

Hertfordshire Business School

Title of Programme: Marketing

Programme Code: BSBRMK

For Collaborative: Franchise at ANO Universal University (British Higher School of Art and Design – BHSAD) Moscow. Russia

Including:

BA (Hons) Marketing

BA (Hons) Advertising and Digital Marketing

Programme Specification

This programme specification is relevant to students entering:
01 September 2021

Associate Dean of School (Academic Quality Assurance):
Veronica Earle



Signature

Summary of amendments to the programme:

Section	Amendment

If you have any queries regarding the changes, please email AQO@herts.ac.uk

Programme Specification BA (Hons) Marketing

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	Universal University (British Higher School of Art and Design – BHSAD)
University/partner campuses	
Programme accredited by	Not applicable
Final Qualification	BA(Hons)
All Final Award titles	BA (Hons) Marketing
(Qualification and Subject)	BA (Hons) Advertising and Digital Marketing
FHEQ level of award	6
UCAS code(s)	
Language of Delivery	English

A. Programme Rationale

The University of Hertfordshire Business School franchise programme at ANO Universal University (BHSAD), Moscow, is designed to recruit students who wish to specialise in Marketing, Advertising and Digital Marketing.

The key intention of the programme is to promote the 'employability' of its graduates through a blend of academic study and practical and creative skills enhanced by the teaching and the industry links of ANO Universal University (BHSAD). Emphasis is on both the academic understanding and the practice of marketing.

BA Marketing

The programme aims to provide students with the knowledge and understanding necessary to equip them for a career in marketing management, product management, service delivery, or marketing insight. Each level includes modules that build on each other in the fields of marketing, communications, data/insights and employability. There is a strong emphasis in this degree on data analysis and entrepreneurship. Students will also be equipped with practical skills required for an increasingly digital landscape.

BA Advertising and Digital Marketing

This programme brings together the disciplines of advertising and digital communications, recognising the integrated nature of contemporary marketing communications. It is designed to enable students to acquire the knowledge and skills for a career in advertising and digital marketing either client side or in creative agencies. This programme has a balance of the academic underpinning and the creative and digital skills required for employment. Students will be expected to operate at a strategic campaign planning level, whilst

also acquiring practical skills such as copywriting, video editing and basic digital design as well as a knowledge of and practical application of marketing technology.

An option to complete their final year of study at Hertfordshire Business School in the UK is normally guaranteed to any ANO UNIVERSAL UNIVERSITY's student meeting the requirements for progression from level 5 to level 6 study. Students may also choose to undertake their level 5 studies at Hertfordshire Business School in the UK (subject to meeting the requirements for progression from level 4 to level 5 study) and **either** return to ANO UNIVERSAL UNIVERSITY or remain at Hertfordshire Business School to complete their final year of study.

The programme is part of a portfolio of courses run as a franchise partnership between the University of Hertfordshire and ANO Universal University in Moscow. The course structure and modules are based on the UK programme. The student experience is intended to bring together a hybrid of the approach of UK business education with strengths drawn from the Russian context and educational traditions.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally, this programme aims to:

- enable students to gain practical industry experience of marketing, advertising, digital marketing and enterprise-based activity to enhance their learning and employability.
- provide a foundation for further professional or postgraduate study;
- acquire transferable skills, attributes and attitudes necessary to perform professionally.
- develop students' intellectual, creative and analytical ability to appraise problems and to offer solutions;
- develop in students the interpersonal and specialist skills needed for a career in marketing, advertising or digital communications

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for General Business and Management (2015), Communication, Media, Film and Cultural Studies (2016), and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
A1-The key marketing and business concepts, industry practices and underpinning theory	Acquisition of knowledge and understanding is through a combination of lectures, tutorials, coursework and projects.	Knowledge and understanding are assessed through coursework and exams.
A2-The external and internal environmental influence on marketing management.	The programme will make use of the guided learner journey, and will include blended learning materials, zero credit online modules (e.g., CASE for academic skills), recorded lectures and links to external courses (e.g., Google Analytics, LinkedIn Learning) to enable	Assessment which is both formative and summative will include a wide range of assessment types relevant to both academia and industry. Assessments will include group presentations, portfolios, reports, opinion pieces, industry projects,
A3 - Contemporary issues which impact marketing such as disruptive technology, digital transformation, data driven marketing,		

<p>sustainability, business ethics and globalisation.</p> <p>A4 -Strategic approaches to creativity, innovation, and entrepreneurship within the variety of business contexts and models (e.g., commercial, international, social, and public enterprise).</p> <p>A5 -The comprehension and use of relevant communications for application in marketing, including the use of digital tools.</p> <p><u>For Advertising and Digital Marketing Only</u></p> <p>A6 -The role and application of advertising and digital communications within marketing</p> <p>A7- How work is organised in the 'advertising and creative industries' whether individually or collaboratively between clients, agencies, suppliers and media owners.</p>	<p>flexibility for students learning needs.</p> <p>Knowledge is also acquired through experiential learning and through live business projects, field trips, and engagement with marketing technology.</p> <p>Knowledge will be enhanced through engagement with the wider HBS research community</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>creative pitches, digital artefacts and an optional final year dissertation.</p>
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1 - Utilise cognitive skills of conceptual and critical thinking and engage with major thinkers and debates within the field to link theory with practice.</p> <p>B2 - Use intellectual curiosity to critically evaluate and synthesise knowledge and different perspectives from across disciplines to innovate, and resolve problems</p> <p>B3 - Draw on the strengths and understand the limitations of the major quantitative and/or qualitative research methods and be able to apply this knowledge critically in their own work.</p>	<p>Intellectual skills specific to marketing are developed throughout the programme by the methods and strategies outlined in "teaching/learning methods" above.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p>Intellectual skills are assessed through a wide range of assessments as detailed above.</p> <p>Clear marking criteria in assessments will include marks for critical analysis, evaluation and synthesis of knowledge.</p> <p>The majority of assessments will integrate theory and practice.</p>

Practical skills	Teaching and learning methods	Assessment strategy
<p>C1- Integrate marketing theory with practice through the 'applied' modules using contemporary case studies, simulations, guest speakers and links with live projects.</p> <p>C2-Develop commercial awareness, entrepreneurial mindset and capabilities to successfully to identify and respond to marketing problems and opportunities related to managing products, services and venture creation.</p> <p>C3 - Analyse, evaluate and present a range of marketing data and sources of information for evidence-based decision-making and campaign analysis.</p> <p><u>For Advertising and Digital Marketing Only</u></p> <p>C4 -Construct a realistic creative and client brief based on a contemporary campaign.</p> <p>C5 -Be able to design and justify the strategy, the creative approaches and the implementation of advertising and communications activities.</p> <p>C6 -Develop proficiencies in using a range of current and emergent advertising and digital marketing tools and practice current digital techniques.</p> <p>C7- Set and monitor KPIs in relation to advertising and digital campaigns.</p>	<p>Practical skills are developed through applied modules using contemporary case studies, guest speakers, links with industry and live projects and guest speakers.</p> <p>Throughout the student is expected to consolidate their development of practical skills by the use of blended learning materials and external courses (e.g., LinkedIn for Learning, Google Analytics).</p> <p>Students will be introduced to relevant digital technologies e.g., marketing automation, social media scheduling, graphic design tools.</p>	<p>Practical skills are assessed through a wide range of assessment types, including group presentations, live projects and portfolios and the production of digital artefacts.</p>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1- Develop empathy and cultural awareness celebrate diversity and different perspectives, and harness individual strengths for joint</p>	<p>Transferable skills are developed throughout the programme by the methods and strategies outlined above.</p>	<p>Transferable skills are assessed through a wide range of assessment types both individually and in groups, in particular</p>

effort to create a positive learning experience and supportive culture; using digital skills as resources to support group work, co-creation and diversity.

D2- Engage in authentic digital projects, such as design, data collection and analysis, learning in global networks, and contributing to collaborative research.

D3 - Demonstrate the ability to use employability skills, including effective listening, negotiating, networking, persuasion, presentation and decision making, in both scholarly and work-based environments, and to have continuing appetite for development.

D4 - Discover and discuss issues in a diverse global environment, deploying an international perspective and appreciation of language and culture to make informed decisions on global issues and their impacts on society.

D5 - Acknowledge ethical issues and impacts and personally contribute ethical behaviours and sustainable solutions to conflicting and complex situations.

D6 - Develop personal attributes of responsibility, flexibility, resilience, confidence, professional integrity, organisation and time management.

Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.

Employability modules are built into each level, encouraging the student to develop and implement a personal development plan.

groupwork, oral presentations, written reports, projects, portfolios, digital artefacts, and the timely delivery of assessments.

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full-time (3 years) mode and leads to the award of BA (Hons) Marketing, BA (Hons) Advertising and Digital Marketing.

Entry is normally at Level 4 with suitable A-level or equivalent qualifications, but it is possible to enter at level 5 and 6 with suitable qualifications. Intake is in Semester A (September).

Professional and Statutory Regulatory Bodies

N/A

Work-Based Learning

All students have the opportunity to study a work-based learning module at Level 6.

Erasmus Exchange programme

N/A

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

A note in relation to attendance

Attendance is a requirement on the programme, as per UPR SA06 (2018) on 'Student Attendance Regulations':

- Students are expected to attend all teaching sessions unless advised otherwise by their Programme and the University reserves the right to monitor attendance and take action to ensure students active engagement with their studies (UPR SA06 3.3, p48)
- Irrespective of the reason for the absence (including absence for religious observance or disability-related absence), students must report prolonged absences, in writing, to their administrator, stating the reason for the absence (UPR SA06 4.8, p50)
- For the avoidance of doubt, UPR SA06 states that a prolonged absence is defined for full-time students as absence of one week or more (UPR SA06 2.2)

ANO Universal University regulations (Regulations of the Study process) and BA Marketing programme rules are aligned with the above UH requirements, but also include a range of possible actions, up to school-initiated withdrawal from programme on the basis of low attendance (Regulations of Study Process, Act # 5 on Ground for withdrawal, point 1.3.).

Lack of attendance may inhibit the student's ability to meet learning outcomes and will be taken into account as part of the assessment process, resulting in a reduced or failed grade.

Table 1a Outline Programme Structure

Mode of study Full Time

Entry point Semester A

BA (Hons) Marketing Pathway
Level 4

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Principles of Marketing	4FBS1434	15	English	0	100	0	A
Understanding Data	4FBS2024	15	English	0	100	0	A
Introduction to Marketing Communications	4FBS1432	15	English	0	100	0	A
Essentials Skills in Marketing	4FBS2025	15	English	0	100	0	A
Digital Landscape	4FBS2026	15	English	0	100	0	B
Business Environment	4FBS2027	15	English	0	100	0	B
Content Creation	4FBS2028	15	English	0	100	0	B
Preparing for Professional Success	4FBS2029	15	English	0	100	0	B

Level 5

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Marketing Insight, Analysis and Planning	5FBS2022	15	English	0	100	0	A
Consumer Behaviour	5FBS1642	15	English	0	100	0	A
Working with Industry	5FBS2023	15	English	0	100	0	A
Digital Marketing in Practice	5FBS1644	15	English	0	100	0	A
Marketing Research	5FBS2024	15	English	0	100	0	B
Managing Marketing Professionals	5FBS2025	15	English	0	100	0	B
Innovation and Business Model Design	5FBS2026	15	English	0	100	0	B
Social Media and Social Influence	5FBS2027	15	English	0	100	0	B

Level 6

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
The Future of Marketing	6FBS2027	15	English	0	100	0	A
Branding and Communications Strategy	6FBS2035	15	English	50	50	0	A
Digital Venture Creation	6FBS2036	15	English	0	100	0	A
Data Driven Marketing Decisions	6FBS2037	15	English	0	100	0	B
Global Marketing	6FBS2038	15	English	60	40	0	B
Strategic Product Management	6FBS2039	15	English	50	50	0	B

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Optional Modules (choose 30 credits)							
Module Titles							
Dissertation - Marketing	6FBS2033	30	English	0	100	0	A&B
Industry Project	6FBS2034	30	English	0	100	0	A&B
Integrated Marketing Communications	6FBS2040	15	English	50	50	0	A
Digital Economy	6FBS2041	15	English	0	100	0	B

BA (Hons) Advertising and Digital Marketing Pathway Level 4

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Principles of Marketing	4FBS1434	15	English	0	100	0	A
Understanding Data	4FBS2024	15	English	0	100	0	A
Introduction to Marketing Communications	4FBS1432	15	English	0	100	0	A
Essentials Skills in Marketing	4FBS2025	15	English	0	100	0	A
Digital Landscape	4FBS2026	15	English	0	100	0	B
Business Environment	4FBS2027	15	English	0	100	0	B
Content Creation	4FBS2028	15	English	0	100	0	B
Preparing for Professional Success	4FBS2029	15	English	0	100	0	B

Level 5

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Campaign Insights, Analysis and Planning	5FBS2028	15	English	0	100	0	A
Consumer Behaviour	5FBS1642	15	English	0	100	0	A
Working with Industry	5FBS2023	15	English	0	100	0	A
The Digital Experience	5FBS2029	15	English	0	100	0	A
Marketing Research	5FBS2024	15	English	0	100	0	B
Managing Marketing Professionals	5FBS2025	15	English	0	100	0	B
Advertising Concepts and Creativity	5FBS2030	15	English	0	100	0	B
Social Media and Social Influence	5FBS2027	15	English	0	100	0	B

Level 6

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
The Future of Marketing	6FBS2027	15	English	0	100	0	A
Advertising and Communications Strategy	6FBS2028	15	English	50	50	0	A
Managing the Customer Journey	6FBS2029	15	English	0	100	0	A
Digital Analytics and Social Media Monitoring	6FBS2030	15	English	0	100	0	B
International Advertising	6FBS2031	15	English	60	40	0	B
Agency Practice and Management	6FBS2032	15	English	0	100	0	B

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Optional Modules (choose 30 credits)							
Module Titles							
Dissertation - Marketing	6FBS2033	30	English	0	100	0	A&B
Industry Project	6FBS2034	30	English	0	100	0	A&B

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Progression to level 5 on the honours route normally requires 120 credit points at level 4. However, students with 90 or 105 credits may be permitted to progress at the discretion of the Programme Board.

Progression to level 6 on the honours route normally requires 240 credit points from levels 4 and 5 (120 at each level). Students may be permitted to progress with 210 credits at the discretion of the Programme Board.

The award of an honour's degree requires 360 credit points, with at least 240 credit points at level 5 or above, of which at least 120 credit points must be at level 6.

An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6.

The Programme Board may award final compensatory credit for fail grades at any level, limited to a total of 30 credit points, and within the constraints of UH Regulations.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Marketing	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1-A5; B1-B3; C1-C7; D1-D6
BA (Hons)	Advertising and Digital Marketing	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1-A7; B1-B3; C1-C7; D1-D6

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
BA	Marketing	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A5; B1-B2; C1-C3; D1-D6
BA	Advertising and Digital Marketing	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A7; B1-B2; C1-C7; D1-D6

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) (*delete as applicable*) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University.

- Students who wish to study Dissertation Marketing must achieve at least an average grade of 60 across Level 5 and have progressed to Level 6 with 240 credits from Level 5 and Level 4 combined.

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

at ANO UNIVERSAL UNIVERSITY :

- Head of British Programmes.
- Head of Academic Quality, British Programmes
- Programme Leaders responsible for day-to-day management of the student experience, open days and selection processes.
- A designated Administrator to deal with day-to-day programme administration.
- Year Leaders responsible for general day to day management of the year group, including pastoral care.
- Module Leaders responsible for individual modules.
- Programme Committees.

at the University of Hertfordshire:

- Dean of School.
- Associate Dean International – Hertfordshire Business School.
- Associate Dean Academic Quality – Hertfordshire Business School.
- Deputy Associate Dean International – Hertfordshire Business School.
- A designated Administrator to deal with day to day administration associated with the programme from the Collaborative Partnership Unit.
- A Collaborative Partnership Leader responsible for day to day communications with ANO Universal University (BHSAD), academic quality and moderation processes.

Support

Students are supported by:

- Advice at the admissions stage to ensure they have a clear picture of the programme, with access to further information by email.
- An induction at the beginning of each new academic session.
- Academic Subject Group Leader to oversee and advise on programme related issues
- A Programme Leader responsible for day-to-day management of the student experience, open days and selection processes.
- Year Leaders responsible for general day to day management of the year group, including pastoral care.
- Module Leaders responsible for individual modules.
- Tutors to provide academic and pastoral support.
- Student representatives on Programme Committees.
- A designated Student Administrator to deal with student enquiries.
- Study Net use as part of the learning environment.
- Access to digital and print collections of information resources.

- Careers advice for all current students and graduates, support for short-term placements and internships
- A Collaborative Partnership Leader who will meet students on a bi-annual basis.
- AN0 UNIVERSAL UNIVERSITY's Student Support services, including International Student Coordinator, Student Wellbeing Specialist
- English for academic writing support
- Mathematics support

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

G. Entry requirements

The normal entry requirements for the programme at level 4 are either:

1. at least 1 fully completed year of Russian Bachelor's Degree studies with a minimum average of 3.5 points (on a Russian scale from 2 to 5) in the best year of study or
2. AN0 UNIVERSAL UNIVERSITY Foundation Business and Marketing programme with a minimum average of 55% or
3. other international educational qualification(s), subject to approval on a case-by-case basis by the University of Hertfordshire.

plus:

GCSE Mathematics at grade C or a qualification recognised as equivalent by the University and

GCSE English Language at grade C or IELTS with a minimum score of 6.0 (and no lower than 5.5 in each band) or a qualification recognised as equivalent by the University.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact Julie Wendell, Collaborative Partnerships Manager at j.a.wendell@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

BA Marketing

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

			Programme Learning Outcomes (as identified in section 1 and the following page)																												
			Knowledge & Understanding									Intellectual Skills					Practical Skills								Transferable Skills						
	Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6	
Level 4	Principles of Marketing	4BUS1082	?									?					?													?	
	Introduction to Marketing Communications	4BUS1011	?					?				?					?														
	Understanding Data	4BUS1163	?				?						?	?	?			?	?								?				
	Essential Skills in Marketing	4BUS1164					?											?	?							?	?			?	
	Digital Landscape	4BUS1165	?		?		?					?						?									?				
	Business Environment	4BUS1166	?	?	?							?							?							?		?	?		
	Content Creation	4BUS1167	?				?											?									?				
	Preparing for Professional Success	4BUS1168	?	?		?							?					?								?		?	?	?	
Level 5	Market Insight Analysis and Planning	5BUS1209	?	?	?							?	?				?	?	?												
	Consumer Behaviour	5BUS1118	?									?					?									?				?	
	Working with Industry	5BUS1213		?	?								?				?									?		?	?	?	
	Digital Marketing in Practice	5BUS1016	?	?	?		?	?				?	?				?	?			?	?	?			?	?		?	?	
	Marketing Research	5BUS1215	?										?	?						?		?				?			?		
	Managing Marketing Professionals	5BUS1216	?							N	N	N	?	?		N	N				N	?			N	?	?	?		?	?
	Innovation and Business Model Design	5BUS1217	?			?								?					?							?		?		?	
	Social Media and Social Influence	5BUS1210	?	?	?		?	?					?					?				?	?	?			?		?		
Level 6	The Future of Marketing	6BUS1273	?	?	?							?	?													?	?		?		
	Branding and Communications Strategy	6BUS1274	?	?		?	?					?	?							?					?				?		
	Digital Venture Creation	6BUS1278	?			?						?	?					?							?	?			?		
	Dissertation – Marketing	6BUS1028	?	?	?							?	?	?			?		?									?	?		
	Industry Project	6BUS1281	?	?		?	?					?	?				?	?									?		?	?	
	Data Driven Marketing Decision	6BUS1283	?				?					?		?						?							?			?	

Strategic Product Management	6BUS1276	?	?		?						?							?		?		?	?		
Global Marketing	6BUS1284	?	?	?						?	?							?			?	?			
Digital Economy	6BUS1267	?							?	?	?	?						?		?	?				?
Integrated Marketing Communications	6BUS1259	?					?				?	?						?							?

BA Advertising and Digital Marketing

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

			Programme Learning Outcomes (as identified in section 1 and the following page)																											
			Knowledge & Understanding									Intellectual Skills					Practical Skills								Transferable Skills					
	Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6
Level 4	Principles of Marketing	4BUS1082	?									?					?													?
	Introduction to Marketing Communications	4BUS1011	?					?				?					?													
	Understanding Data	4BUS1163	?				?						?	?	?			?	?								?			
	Essential Skills in Marketing	4BUS1164					?											?	?								?	?		?
	Digital Landscape	4BUS1165	?		?		?					?					?										?			
	Business Environment	4BUS1166	?	?	?							?						?								?			?	?
	Content Creation	4BUS1167	?				?										?										?			
	Preparing for Professional Success	4BUS1168	?	?		?						?					?									?		?	?	?
Level 5	Campaigns Insights, Analysis and Planning	5BUS1218	?		?		?	?	?			?	?				?		?		?		?					?		
	Consumer Behaviour	5BUS1118	?									?					?									?				?
	Working with Industry	5BUS1213		?	?								?				?									?		?	?	?
	The Digital Experience	5BUS1214	?	?	?		?	?	?			?	?				?	?		?		?	?				?		?	
	Marketing Research	5BUS1215	?										?	?					?				?				?		?	
	Managing Marketing Professionals	5BUS1216	?									?	?										?			?	?	?	?	?
	Advertising Concepts and Creativity	5BUS1219	?		?		?	?				?	?				?		?		?	?				?	?	?		?
	Social Media and Social Influence	5BUS1210	?	?	?		?	?				?					?				?	?	?				?			
Level 6	The Future of Marketing	6BUS1273	?	?	?							?	?														?	?		?
	Advertising and Communications Strategy	6BUS1275	?			?	?	?				?	?				?		?	?	?					?	?	?	?	
	Managing the Customer Journey	6BUS1279	?		?		?	?	?			?	?				?		?			?	?			?			?	
	Dissertation – Marketing	6BUS1028	?	?	?							?	?	?			?		?									?	?	
	Industry Project	6BUS1281	?	?		?	?					?	?				?	?									?		?	?
	Digital Analytics and Social Media Monitoring	6BUS1280	?	?	?							?	?	?			?					?	?			?	?	?	?	?
	International Advertising	6BUS1282	?	?	?	?	?	?	?			?	?							?		?						?	?	

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

- A1. The key marketing and business concepts, industry practices and underpinning theory
- A2. The external and internal environmental influence on marketing management.
- A3. Contemporary issues which impact marketing such as disruptive technology, digital transformation, data driven marketing, sustainability, business ethics and globalisation.
- A4. Strategic approaches to creativity, innovation, and entrepreneurship within the variety of business contexts and models (e.g. commercial, international, social, and public enterprise).
- A5. The comprehension and use of relevant communications for application in marketing, including the use of digital tools.
- A6. The role and application of advertising and digital communications within marketing
- A7. How work is organised in the 'advertising and creative industries' whether individually or collaboratively between clients, agencies, suppliers and media owners.

Intellectual Skills

- B1. Utilise cognitive skills of conceptual and critical thinking and engage with major thinkers and debates within the field to link theory with practice.
- B2. Use intellectual curiosity to critically evaluate and synthesise knowledge and different perspectives from across disciplines to innovate, and resolve problems
- B3. Draw on the strengths and understand the limitations of the major quantitative and/or qualitative research methods and be able to apply this knowledge critically in their own work.

Practical Skills

- C1. Integrate marketing theory with practice through the 'applied' modules using contemporary case studies, simulations, guest speakers and links with live projects.
 - C2. Develop commercial awareness, entrepreneurial mindset and capabilities to successfully to identify and respond to marketing problems and opportunities related to managing products, services and venture creation.
 - C3. Analyse, evaluate and present a range of marketing data and sources of information for evidence-based decision-making and campaign analysis.
- For Advertising and Digital Marketing Only
- C4. Construct a realistic creative and client brief based on a contemporary campaign.
 - C5. Be able to design and justify the strategy, the creative approaches and the implementation of advertising and communications activities.
 - C6. Develop proficiencies in using a range of current and emergent advertising and digital marketing tools and practice current digital techniques.
 - C7. Set and monitor KPIs in relation to advertising and digital campaigns.

Transferable Skills

- D1. Develop empathy and cultural awareness, celebrate diversity and different perspectives, and harness individual strengths for joint effort to create a positive learning experience and supportive culture; using digital skills as resources to support group work, co-creation and diversity.
- D2. Engage in authentic digital projects, such as design, data collection and analysis, learning in global networks, and contributing to collaborative research.
- D3. Demonstrate the ability to use employability skills, including effective listening, negotiating, networking, persuasion, presentation and decision making, in both scholarly and work-based environments, and to have continuing appetite for development.
- D4. Discover and discuss issues in a diverse global environment, deploying an international perspective and appreciation of language and culture to make informed decisions on global issues and their impacts on society.
- D5. Acknowledge ethical issues and impacts and personally contribute ethical behaviours and sustainable solutions to conflicting and complex situations.
- D6. Develop personal attributes of responsibility, flexibility, resilience, confidence, professional integrity, organisation and time management.

Section 2

Programme management

Relevant QAA subject benchmarking statements

Type of programme

Date of validation/last periodic review

Date of production/ last revision of PS

Relevant to level/cohort

Administrative School

General Business and Management (2015) and Communication, Media, Film and Cultural Studies (2016)

Undergraduate

March 18

March 21

Level 4 entering September 2021

Hertfordshire Business School

Table 3 Course structure

Course details		
Course code	Course description	HECOS
	BA (Hons) Marketing	

Course details		
Course code	Course description	HECOS
	BA (Hons) Advertising and Digital Marketing	