



Course Information Form

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

Section A: General Course Information

Course Title	BSc (Hons) Marketing with International Tourism Management
Final Award	BSc (Hons)
Route Code	BSMTMAAF+BSMIFAAF+BSMIPAAF
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

<p>External Reference Points as applicable including Subject Benchmark</p>	<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 benchmark statements: business and management (2019) the link below: QAA subject benchmark statements: business and management (2019) available at: www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf</p> <p>Subject Benchmark Statements: Hospitality, Leisure, Sport and Tourism,2019, available on: http://www.qaa.ac.uk/en/Publications/Documents/SBS-Events-Hospitality-Leisure-Sport-Tourism-19.pdf FHEQ Descriptor for a higher education qualification (level 6) available at: http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf</p> <p>Subject to successful mapping to CIM benchmarks: 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>
<p>Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement</p>	<p>The course has been mapped and accredited by the Chartered Institute of Marketing (CIM). The CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. University of Bedfordshire has joined forces with CIM to give students the opportunity to gain professional qualifications through CIM Graduate Gateway:</p> <p>As an undergraduate, you are entitled to access CIM qualifications within three years of graduation through the Graduate Gateway on condition that you pass with a 2:2 qualification or more.</p> <p>Upon graduation, you qualify for exemptions on at least one CIM course as follows;</p> <ul style="list-style-type: none"> • Exemption from Level 4 Marketing to obtain a Certificate in Professional Marketing • Exemption from Level 6 Strategic Marketing to obtain a Diploma in Professional Marketing <p>CIM qualifications are highly sought after by employers, and map alongside our own degrees which ensures we are equipping you with the best opportunities for a successful marketing career.</p>

HECoS code(s)	100075
UCAS Course Code	N500 and N843

Course Aims	<p>Marketing is a dynamic subject that is central to all our lives in the 21st Century embracing varying aspects of psychology, consumer behaviour, management, innovation, sociology and popular culture. Combining the knowledge and developments of marketing with tourism management provides a particular industry focus with good employment opportunities across a range of roles in both marketing and tourism management e.g. Hospitality industry, Business and conference organisers, Tourism officer, Tourist information centre manager.</p> <p>Your course aims to provide numerous opportunities for you to engage with real marketing and tourism projects and real practitioners, therefore encouraging you to make the links between your studies and practice. To do this, you will be equipped with a range of skills to apply to contemporary cases that challenge your creativity, knowledge accumulation and intelligence. It is expected that you will evaluate different perspectives to inspect global political, economic, social, technological, legal, ecological and business environments. The Professional Practice year is central to advancing your knowledge and experience of inter-cultural settings in the UK or abroad.</p> <p>You will experience our innovative approach to learning from acquiring foundation business knowledge, operations and skills, creatively applying those skills to solve marketing and tourism problems, and developing employability and professional skills which prepare you for the work place.</p>
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Course Learning Outcomes	Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below		
		Outcome	Award
	1	Demonstrate a wide understanding of the concepts and characteristics of marketing and tourism management, the detailed relationships between these and their application and importance in an integrated framework.	BSc (Hons) Marketing with International Tourism Management
	2	Consistently demonstrate a command of marketing and tourism management skills including application of knowledge, as well as a proficiency in intellectual skills.	BSc (Hons) Marketing with International Tourism Management
	3	Critically investigate a situation collecting and evaluating information, sourcing and analysing data in order to assess options and make recommendations.	BSc (Hons) Marketing with International Tourism Management
	4	Investigate the relationships between marketing, tourism and the global communities and environments in which it takes place and to critically evaluate problems that may arise in a crisis.	BSc (Hons) Marketing with International Tourism Management
	5	Demonstrate a clear sense of 'a personal, career-related brand' based on learner-owned self-development planning which is stimulated by practice-orientation and employability.	BSc (Hons) Marketing with International Tourism Management
	6	Evaluate the nature, contribution and impacts of tourism in social, economic, environmental, political, cultural and other terms within the tourism industry central to international tourism management.	BSc (Hons) Marketing with International Tourism Management
	7	Demonstrate knowledge and analytical understanding of professional practice by successfully completing an approved period of approved work place practice.	BSc (Hons) Marketing with International Tourism Management (with Professional Practice Year)
<p>Learning and Teaching</p> <p>The learning and teaching you will experience expresses the Business School's commitment to practice-based education. In the first year, you will experience frontal lectures, seminars and workshops that will give you the opportunity to learn in a high qualified environment, where teachers are experts in their subject area. In the following year, you will creatively participate in the class by proposing and shaping the contents that are delivered. Teaching is based on a constant dialogue between students and teachers providing up-to-date appraisals of how you are progressing along the learning process, challenging you, dispensing commendation where subject mastery is evident and encouragement in areas you will need to improve. Fieldwork, external visits, group work and presentations by guest speakers will enable you to apply your theoretical knowledge by focusing more on</p>			

Teaching, learning and assessment strategies

developing your practical skills. Further, you will solve concrete business problems, analyse real world case study and work on field projects.

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

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 and tourism management.

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.

Formative feedback statement

	<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 sessions • Summative and formative feedback from preceding units
Learning support	<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
Admissions Criteria	<p>https://www.beds.ac.uk/entryrequirements</p> <p>Approved Variations and Additions to Standard Admission</p> <p>None</p>
	<p>https://www.beds.ac.uk/about-us/our-university/academic-information</p>

**Assessment
Regulations**

Note: Be aware that our regulations change every year

Approved Variations and Additions to Standard Assessment Regulations'

Course-Specific Regulations

No restrictive or specific regulations exist. However, the marketing units offered on this course have been mapped and accredited by the Chartered Institute of Marketing (CIM) which provides you with an option to further your professional qualifications in marketing with the CIM.

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
BSS004-1	Using Data to Build Business Practice	4	30	Core		T1		T2											
BSS005-1	Business Practice Explored	4	30	Core	T1		T2												
MAR001-1	Principles of Marketing	4	15	Core	T1	T2													
MAR022-1	Consumer Behaviour	4	15	Core	T1		T2												
TAL021-1	Understanding Tourism and Hospitality	4	15	Core				T1	T2										
TAL031-1	Business of Tourism and Hospitality	4	15	Core					T1	T2									
MAR016-2	Brand Management	5	15	Core			D1			D2									
MAR021-2	Marketing Communications in the Digital Age	5	30	Core	D1					D2									
MAR032-2	Interactive Marketing Management	5	15	Core			D1	D2											
MARxxx-2	Digital Innovation and Entrepreneurship	5	30	Core		D1		D2											
TAL036-2	Intercultural Management in Tourism	5	15	Core	D1				D2										
TAL049-2	Tourism and Society	5	15	Core	D1 2	D12				D1 2									
MAR014-3	Marketing in a Global Context	6	15	Core			A1	A2											
MAR027-3	Continuing Professional Development	6	15	Core				A1 2	A12										
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		A12	A12			A1 2									
TAL030-3	Critical Issues in Tourism and Hospitality	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 :

BSMTMAAF- BSc (Hons) Marketing with International Tourism Management

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
BSS005-1	4	SEM 1/3	Core	CW-DE	6	WR-I	13				
MAR001-1	4	SEM 1/3	Core	EX-OT	15						
TAL031-1	4	SEM 1/3	Core	WR-I	8	IT-PT	12				
BSS004-1	4	SEM 2	Core	CW-RW	6	CW-PO	13				
MAR022-1	4	SEM 2	Core	CW-EPO	8	EX-OT	15				
TAL021-1	4	SEM 2	Core	WR-I	7	CW-CS	12				
MAR021-2	5	SEM 1	Core	CW-ESS	7	CW-PO	14				
MAR032-2	5	SEM 1	Core	WR-I	7	EX-CS	14				
TAL036-2	5	SEM 1	Core	CW-LR	7	IT-PT	14				
BSS029-2	5	SEM 2	Core	WR-I	7	WR-I	11				
MAR016-2	5	SEM 2	Core	IT-PT	7	WR-I	15				
TAL049-2	5	SEM 2	Core	CW-RW	8	PR-OR	14				
MAR027-3	6	SEM 1	Core	CW-PO	7	CW-RW	15				

MAR029-3	6	SEM 1	Core	IT-PT	7	WR-I	14				
TAL030-3	6	SEM 1	Core	WR-PO	8	PJ-EXH	14				
MAR014-3	6	SEM 2	Core	CW-LR	7	WR-I	14				
MAR028-3	6	SEM 2	Core	CW-ESS	6	PR-OR	13				
MAR030-3	6	SEM 2	Core	WR-I	6	PJ-DIS	15				

BSMIPAAF- BSc (Hons) Marketing with International Tourism Management (with Professional Practice Year)

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-LR	Coursework - Literature Review
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
PJ-DIS	Coursework - Dissertation Report
PJ-EXH	Coursework - Exhibition

PR-OR	Practical - Oral Presentation
WR-I	Coursework - Individual Report
WR-PO	Coursework - Poster

Administrative Information

Faculty	University of Bedfordshire Business School
School	Department of International Business, Marketing and Tourism
Head of School/Department	Steve McPeake
Course Coordinator	Giles Robertson