employability within marketing companies, marketing agencies and wherever the practice of marketing is integral to an organisation.

### Course Summary – Educational Aims

Marketing is a dynamic subject that is central to all our lives in the 21<sup>st</sup> Century. It represents an engaging and interesting area as it embraces aspects of psychology, consumer behaviour, management, innovation, sociology and popular culture.

Our professionally-accredited degree provides you with up-to-date knowledge of the latest developments in marketing, communications, digitisation and social media, together with the practical skills required by this ever-developing fast-paced industry.

You will have numerous opportunities to engage with real marketing projects and real practitioners, therefore encouraging you to make the links between your studies and practice.

Our innovative approaches to learning start with the Business Core (studied at level 4 / Year 1) in our Business Pods, which have established a reputation for excellent first year undergraduate education.

During level 5 (*year 2*) you will build on level 4 (*year 1*) topics by taking Understanding Consumer Behaviour which enhances the Introduction to Buyer Behaviour unit. You will also study Marketing Communications in the Digital Age and consider how new and innovative media tools such as Facebook can be integrated with traditional media avenues such as television advertising. Other key units include: Brand Management and Interactive and Data-based Marketing.

You will also benefit from an engaging experience at an assessment centre week at level 6. This will replicate the experience you will face as many employers now use assessment centres as part of their selection procedure. In your final year you will extend your experience in tackling contemporary projects for

real companies, as well as study a range of areas such as Topical Marketing Practice, Digital Marketing Strategy, equipping you with all the skills that are required for employability within the marketing industry.

Employers value people who can think rigorously and creatively about problems. They value people who can get things done. On this course, you will bring the thinking and the doing together.

### **Entry requirements**

We will consider you as an individual and take into account all elements of your application, not just your qualifications. We are looking for both breadth and depth in your current studies as well as enthusiasm for the subject you wish to study. The following links provide current information on admissions and how to apply:

<http://www.beds.ac.uk/howtoapply/admissions>

<http://www.beds.ac.uk/howtoapply/admissions/making-your-application>

### **If you are an International Student**

Undergraduate applications (BA) can be made direct to the University or via our representatives in your home country

**You can also find current information at:**

<http://www.beds.ac.uk/international/international-applications/international-entry-requirements>

**or by emailing our International Admissions department at:**

[International-admissions@beds.ac.uk](mailto:International-admissions@beds.ac.uk)

### **PSRB details**

Course has been mapped and accredited by the Chartered Institute of Marketing (C.I.M.):

- As an undergraduate you are entitled to access both C.I.M. and Communications and Advertising Foundation (CAM) courses through their graduate gateway.
- Upon graduation you qualify for exemptions from two (from four) papers, both at Certificate and Diploma level.

### **Graduate Impact Statements**

The course has been designed to develop graduates who are able to:

- Employ creativity within a marketing and marketing communications context, using ideas and techniques at the forefront of marketing theory and practice.
- Apply knowledge in practice to complete marketing audits leading to implementation plans.
- Collaborate effectively with a diverse range of people from various cultures, disciplines and contexts to effectively work with formal and informal teams.
- Propose and implement practical solutions based on sound judgements and selection from a range of possible options.

### **Higher Education Achievement Report - Additional Information**

### **Learning and Teaching**

The marketing course reflects the Business School's commitment to practice based and research informed education. Much of the course adopts a holistic approach that focuses on real projects and integration of

research informed teaching; combining the technical marketing knowledge with skills such as communication, problem-solving and teamwork. This ensures that your experience on the course is as much like a real marketing environment as we can make it, for example:

- The first year in the business core unit you work with students across the business school tackling contemporary projects sourced from commercial partners.
- Practice Weeks: include company visits, talks from marketing practitioners, workshops and personal advice on developing a good CV, an intensive assessment centre exercise and, at the end of your course, activities to prepare for entering the workplace.
- Project Management: you learn through managing a project, where you cover the principles through reading and lectures; other classes help you put the principles into practice and prepare for the practice projects of your final year.
- Final Year Project Unit: You will undertake a specialist individual project addressing a real problem or tasks. There are few formal classes for the projects but you have the advice and support of a tutor available to you each week, as and when you need it.
- You will also benefit from an excellent practice-based unit: Topical Marketing Practice where you will have the opportunity to deliver a real-life response to industry professionals in answer to a genuine 'brief' they have previously received from their clients.

To provide this focus on practice, you will need to do reading and preparation outside class so that you gain maximum benefit from the tutors who will be helping you apply your learning in practical ways. There will be a number of ways in which this happens:

- Seminars: tutors help you clarify your understanding and apply it to a case, an exercise or a topical debate.
- Advice and support for projects: individual or group sessions to have direction and advice.
- Workshops: practical sessions working on projects or task.
- Lectures: to supplement your own reading with a summary and explanation of key points.

### **Developing your employability**

A tiered approach has been designed: in year one, you will benefit from an intensive multi-disciplinary team-work driven environment where a series of tasks and assessments provide a foundation to marketing and business skills. In year two, the practice weeks programme will help you to develop your career goals, aspirations and planning. In your final year in the unit Practice Weeks: The Future You, a practical approach will be enhanced through your participation on an intensive programme featuring an assessment centre and assistance in formulating your personal brand to equip you for the step-change you are about to make as you plan to take your first graduate job or embark on a higher degree programme.

### **Department (s)**

Marketing, Tourism & Hospitality. Please access the link to see staff research and teaching areas:

<http://www.beds.ac.uk/howtoapply/departments/businessschool/our-departments/marketing,-tourism-and-hospitality>

### **Assessment**

To assess the integration of theory and skills into sound practice, we use a range of methods including:

- Reports: you analyse a marketing communications problem and propose solutions.
- Presentations: present proposals as if to your boss, a board or a client.
- Time-limited tasks: you will be given a task which you will need to complete in a set time, such as 48 hours or five days.
- Academic writing: used to demonstrate clear, critical thinking, you might be asked to write an essay or a short summary of a theoretical debate.
- Appraisals: just as in business, you use appraisals to assess your own learning and to set your personal and academic development objectives.
- Projects: where you prepare an analysis, report or presentation which is suitable for the agency

or business partner and a longer piece of work which sets out the “behind the scenes” work which underpinned the output for agency or business.

- Exams: as well as conventional exams using set questions and case studies, exams can be the outcome of a group task. You might work on a large task together and then sit an exam to show your individual learning from the task.

For all assignments you will have access to an assignment brief which clearly sets out what is required and you will be given the criteria which your tutors or agency will use to mark your work, to grade your own work and to grade the work of your fellow students: this is all part of developing your understanding of the assessment standards and what is needed to do well at a task.

You will receive feedback on all your assessments to enable you to improve your learning. It is important that you use this feedback, to enable you to improve your learning and to maximise your grades on future assignments.

### **After Graduation**

The marketing course will enable you to access a varied career path. The mixture of practical and employability skills will enable you to experience marketing and marketing communications and how to employ the traditional marketing and media communications tools with the more contemporary tools such as Facebook, Twitter and Instagram.; will therefore enable you to be potentially employed within:-

Integrated brand communications

Specialist marketing or in-house functions e.g. advertising, Client-side brand management  
Business to Business marketing, Industrial Marketing and for Not for Profit organisations.

#### **Further study:**

Specialist areas of marketing communications e.g. corporate communications, media planning.  
Masters programmes including: MA Marketing, MSc Marketing Communications, and some MBA programmes.

### **Student Support during the course**

We want you to be strong independent learners, taking responsibility for your own success within the world of marketing. To help you do that the Marketing, Tourism and Hospitality department will provide a wide range of support which you can call on to help with academic issues and with personal challenges which can affect any of us at certain times in our lives.

The following links provide access to the University of Bedfordshire’s student support services:

<http://www.beds.ac.uk/studentlife/student-services>

<http://www.beds.ac.uk/studentlife/student-services/academic>

and for international support

<http://www.beds.ac.uk/studentlife/international2>

### **Students with disabilities**

The University of Bedfordshire is committed to supporting applications from students with disabilities, and we do all we can to ensure we are accessible and welcoming to all.

For information on how the University supports students with disabilities and how to access this support, go to the following links:

<http://www.beds.ac.uk/studentlife/student-services/health/disabilities>

<http://www.beds.ac.uk/studentlife/studentsupport/disability-support/disabilities2>

[LRC - Students with Additional Needs](#)

And for information on disability and diversity:

<http://www.beds.ac.uk/studentlife/careers/cvs-and-applications/advice/diversity>

## Assessment Map

| BA (Hons) Marketing |              |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
|---------------------|--------------|-----------------------|--------------------------|---------------------------------|---|--------------------|----------------------------------|------------------------------------|------------------|------------------------------|------------------------------------|----------------------------|---------------------------------|--------------------------------|-------------------------------|-------------------------------|
| UNIT NAME           | LEVEL 4      |                       |                          | LEVEL 5                         |   |                    |                                  |                                    |                  |                              | LEVEL 6                            |                            |                                 |                                |                               |                               |
|                     | Business Pod | Marketing in Practice | Intro to Buyer Behaviour | Practice Weeks: Career Planning | Marketing Communications in the Digital Age | Project Management | Understanding Consumer Behaviour | Interactive & Data-based Marketing | Brand Management | Sales & Marketing Management | Researching Contemporary Marketing | Topical Marketing Practice | Digital Communications Strategy | Practice Weeks: The Future You | Web Communities and Analytics | Marketing in a Global Context |
| UNIT CODE           | BSS001-1     | MAR010-1              | MAR011-1                 | TBC                             | TBC   | TBC                | TBC                              | TBC                                | TBC              | TBC                          | TBC                                | TBC                        | TBC                             | TBC                            | TBC                           | TBC                           |
| WEEK                |              |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 1                   |              |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 2                   | X            |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 3                   |              |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            | X                               |                                |                               |                               |
| 4                   |              |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 5                   |              |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 6                   |              |                       |                          |                                 |   |                    |                                  |                                    | X                |                              |                                    |                            |                                 |                                |                               |                               |
| 7                   | X            |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               | X                             |
| 8                   |              | X                     |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 9                   | X            |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    | X                          |                                 |                                |                               |                               |
| 10                  | X            |                       |                          |                                 | X   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 11                  |              | X                     |                          |                                 |   |                    |                                  |                                    |                  | X                            |                                    |                            |                                 |                                |                               |                               |
| 12                  |              |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 13                  | X            |                       |                          |                                 |   |                    |                                  |                                    | X                |                              |                                    |                            |                                 |                                |                               |                               |
| 14                  |              |                       |                          |                                 |   |                    |                                  |                                    |                  |                              | X                                  |                            |                                 |                                |                               | X                             |
| 15                  | X            |                       |                          |                                 | X   |                    |                                  |                                    |                  |                              |                                    | X                          |                                 |                                |                               |                               |
| 16                  | X            |                       |                          | X                               |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 17                  |              |                       | X                        |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 18                  | X            |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 19                  | X            |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 20                  |              |                       | X                        |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 21                  |              |                       |                          |                                 |   |                    | X                                | X                                  |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 22                  |              |                       |                          | X                               |   | X                  |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 23                  | X            |                       |                          |                                 |   | X                  |                                  |                                    |                  |                              |                                    |                            |                                 |                                | X                             |                               |
| 24                  | X            |                       |                          |                                 |   |                    |                                  |                                    | X                |                              |                                    |                            |                                 |                                |                               |                               |
| 25                  | X            |                       |                          |                                 |   |                    |                                  |                                    |                  | X                            |                                    |                            | X                               |                                |                               |                               |
| 26                  | X            |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 27                  |              |                       |                          |                                 |   |                    |                                  |                                    |                  |                              |                                    |                            |                                 |                                |                               |                               |
| 28                  |              |                       |                          |                                 |   |                    |                                  |                                    |                  |                              | X                                  |                            |                                 |                                |                               |                               |
| 29                  |              |                       |                          |                                 |   |                    | X                                |                                    | X                |                              |                                    |                            |                                 |                                | X                             |                               |
| 30                  |              |                       |                          |                                 |   | X                  |                                  | X                                  |                  |                              |                                    |                            |                                 |                                |                               |                               |

### **Section 3 - Academic Information**

This section will be used as part of the approval and review process and peer academics are the target audience.

#### **Course Learning Outcomes**

On graduating with an honours degree in Marketing you will be able to:

LO1: Demonstrate a wide understanding of the concepts and characteristics of marketing, the detailed relationships between these and their application and importance in an integrated framework.

LO2: Consistently demonstrate a command of marketing skills including application of knowledge, as well as a proficiency in intellectual skills.

LO3: Critically investigate a situation collecting and evaluating information, sourcing and analysing data in order to assess options and make recommendations.

LO4: Develop and apply your own perspective to your course, managing complexity; uncertainty and to demonstrate critical evaluation to propose alternative solutions in a wide range of situations.

LO5: Demonstrate a clear sense of 'a personal, career-related brand' based on learner-owned self-development planning which is stimulated by employability-focused course content and learning strategies.

LO6: Demonstrate high levels of written and oral competency in a wide variety of tasks and contexts consistent with the essential informative and persuasive nature of integrated marketing communications.

#### **Course-specific regulations**

No restrictive or specific regulations exist, but the collection of units offered on this course have been mapped and accredited by the Chartered Institute of Marketing (C.I.M). This entitles you as an undergraduate to access their graduate gateway; and as a graduate receive exemptions from their professional level qualifications, at both certificate and diploma level.

#### **Teaching, Learning and Assessment**

The marketing course was designed with a key focus on practice based education, research informed teaching and employability. We have focused on these issues and designed assessments that will be augmented by practice weeks where students will engage with business partners and be encouraged to address live briefs that provided by our business partners. We have designed the course to enable students to build on knowledge and practice based experience in an iterative and incremental manner. An example is Introduction to Buyer Behaviour at level 4 and Understanding Consumer Behaviour studied at level 5.

Key themes have been incorporated in partnership with the Chartered Institute of Marketing (C.I.M.). These encompass customer centricity; customer experience management; digital and social media and strategic insight. Assessments have been constructed to support these themes and they increase in intensity as you progress to the next level and then in the final year.

Skills and knowledge are tested through key practice units such as Topical Marketing Practice, where students' develop the skills, knowledge and confidence to present to agency and researching contemporary marketing communications; undertake independent research in addressing a current marketing communications issue. Our teaching, learning and assessment strategy also focuses on developing key skills such as team working, communications, learning to listen, information literacy, research and evaluation skills, as well as creativity and critical thinking. Again these are skills that will be built over levels 4, 5 and 6 incrementally through seminar tasks and assessments.

|   |
|---|
|   |
| <b>Additional Academic Information</b>  |
| <p><b>Peer-assisted learning (PAL)</b></p> <p>Through the Business Core (BSS-001-1) unit</p>  |
| <p><b>Initial Assessment</b></p> <p>Within the Business Core (BSS-001-1) unit</p>   |
| <p><b>Improving students' learning</b></p> <p>In order to ensure that you have a positive learning experience you will be encouraged to engage in a range of lectures, workshops and tutorials, as well as a range of assessments such as portfolios, reports, reflective think pieces and research projects, to ensure that you accumulate all the skills necessary to engage efficiently within the world of marketing. What's more not only will it be necessary for you to engage in independent learning through the learning resources centre, but also engage in the guided learning materials that we provide for you. For example within Marketing Communications in the Digital Age (level 5) you will be required to build a portfolio over the course of the semester and demonstrate the skills that you have learnt as you go along and then finally you will have to put together a report and new media plan.</p> |
| <p><b>Academic Integrity</b></p> <p>As a part of your Marketing course it is imperative that you also develop skills such as how to write academically, how to reference, how to avoid plagiarism and how to construct key professional pieces of work such as reports. You will learn how to do this from the beginning through the Business Core unit at level 4, through to Understanding Consumer Behaviour at level 5 and within your final year project in the form of Researching Contemporary Marketing. It is imperative you learn how to write academically and professionally in preparation for employability and to be effective as you take higher level academic and professional programmes.</p>  |
| <p><b>HEAR implementation</b></p>   |
| <p><b>Internationalisation</b></p> <p>Within your Marketing course you will study a wide array of topics that will take an international and global perspective, for example within Marketing Communications in the Digital Age you will look at a wide array of national, international and global brands, with the focus being on how they are communicated to their key audiences differently. You will also cover the impact of globalisation and how consumer behaviour has evolved within Understanding Consumer Behaviour.</p>   |
| <p><b>Sustainability</b></p>  |

**Section 4 - Administrative Information**

This section will be used as part of the approval and review process and peer academics are the target audience.

|   |   |
|---|---|
| <b>Faculty</b>  | <b>Business School</b>                    |
| <b>Portfolio</b>  | <b>Undergraduate Marketing</b>            |
| <b>Department/School/Division</b>   | <b>Marketing, Tourism and Hospitality</b> |
| <b>Course Coordinator</b>   | <b>Guy Parrott</b>                        |
| <b>Version Number</b>   | <b>2/2014</b>                             |
| <b>Approved by (cf Quality Handbook ch.2)</b>                                   |   |
| <b>Date of approval (dd/mm/yyyy)</b>  |   |
| <b>Implementation start-date of this version (plus any identified end-date)</b> |   |

Form completed by:

Name: Guy Parrott / Neville Hunt

Date: 14<sup>th</sup> July 2014

Authorisation on behalf of the Faculty Teaching Quality and Standards Committee (FTQSC)

Chair: .....

Date: .....

| <b>Course Updates</b>    |                              |                          |
|--------------------------|------------------------------|--------------------------|
| <b>Date (dd/mm/yyyy)</b> | <b>Nature of Update</b>      | <b>FTQSC Minute Ref:</b> |
| 21/09/2017               | Amended to include Feb start |                          |
|                          |                              |                          |
|                          |                              |                          |
|                          |                              |                          |