



Course Information Form

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

Section A: General Course Information

Course Title	Advertising and Marketing Communications (with Professional Practice)
Final Award	BSc (Hons)
Route Code	BSAMCAAF/BSMMPAAF/BAAMFAAF
Intermediate Qualification(s)	
FHEQ Level	6
Location of Delivery	University Square Campus, Luton
Mode(s) and length of study	Full-time over 3 years With Professional Practice Year over 4 years With Foundation Year over 4 years
Standard intake points (months)	October

External Reference Points as applicable including Subject Benchmark	<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 (2019) the link below: QAA subject benchmarks statements: business and management (2019) available at: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5 FHEQ Descriptor for a higher education qualification (level 6) available at: http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf 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>
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	<p>The course has been mapped and accredited by the Chartered Institute of Marketing (C.I.M): Upon graduation you qualify to access the CIM Graduate Gateway for exemptions from two (from four) papers, both at Certificate and Diploma level (L4 Marketing and L6 Strategic Marketing).</p>
HECoS code(s)	100075
UCAS Course Code	N560

Course Aims

BSc Advertising and Marketing Communications 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 Advertising and Marketing Communications course at the University of Bedfordshire is distinctive in that we employ a range of methods that will enable you to experience an integrated approach that brings together real business practice, academic research and innovative ways of learning. The Advertising and Marketing Communications course aims to provide you with a wide range of varied, advertising and marketing communications skills that will focus on your imagination, knowledge accumulation and intelligence. In order to do this you will experience:- practical advertising & copywriting skills at level 5; contemporary cases and latest developments and get to work on real campaigns; employability skills and benefit from a project management skills unit and qualification.

Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below

	Outcome	Award
1	Be able to understand, relate to and interpret advertising and marketing communications and therefore appreciate the intricacies and influences of marketing theory through your exposure to a rich variety of learning sources, including – guided learning, team work and independent study.	BSc (Hons)

Course Learning Outcomes	2	Demonstrate the ability to apply your own perspectives to the field of advertising and marketing communications. As well as deal with the uncertainty and complexity, to explore alternative solution and creatively integrate theory and practice when considering situations and dependent upon the context.	BSc (Hons)
	3	Demonstrate the ability to evolve and adapt to advertising and marketing communications contexts within the digital media environment.	BSc (Hons)
	4	Synthesise your personal understanding of the practice of advertising and marketing communications, whilst considering the wider influences within a global context and taking account of ethical issues.	BSc (Hons)
	5	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 in an integrated framework.	BSc (Hons)
	6	Demonstrate consistently a command of theoretical knowledge and practical skills in integrated marketing communications strategy and planning and in their essential concepts and processes – the organisational offering, messages, advertising and other marketing communications disciplines including interactive and online marketing, media, publics, measurement.	BSc (Hons)
	7	Have 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, as well as demonstrate high levels of written and oral competence in a wide variety of tasks and contexts consistent with the essential informative and persuasive nature of integrated marketing communications.	BSc (Hons)
	8	Demonstrate knowledge and analytical understanding of professional practice by successfully completing an approved period of approved work place practice	BSc (Hons) with Professional Practice Year
		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.

The approach to learning and teaching on this course is designed with a key focus on practice based education, research informed teaching and employability within various learning communities. Your learning experience develops from gaining foundation knowledge and skills, to strategy development, and to practice and implementation underpinned by academic rigor in an interactive environment. You will be able to use these skills to develop marketing strategies for future and new products and services, via new channels and media.

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.

As you progress through the course, you will master the skill to reflect on your own learning experience in order to equip you for life-long learning and embark on your working career as a career-ready professional.

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

Teaching, learning and assessment strategies

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.

Risk Assessment statement

To protect the integrity of our awards, for any submission we may use one or more of the following to ensure that a student is submitting their own work:

- Submission of your work to Turnitin or other software for similarity checks
- Recorded or non-recorded review of draft work with a tutor in formative sessions
- Viva voce examination; you may be asked to discuss aspects of your submission and/or to provide evidence of draft work. A viva will follow the procedures set out in the Quality Handbook.

	<p>Formative feedback statement</p> <p>We recognise that formative feedback is essential to supporting you to submit your best attempt. Formative feedback can take many different forms but may include:</p> <ul style="list-style-type: none"> • In-class exercises exploring aspects of the assignment, with feedback given collectively or individually during the class • Assessment brief dialogue • Zero-rated assignments that should be completed but carry no formal mark • The opportunity to informally submit part of the work for brief comments from your tutor • A document in the unit Assessment & Feedback folder that reflects on common errors on similar assignments • Assignment Q&A session • Summative and formative feedback from preceding units
<p>Learning support</p>	<p>The University's comprehensive student support service includes:</p> <ul style="list-style-type: none"> • Student Information Desk, a one-stop shop for any initial enquiries • Student Support team advising and supporting those with physical or learning needs or more general student well being • Study Hub team providing academic skills guidance • Personal Academic Tutoring system • a student managed Peer-Assisted Learning scheme • and support from your lecturers.
<p>Admissions Criteria</p>	<p>https://www.beds.ac.uk/entryrequirements</p> <p>Approved Variations and Additions to Standard Admission</p> <p>None</p>
<p>Assessment Regulations</p>	<p>https://www.beds.ac.uk/about-us/our-university/academic-information</p> <p>Note: Be aware that our regulations change every year</p> <p>Approved Variations and Additions to Standard Assessment Regulations'</p> <p>None</p>

Section B: Course Structure

The Units which make up the course are listed below. Each unit contributes to the achievement of the course learning outcomes either through teaching (T), general development of skills and knowledge (D) or in your assessments (A).

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
BSS005-1	Business Practice Explored	4	30	Core	T1		T2												
MAR001-1	Principles of Marketing	4	15	Core	T1		T2												
MAR019-1	Experiential Marketing	4	15	Core					T2	T1									
MAR020-1	Introduction to Digital Marketing and Analytics	4	15	Core		T2	T1												
MAR022-1	Consumer Behaviour	4	15	Core	T1				T2										
BSS016-2	Brand Management	5	15	Core			D1			D2									
MAR018-2	Creative Advertising and Copywriting	5	30	Core				D1		D2									
MAR021-2	Marketing Communications in the Digital Age	5	30	Core		D2	D1												
MAR029-2	Account and Media Planning	5	15	Core	D1					D2									
MARxxx-2	Digital Innovation and Entrepreneurship	5	30	Core		D2			D1										
MAR013-3	Digital Communications Strategy	6	15	Core			A1			A2									
MAR028-3	Marketing Ethics and CSR	6	15	Core				A1		A2									
MAR029-3	Preparation for the Specialist Research Project	6	15	Core	A1					A2									
MAR030-3	Specialist Research Project	6	30	Core		A2			A1										
MAR031-3	Topical Marketing Communications Practice	6	30	Core					A1	A2									

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
MAR028-2	Professional Practice Year (Marketing)	5	30	Core								TD A							

Section C: Assessment Plan

The course is assessed as follows :

BSAMCAAF- BSc (Hons)

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
BSS004-1	4	15 WEEKS	Core	CW-DE	6	WR-I	13				
BSS005-1	4	15 WEEKS	Core	CW-RW	6	CW-PO	13				
MAR001-1	4	15 WEEKS	Core	EX-OT	15						
MAR019-1	4	15 WEEKS	Core	PR-OR	8	WR-I	14				
MAR020-1	4	15 WEEKS	Core	CW-ESS	7	WR-I	15				
MAR022-1	4	15 WEEKS	Core	CW-EPO	8	EX-OT	15				
BSS020-2	5	15 WEEKS	Core	WR-I	9	WR-I	13				
MAR016-2	5	15 WEEKS	Core	IT-PT	7	WR-I	15				
MAR018-2	5	15 WEEKS	Core	CW-ESS	8	CW-PO	14				

MAR021-2	5	15 WEEK S	Core	CW-CS	7	CW-PO	14				
MAR027-2	5	15 WEEK S	Core	CW-PO	15						
MAR029-2	5	15 WEEK S	Core	IT-PT	7	CW-PO	14				
MAR013-3	6	15 WEEK S	Core	WR-I	7	IT-PT	14				
MAR027-3	6	15 WEEK S	Core	CW-PO	7	CW-RW	13				
MAR028-3	6	15 WEEK S	Core	CW-ESS	6	WR-I	13				
MAR029-3	6	15 WEEK S	Core	CW-RW	7	WR-I	14				
MAR030-3	6	15 WEEK S	Core	WR-I	5		15				
MAR031-3	6	15 WEEK S	Core	WR-I	8	EX-CS	15				

BSMMPAAF- BSc (Hons) (with Professional Practice)

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
MAR028-2	5	TY	Core	CW-PO	32						

Glossary of Terms for Assessment Type Codes	
CW-CS	Coursework - Case Study
CW-DE	Coursework - Data Exercise
CW-EPO	Coursework - e-Portfolio
CW-ESS	Coursework - Essay
CW-PO	Coursework - Portfolio
CW-RW	Coursework - Reflective Writing
EX-CS	Case Study Invigilated Examination
EX-OT	Invigilated Exam-Other including open book
IT-PT	Summative in-class test or phase test
PR-OR	Practical - Oral Presentation
WR-I	Coursework - Individual Report

Administrative Information	
Faculty	University of Bedfordshire Business School
School	Department of International Business, Marketing and Tourism
Head of School/Department	Steve McPeake
Course Coordinator	Sallie Phillips