

Course Information Form

This Course Information Form provides the definitive record of the designated course

General Course Information

Course Title	Communication and Reputation Management (with Professional Practice Year) (with Foundation Year)
Qualification	BSc (Hons)
FHEQ Level	6
Intermediate Qualification(s)	
Awarding Institution	University of Bedfordshire
Location of Delivery	On Campus
Mode(s) of Study and Duration	Full-time over 3 years With Professional Practice Year over 4 years With Foundation Year over 4 years
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	Chartered Institute of Public Relations
UCAS Course Code	N560
External Benchmarking	<p>Marketing does not enjoy a subject-specific benchmark statement, but is aligned to the general business and management statement of UK Quality Code for Higher Education. Further details are available by accessing QAA subject benchmarks statements: business and management (2015) the link below:</p> <p>QAA subject benchmarks statements: business and management (2015) available at: www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf</p> <p>FHEQ Descriptor for a higher education qualification (level 6) available at: http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf</p> <p>The course has also been mapped by the Chartered Institute of Marketing (CIM) and has an accredited status; students are entitled to access their Graduate Gateway. As a graduate you qualify for exemptions from CIM courses at certificate and diploma levels.</p>
Entry Month(s)	September and February Students starting in February will be taught through the

	summer (Semester three), allowing them to progress to the 2 nd year in September.
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Why study this course

BSc Communication and Reputation Management is an academic course grounded firmly in business practice. In your first year you study alongside other business students working on practical business problems and are introduced to the foundation level of Marketing Communications. At higher levels your study becomes more focused, especially on employment related transferable skills.

At the conclusion of this course you will be a career-ready pre-professional, ready to start work in the marketing communications industry

You will have acquired not just knowledge and understanding of marketing communications methods, such as digital strategy and account and media planning, but also the ability to apply your studies to practical examples and the critical skills necessary to keep learning in the changing professional environment.

Educational Aims

Your Communication and Reputation Management course at the University of Bedfordshire is unique in that we employ a range of pedagogic techniques to build on a general business education at foundation level, focusing more on communication at level four building to employability skills at level six. Throughout there is a mix of theoretical grounding and the application of skills to practical problem solving.

Course Structure

The Units which make up the course (including the Professional Practice Year as applicable) are:

Unit Code	Level	Credits	Unit Name	Core or option
NEW	4	30	Business Practice Explored	Core
MAR001-1	4	15	Principles of Marketing	Core
NEW	4	15	Experiential Marketing	Core
NEW	4	30	Using Data to Build Business Practice	Core
NEW	4	15	Consumer Behaviour	Core
NEW	4	15	Introduction to Digital Marketing and Analytics	Core
MAR021-2	5	30	Marketing Communications in the Digital Age	Core
NEW	5	15	Account and Media Planning	Core
NEW	5	15	Corporate Communications	Core
NEW	5	30	Reputation and Brand	Core
MAR009-2	5	15	Public Relations and the Media Interface	Core
MAR016-2	5	15	Brand Management	Core

NEW			Professional Practice Year	Option
NEW	6	30	Marketing Communications Practice	Core
NEW	6	15	Preparation for the Specialist Research Project	Core
NEW	6	15	Public Affairs	Core
NEW	6	30	Specialist Research Project	Core
MAR013-3	6	15	Digital Communications Strategy	Core
MAR015-3	6	15	Public Relations Ethics and CSR	Core

Course-Specific Regulations

No restrictive or specific regulations exist. However, the units offered on this course have been mapped and are expected to be accredited by the Chartered Institute of Public Relations. This entitles you as an undergraduate to become a student member and progress rapidly to full membership with professional experience. It also means that as a student you are bound by CIPR's Code of Ethics.

Additional Course Costs

An optional field trip at each level which will enhance the student's learning experience around practice; Field trips integrated in two units – one at Level 5 and another at Level 6.

Level 5: Marketing Communications in a Digital Age (e.g. Google, London)

Level 6: Digital Communications Strategy: possibly digital agency.

Entry requirements

Standard UCAS entry requirement of 96-120 points apply to this course. 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 (BSc) 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

Graduate Impact Statements

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

1. Apply knowledge of communication and reputation to practical business situations including by developing and implementing communications plans.
2. Work in teams with other professionals to implement communications goals in a fast-paced and rapidly changing professional environment.
3. Can develop creative concepts for communications and reputation programmes individually and in cross-disciplinary teams.

Course Learning Outcomes

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

LO1: Demonstrate a wide knowledge and understanding of the concepts and characteristics of public relations within the context of the broad range of business, business communications and management, the detailed relationships between these and their application and importance in an integrated framework.

LO2: Develop and apply your own perspective to your study, managing complexity, uncertainty and to demonstrate critical evaluation to propose alternative solutions in a wide range of situations by integrating theory and practice.

LO3: Consistently demonstrate the ability to evolve and adapt to rapidly changing communications, media and management environments.

LO4: Synthesise your personal understanding of the practice of communication and reputation management, whilst considering the wider influences within a global context and being guided by ethical issues.

LO5: Be effective in critically interpreting a knowledge and understanding of the broad range of areas of business and management and the relationships between these, their application and their importance a framework of multiple publics, including marketing, public affairs, investor relations..

LO6: Demonstrate consistently a command of theoretical knowledge and practical skills in communications strategy and planning and in their essential concepts and processes – the organisational offering, messages, media (including digital), publics and stakeholders (including, but not limited to, marketing publics), reputation and goodwill.

LO7: 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.

PSRB details

The course has been mapped against the requirements of the Chartered Institute of Public Relations (CIPR) and is expected to be accredited by CIPR. Upon accreditation, students will be student members of CIPR and able to progress rapidly, with professional practice experience, to full membership. As a student member you are bound by CIPR's Code of Ethics.

Learning and Teaching

The nature of your learning and teaching experience changes as you move through the foundation, practical and strategic phases of your course, but at all levels involves teaching by a faculty which mixes practical professional experience with rigorous academic research.

As you progress through the course you will increasingly be asked to apply theories and models to practical case studies and then to reflect on what you have learned from this application of theory to practice.

This approach to study equips you to join the workforce not only as a career-ready professional but as someone equipped for life-long learning. You will be able use this skills to develop marketing communications strategies for products which have not yet been invented that will be sold using channels and media which do not yet exist.

This course will use various learning approaches, most importantly, the blended learning approach combining face-to-face interactions with online collaborative activities. The balance between classroom activities and digitally enabled activities provides flexibility and would enable you to develop self-directed learning skills and digital literacies. Outside the classroom, you are expected to actively engage in guided and independent learning according to the summary of learning hours indicated for each unit on the course.

In addition, you will be helped in your studies by a mentoring scheme called PAL – Peer Assisted Learning – in which students from years above you will provide some guidance in study techniques. Volunteering to be a PAL leader yourself is a good way of embedding your skills into your everyday practice of marketing communications.

Assessment

In line with the Business School's commitment to practice based education and research informed teaching most of your assessments will focus on the demonstration of these two key areas as they are pivotal to your success within the advertising and marketing communications industry. We will want to see that you understand the theory and have developed critical thinking skills which help you evaluate the relevance of what you have learned. All of this comes together in being able to demonstrate rigorous marketing practice for a business, agency or organisation.

The assessment strategy supports the course's focus on being an independent learner and employability. Your subject knowledge and key skills such as team work, communication, information literacy, research and evaluation, creativity and critical thinking are tested throughout the course using various relevant assessments to meet the learning outcomes as well as your different learning styles. The key subject themes increase in intensity as you progress to the next level and then to the final year, allowing you to build on previous knowledge. The assessments are therefore designed to support you to work both in a team and independently. The assessments reflects incremental learning as well as focus on being a confident independent learner by providing more group work opportunities at the start of your course to build your team skills and engagement, and progresses to more individual and guided assessments to challenge you academically and professionally. The variations of assessments you will engage with ensures that you accumulate all the skills necessary to interact efficiently within the world of marketing.

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

Reports: you analyse an advertising and marketing communications problem and propose solutions.

Presentations: present proposals as if to your boss, a board or a client.

Time-limited tasks: on a set day, 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: these are assessed in a number of ways depending on the task defined by our external industry contacts. Typically, you will need to 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. It is in the longer work that we expect to see explicitly your application of theory and critical thinking which underpin good marketing practice. You will usually also prepare a project review.

Project reviews: you analyse and evaluate the way you worked on a project and set out how you would work more effectively on a similar task in future.

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 assessments, you will have an assignment brief which clearly sets out requirements and the criteria for grading your work; this develops 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 accordingly to maximise your performance on future assignments and to buttress your learning.

Assessment Map

Unit Code	C/O	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Business Practice Explored	C					CW-RW							CW-PORT		
Using Data to Build Business Practice	C					CW-Data							WR-I		
Experiential Marketing	C							WR-I						WR-I	
Introduction to Digital Marketing and Analytics	C						IT								CW-CS
Consumer Behaviour	C							CW-ePort						Ex-OT	
Principles of Marketing	C													CW-Port	
Reputation and Brand	C					OR-PR						EX-IC			
Marketing Communications in the Digital Age	C					CW								CW-port	
Account and Media Planning	C							EX-PT					CW-Port		
Corporate Communications	C						CW-Es							CW-RE	
Brand Management	C						EX-PT							WR-I	
PR and the Media Interface	C						WR-I								CW-Port
Preparation for the Specialist Project	C						EX-PT							WR-I	
Marketing Communications Practice	C								PR-Oral/CW/RW						EX-OT
Specialist Research Project	C					WR-I									PJ-Diss
Public Affairs	C									CW-Ess					WR-I
Digital Communications Strategy	C							WR-I						EX-CS	
PR Ethics and CSR	C						CW-Ess					PR-Oral/RE			

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 Careers in Practice unit will help you to develop your career goals, aspirations and planning. In your final year in the unit Continuing Professional Development, 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.

Accessibility to professional networks made available by student membership of CIPR.

Students studying the BSc Communication and Reputation Management (with Professional Practice year) have the opportunity to further increase their employability and gain essential work experience and commercial awareness. The placement is also a great way to build up a network of contacts within a chosen industry.

After Graduation

You will have the skills to apply your knowledge to practical situations and to keep learning as the professional environment continues to change.

Communications and Reputation Management apply not only in the commercial field, but in public sector and NGO fields as well. :-

Career:

- Public relations, including media relations, digital, internal communications, public affairs, and investor relations
- Specialist agency or in-house functions for organisations in all sectors

Further study:

- Specialist areas of marketing communications e.g. corporate communications, media planning. Masters programmes e.g. MSc Marketing, MSc Digital Marketing, and some MBA programmes.

Additional Information

You will be helped in your studies by a mentoring scheme called PAL – Peer Assisted Learning – in which students from years above you will provide some guidance in study techniques. Volunteering to be a PAL leader yourself is a good way of embedding your skills into your everyday practice of marketing communications.

This course has both September and February start dates.

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 Business Systems and Operations 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.

We adopt a business-style approach to supporting your academic development and want you to be a strong independent learner, taking responsibility for your own success within the world of marketing.

To help you do that the Business Systems & Operations 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>

In addition, a range of services are available to you as a student on this course in addition to information in your course handbook:

Library Services (<http://lrweb.beds.ac.uk>) and the Student Information Desk (<http://www.beds.ac.uk/studentlife/student-support/sid>) will usually be your first point of reference and two of the places you will visit most often. For an overview of those services, including Health and Well Being as well as Career Services please visit: <http://www.beds.ac.uk/studentlife/student-support>.

A Personal Academic Tutor (PAT) will be allocated to you. Your PAT will be your coach during your studies. You will receive help in learning and in becoming more self-aware.

BREO: Bedfordshire Resources for Education Online (BREO) includes the University's virtual learning environment (Blackboard) and a range of other technologies. Through BREO you will have access to a range of materials and resources to help and support you in each of the units you study and it is important that you access BREO regularly to find out about any changes.

Professional Academic Development (PAD): It is not unusual to need some extra advice and guidance on developing your academic skills. The University has a specialist support area- Professional Academic Development (PAD) who can help and support you in a range of areas including:

- The quality of your written assignments
- Your understanding of mathematical or statistical concepts
- Your organisational skills and how you approach studying
- Your time management and prioritising
- The strategies you use when reading
- Your language skills
- Aspects of your IT skills
- How you prepare for exams

There is no cost for PAD's services. If you feel that you would benefit from some additional help with your studies then do contact them. You can visit their web site at <http://lrweb.beds.ac.uk/pad> to find out the dates of workshops on a range of topics or to book one-to-one appointments. You will also find a Professional Academic Development link on your home page within BREO which provides access to a range of additional on-line resources.

Course-specific support includes the following:

Your Course Coordinator will be there to advise you on:

- Specific information regarding your Course, particular Units, options, regulations, etc.
- Accuracy of your results
- Obligations regarding re-assessment and repeats
- Materials including the Course Handbook, and Induction information.

You will have an induction during your first week where all relevant information regarding this course will be presented and you will have an opportunity to meet your Course Coordinator, and a number of your tutors.

English Language Support through the Language Centre with daily drop in service and free language classes.

- **Course Equality Impact Assessment**

Question	Y/N	Anticipatory adjustments/actions
The promotion of the course is open and inclusive in terms of language, images and location?	y	
Are there any aspects of the curriculum that might present difficulties for disabled students? For example, skills and practical tests, use of equipment, use of e-learning, placements, field trips etc.	y	There is a typical level of e-learning and use of computer equipment. Individual adjustments can be made with alternative assessment procedures if necessary.
Are there any elements of the content of the course that might have an adverse impact on any of the other groups with protected characteristics ¹ ?	n	
If the admission process involves interviews, performances or portfolios indicate how you demonstrate fairness and avoid practices that could lead to unlawful discrimination?	n/a	
Confirm that you have considered that the course learning outcomes and Graduate Impact Statements are framed in a non-discriminatory way.	y	
Confirm that the course handbook makes appropriate reference to the support of disabled students.	y	

¹ Age, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion and belief, Sex, Sexual orientation

Administrative Information – Faculty completion	
Faculty	UBBS
Portfolio	Marketing
Department/School	International Business, Marketing, and Tourism
Course Coordinator	
Semester pattern of operation	October (Trimester 1), February (Trimester 2), June (Trimester 3)
PSRB renewal date (where recognised)	31st December 2016
Version number	01/2018
Approved by (c.f. Quality Handbook ch.2)	Periodic Review Panel
Date of approval (dd/mm/yyyy)	16/11/2017
Implementation start-date of this version (plus any identified end-date)	September 2018
Study model type if not on-campus	

	Name	Date
Form completed by	Dr Alia El Banna	09-02-2018
Signature of Chair of Faculty TQSC		

Course Updates – ensure that the revised CIF is given a new version number each time a change is made		
Date	Nature of Update	FTQSC Minute Ref:
09-02-2018	CIF updated to latest template for purposes of periodic review	

Administrative Information – Academic Registry completion	
Route code (post approval)	
JACS / HECoS code (KIS)	
SLC code (post approval)	
Qualification aim (based on HESA coding framework)	



Annexes to the Course Information Form

*These annexes will be used as part of the approval and review process and **peer academics** are the target audience.*

General course information

Course Title	<i>Communication and Reputation Management</i>
Qualification	<i>BSc (Hons)</i>
Route Code (SITS)	<i>BSCRMAAF+BSCOPAAF+BSCOFAAF</i>
Faculty	<i>Business School</i>
Department/School/Division	<i>International Business, Marketing, and Tourism</i>
Version Number	<i>01/2018</i>

Annex A: Course mapping of unit learning outcomes to course learning outcomes

Unit code	BSS 001-1	BSS0 02-1	MAR0 10-1	MAR0 11-1	MAR0 23-2	MAR0 23-3	MAR0 21-2	BS S TB C	MAR0 16-2	CIP	New Code (MAR0 11-3)	MAR0 18-2	MAR0 17-3
Level	4	4	4	4	4	4	5	5	5	5	5	5	6
Credits	30	30	15	15	15	15	30	30	15	15	15	15	30
Core or option	C	C	C	C	C	C	C	C	C	C	C	C	C
Course Learning Outcome (number)	<i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>												
1	LO1		LO1	LO1			LO1				LO1		
2		LO2				LO2		LO2		LO1			
3	LO2		LO2			LO1	LO2		LO1				
4												LO1	
5				LO2	LO2			LO1					LO1
6		LO1			LO1				LO2		LO2	LO2	LO2
7										LO2			

Annex B: Named exit or target intermediate qualifications

This annex should be used when Schools wish to offer intermediate qualifications which sit under the main course qualification as named exit or target awards, rather than unnamed exit/default awards.

Section 1: General course information

Intermediate Qualification(s) and titles	<p>Specify the intermediate qualifications which are named exit or target qualifications (award types) AND what the qualification titles will be, as stated in the course information section of the associated CIF</p> <p><i>It is not necessary for the intermediate qualifications to have the same titles as the overall award, but the title must reflect the units taken to achieve it.</i></p>
Mode(s) of Study and Duration	<p>Indicate whether each intermediate qualification will be offered full time, part time or both, and the standard amount of time a student will take to complete each target qualification.</p>
Type of Intermediate Qualification(s)	<p>State whether the intermediate qualifications are named exit and/or target awards.</p> <p><i>Students register for target awards at the commencement of their study. Named exit awards provide an opportunity to gain a named qualification when a student fails to complete the main qualification for which they were registered or because they do not achieve the requirements of their original main qualification.</i></p>
Route Code(s) (SITS) of Intermediate Qualification(s)	

Section 2: Qualification unit diet

One table to be used for each intermediate qualification

Confirmation of unit diet for:	<i>Insert intermediate qualification and title</i>	
The units to achieve the credits required may be taken from any on the overall diet for the main course qualification		<input type="checkbox"/>
A combination of units from a restricted list must be taken to achieve the credits required (specify the list below)		<input type="checkbox"/>
A specific set of units must be taken to achieve the credits required (specify units below)		<input type="checkbox"/>

List of units (if applicable):-

List of units (if applicable):-

Annex C: Course mapping to FHEQ level descriptor, subject benchmark(s) and professional body or other external reference points

One set of mapping tables to be produced for the course and each named intermediate qualification

Course (or intermediate) qualification and title											
FHEQ Descriptor for a higher education qualification	(Level 6, Marketing)	Course Learning Outcome(s)									
		1	2	3	4	5	6	7	8	9	

	A systematic understanding of key aspects of their field of study, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline	✓			✓	✓				
a discipline	An ability to deploy accurately established techniques of analysis and enquiry within		✓		✓	✓				
	conceptual understanding that enables the student: - to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline - to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline		✓	✓		✓				
	An appreciation of the uncertainty, ambiguity and limits of knowledge				✓	✓				
	The ability to manage their own learning and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline).			✓	✓	✓				
	Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects			✓	✓	✓				
	Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem			✓	✓	✓				
non-specialist audiences.	Communicate information, ideas, problems and solutions to both specialist and		✓	✓		✓				
nature.	The qualities and transferable skills necessary for employment requiring: - the exercise of initiative and personal responsibility - decision-making in complex and unpredictable contexts - the learning ability needed to undertake appropriate further training of a professional or equivalent nature.	✓				✓	✓			

Subject Benchmark Statement(s)	<i>Subject Benchmark Statement UK Quality Code for Higher Education Part A: Setting and maintaining academic standards Business and Management February 2015</i>	Evidence and/or Course Learning Outcome(s) <i>How the course takes account of relevant subject benchmark statements</i>
3.1 There is an expectation that degree programmes covered by this Subject Benchmark Statement should provide a broad, analytical and highly integrated study of business and management.		Learning outcomes 1, 6 and 7
3.2 Graduates should be able to demonstrate relevant knowledge and understanding of organisations, the business environment in which they operate and their management. Programmes emphasise understanding, responding and shaping the dynamic and changing nature of business and the consideration of the future of organisations within the global business environment, including the management of risk.		Learning outcomes 1, 3 and 6.
3.3 The interrelationships among and the integration between these areas are very important within the overall student learning experience, and should be demonstrated in the capabilities of successful graduates from all modes of delivery.		Learning outcomes 1, 5 and 6.
3.4 Organisations: this encompasses the internal aspects, functions and processes of organisations including their diverse nature, purposes, structures, size/scale, governance, operations and management, together with the individual and corporate behaviours and cultures which exist within and between different organisations and their influence upon the external environment.		Learning outcomes 1, 3, 4, 5 and 6.
3.5 The business environment: this encompasses the fast pace of change within a wide range of factors, including economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological, together with their effects at local, national		Learning outcomes 2, 3 and 4.

and global levels upon the strategy, behaviour, management and sustainability of organisations.	
3.6 Management: this encompasses the various processes, procedures and practices for effective management of organisations. It includes theories, models, frameworks, tasks and roles of management, including the management of people and corporate social responsibility, together with rational analysis and other processes of decision making within different organisations.	Learning outcomes 1, 5 and 6.
3.8 Business and management degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates.	Learning outcomes 6 and 7.
3.9 Graduates should be able to demonstrate a range of cognitive and intellectual skills together with competencies specific to business and management. Graduates should also be able to demonstrate relevant personal and interpersonal skills. These include both subject-specific and generic skills.	Learning outcomes 6 and 7.

The format of the following mapping tables may be adjusted.

Qualification Characteristic	<i>(insert title and year where appropriate)</i>	Evidence <i>How the course takes account of relevant qualification characteristics documents</i>

Professional body or other external reference points	Chartered Institute of Marketing (CIM) (Level 4 and 6 Marketing)	Evidence <i>How the course takes account of Professional body or other external reference points</i>
The PR Units on this course are recognised by the Chartered Institute of Public Relations		Reputation and Brand, PR & Media Interface, Public Affairs
CIM Level 4 learning outcomes		
The Marketing Concept: Understand the role and function of marketing		Principles of Marketing (LO1); Experiential Marketing (LO1,LO2)
The Marketing Concept: Understand what influences customer behaviour		Consumer Behaviour(LO1)
Analysis and Insight: Identify factors and trends in the marketing environment and how they affect marketing planning		Brand Management (LO1, LO2)
Analysis and Insight: Identify options for gathering relevant market information		Consumer Behaviour(LO2); ; Introduction to Digital Marketing and Analytics(LO1)
Marketing Mix: Know the elements of the marketing mix		Principles of Marketing (LO2)
Marketing Mix: Apply and adapt the marketing mix to satisfy customer needs		Introduction to Digital Marketing and Analytics(LO2)
CIM Level 6 learning outcomes		
Analysis and Insight: Understand how to analyse an organisation's current and future external environment		PR Ethics and CSR(LO1,LO2); Account & Media Planning (LO1, LO2)
Analysis and Insight: Understand how to analyse an organisation's current and future internal environment		Corporate Communications (LO1, LO2)
Planning: Analyse relevant information to recommend and inform strategic decision making		Marketing Communications Practice (LO1); Specialist Research Project (LO1,LO2); PR Ethics and CSR(LO1,LO2); Marketing Communications in the Digital Age(LO1)
Planning: Develop a strategic marketing plan to realise organisational objectives		Marketing Communications Practice (LO2); Account & Media Planning (LO1, LO2);
Implementation and Control: Manage resources to deliver the strategic marketing plan		Marketing in a Global Context(LO2); Marketing Communications in the Digital Age(LO2);

Annex D: Diet Template

Course Title:	BSc (Hons) Communication and Reputation Management		
Route Code:		Mode: e.g. Full Time	
Length of course:	3 years	4 years (PPY)	4 years (FY)

Please note a separate diet sheet is needed for each location of delivery (i.e. Luton, Bedford, partner location), each start date (i.e. October, February), each course length (i.e. 12 month, 15 month) & each attendance mode (i.e. Full Time).

Location of delivery (please tick):

Luton AA	X	
Bedford AB		
Milton Keynes AD		
Other (please state)		

Delivery pattern - please highlight all applicable start months, if other please state):

A list of valid codes can be found	<u>Semesterised</u>	OCT	FEB	JUN	Exception.....			available period on the intranet at	
	<u>PG Block delivery (intake months ONLY)</u>	BLK1 OCT	BLK2 NOV	BLK3 FEB	BLK4 APR	BLK5 JUN	BLK6 AUG		
	<u>Yearlong delivery</u>	OCT (TY)	FEB (FY)						
	<u>Other (outside of agreed patterns)²</u>								

<https://in.beds.ac.uk/registry/student-records/srs-training-and-development/sits>. Please refer to this when completing the diet sheet below. If

² Where you are proposing a teaching pattern outside of the University agreed patterns, you should provide a mapping document for the course against the University standard patterns of assessment points, exam boards, terms dates and breaks

your diets differ year to year e.g. SET A, SET B, please indicate clearly the academic year and set applicable.

If your diet includes units which have not yet been assigned codes, please ensure this is clear by using NEW in the unit code column, followed by the correct prefix to be used e.g. ASS. Student Records will then assign a new unit code. **Please note that a change in the credit value of an existing unit will require a new unit code to be created.**

Course title: BSc Communication and Reputation Management

ROUTE CODE: tbc

MODE: F/T

Location: Luton

Start: _____ October _____

Units for Year 1 for Academic Year 2018/19

Unit Code	Unit Name	Unit Location	Core/ Option	Period of study	Credits
October start					
Tbc BSS	Business Practice Explored	Luton	C	Sem 1	30
tbc	Principles of Marketing	Luton	C	Sem 1	15
tbc	Experiential Marketing	Luton	C	Sem 1	15
Tbc BSS	Using Data to Build Business Practice	Luton	C	Sem 2	30
tbc	Consumer Behaviour	Luton	C	Sem 2	15
tbc	Introduction to Digital Marketing and Analytics	Luton	C	Sem 2	15

Units for Year 2 for Academic Year 2019/20

Unit Code	Unit Name	Unit Location	Core/ Option *	Period of study	Credits
MAR021-2	Marketing Communications in the Digital Age	Luton	C	Sem 1	30
tbc	Account and Media Planning	Luton	C	Sem 1	15
Tbc	Corporate Communications	Luton	C	Sem 1	15
Tbc BSS	Reputation and Brand	Luton	C	Sem 2	30
MAR009-2	Public Relations and the Media Interface	Luton	C	Sem 2	15
MAR016-2	Brand Management	Luton	C	Sem 2	15

Units for for Academic Year ...20/21 (Professional Practice Year where appropriate)

Unit Code	Unit Name	Unit Location	Core/ Option*	Period of study	Credits
	Professional Practice Year	Luton	C	TY	0

Units for Year 3 for Academic Year 20/21 or Year 4 for Academic Year 2021/22

Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credits
tbc	Marketing Communications Practice	Luton	C	Sem 1	30
Tbc bespoke	Preparation for the Specialist Research Project	Luton	C	Sem 1	15
Tbc	Public Affairs	Luton	C	Sem 1	15
Tbc bespoke	Specialist Research Project	Luton	C	Sem 2	30
MAR013-3	Digital Communications Strategy	Luton	C	Sem 2	15
tbc	Public Relations Ethics and CSR	Luton	C	Sem 2	15

Please add additional years on a separate page in the same format

Course title: BSc Communication and Reputation Management (with PPY)

ROUTE CODE: tbc

MODE: F/T

Location: Luton

Start: _____ February _____

Units for Year 1 for Academic Year 2018/19

Unit Code	Unit Name	Unit Location	Core/ Option	Period of study	Credits
February start					
Tbc BSS	Using Data to Build Business Practice	Luton	C	Sem 2	30
tbc	Consumer Behaviour	Luton	C	Sem 2	15
tbc	Introduction to Digital Marketing and Analytics	Luton	C	Sem 2	15
Tbc BSS	Exploring Business Practice	Luton	C	Sem 3	30
tbc	Principles of Marketing	Luton	C	Sem 3	15
tbc	Experiential Marketing	Luton	C	Sem 3	15

Units for Year 2 for Academic Year 2019/20

Unit Code	Unit Name	Unit Location	Core/ Option *	Period of study	Credits
MAR021-2	Marketing Communications in the Digital Age	Luton	C	Sem 1	30
tbc	Account and Media Planning	Luton	C	Sem 1	15
Tbc	Corporate Communications	Luton	C	Sem 1	15
Tbc BSS	Reputation and Brand	Luton	C	Sem 2	30
MAR009-2	Public Relations and the Media Interface	Luton	C	Sem 2	15
MAR016-2	Brand Management	Luton	C	Sem 2	15

Units for Year 3 for Academic Year ...20/21..... (Professional Practice Year where appropriate)

Unit Code	Unit Name	Unit Location	Core/ Option*	Period of study	Credits
	Professional Practice Year	Luton	C	TY	0

Units for Year 3 for Academic Year 20/21 or Year 4 for Academic Year 21/22

Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credits
tbc	Marketing Communications Practice	Luton	C	Sem 1	30
Tbc bespoke	Preparation for the Specialist Research Project	Luton	C	Sem 1	15
Tbc	Public Affairs	Luton	C	Sem 1	15
Tbc bespoke	Specialist Research Project	Luton	C	Sem 2	30
MAR013-3	Digital Communications Strategy	Luton	C	Sem 2	15
tbc	Public Relations Ethics and CSR	Luton	C	Sem 2	15

Please add additional years on a separate page in the same format

*If your diet includes optional units, please ensure the appropriate rules are noted on the diet.

Please contact Student Records at studentrecords@beds.ac.uk with any queries.