

Hertfordshire Business School

Title of Programme: Marketing

For Collaborative: Franchise at the British Higher School of Art and Design (BHSAD)
Moscow, Russia

Including:

BA (Hons) Marketing

BA (Hons) Marketing and Advertising

BA (Hons) Marketing with Digital Communications

Programme Specification

This programme specification is relevant to students entering:
01 September 2018

Associate Dean of School (Academic Quality Assurance):
Joel Shahar

Signature

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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	
University/partner campuses	
Programme accredited by	Not applicable
Final Qualification	BA (Hons)
All Final Award titles	BA (Hons) Marketing
(Qualification and Subject)	BA (Hons) Marketing and Advertising BA (Hons) Marketing with Digital Communications
FHEQ level of award	6
Language of Delivery	English

A. Programme Rationale –

The University of Hertfordshire Business School franchise programme at BHSAD is designed to recruit students who wish to specialise in Marketing, either as a Single Honours route, or in combination with another subject as a combined pathway. Available combinations include Marketing and Advertising, Marketing with Digital Communications and Marketing.

Its intention is to enrich students with knowledge of the local and global advertising industry and other creative business. It will promote the 'employability' of its graduates via dedicated routes so that they can thrive in an increasingly competitive employment market. This is achieved through a blend of academic study and skills development both of which are enhanced by the teaching and the industry links of the BHSAD.

Marketing

The degree aims to provide students with the knowledge and understanding to equip them for a career in marketing, with particular interest in business to business, small business and strategic marketing.

Marketing and Advertising

The Marketing and Advertising pathway is designed to enable students to acquire the knowledge and skills for a career in the Marketing and Advertising industry. The curriculum provides students with an academically robust and business relevant programme where they not only gain a solid foundation in marketing but are exposed to the complex and dynamic nature of advertising through the development of creative concepts, planning and execution of advertising campaigns, critical analysis and measurement of advertising success. It is complemented by a perspective on communication, media and marketing methods.

Marketing with Digital Communications

The Marketing with Digital Communications pathway is a response to the demands and fast pacing changes in the market. It provides students with a competitive framework of an attractive and appropriate mix of modules embracing all subject areas related to Marketing in a Digital Communications context.

The pathway is designed to enable students to acquire knowledge and skills by combining theoretical concepts and practical applications. It develops students' expertise and competencies through a variety of learning, teaching and assessment approaches, allowing them to apply their skills and learning to address various challenges and issues in the industry.

The option to complete their final year of study at Hertfordshire Business School in the UK is normally guaranteed to any BHSAD'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 BHSAD, **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 the British Higher School 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 undertake practical experience of marketing and enterprise-based activity to enhance their learning and employability;
- provide a foundation for further professional or postgraduate study;
- 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, either by specialising in specific marketing areas or by combining marketing with advertising or digital communications;
- provide students with opportunity to gain appropriate employability skills within the global context;

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) 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
<u>All pathways:</u> A1- The key marketing concepts, practices and underpinning theory. A2- The complexities of organisations, in particular the way in which marketing interacts with other key business functions.	Acquisition of A1 to A9 is through a combination of lectures, tutorials, coursework and project work of both practical and academic nature at all levels. Knowledge and understanding is also acquired via experiential learning at level 5 and the optional work placement.	Knowledge and understanding are assessed through a combination of examinations and assessed coursework. Assessment, which is both formative and summative, individual and group based spans many forms, e.g. essay assignments, project reports, portfolios,

<p>A3- The external environmental influence on the organisation and marketing management.</p> <p>A4- Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, sustainability, business ethics and globalisation.</p> <p>A5- Theoretical concepts and vocationally relevant information associated with chosen specialism.</p> <p><u>Marketing and Advertising</u></p> <p>A6- The role of advertising within the marketing and communications mix.</p> <p>A7- The nature of relationship between clients, agencies, suppliers and media owners in the advertising and communications industry.</p> <p><u>Marketing with Digital Communications</u></p> <p>A8- Integration of creative and digital solutions in a marketing context.</p> <p>A9- Comparative effectiveness of the various tools available in online research, monitoring and analysis of data to facilitate decision making.</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>Students will have the opportunity to interact with the wider UHBS research community and to continue to develop the key employability skills of resource management and reflection.</p> <p>A7 to A9 are further enhanced by case studies, live business projects and field trips.</p>	<p>exhibitions and presentations.</p>
<p><u>Intellectual skills</u></p> <p>B1- Utilise cognitive skills of critical thinking.</p> <p>B2- Utilise cognitive skills of analysis.</p> <p>B3- Utilise cognitive skills of synthesis</p> <p>B4- Assess theory and provide opinion based on reading and use of relevant theory.</p>	<p><u>Teaching and learning methods</u></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>Dedicated professional development and critical thinking modules have been designed to build their understanding of key topics relevant to marketing and to enhance their academic skills</p>	<p><u>Assessment strategy</u></p> <p>Intellectual skills specific to B1- B4 are assessed via coursework assignments, case study reports, presentations, examinations and live projects and the integration of theory with practice.</p>

	<p>within the professional marketing standards framework.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	
Practical skills	Teaching and learning methods	Assessment strategy
<p>C1-Integrate marketing theory with consideration of practice</p> <p>C2- On the Advertising specialism, construct a realistic creative and client brief based on a contemporary campaign</p> <p>C3- On the Digital Communications pathway, set KPIs and conduct online research and monitoring in relation to digital campaigns</p>	<p>Practical skills are developed through a number of 'applied' modules at level 5 and 6 where skills are developed through tutorials, group based projects, oral presentations, using contemporary case studies, simulations, guest speakers and links with live projects.</p>	<p>Practical skills for C1 are assessed through coursework assignments, case study reports, presentations, examinations and live projects.</p>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1- Communicate effectively, both orally and in writing.</p> <p>D2 Work effectively in a team.</p> <p>D3 Make use of effective problem solving and decision making using appropriate qualitative and quantitative techniques.</p> <p>D4 Work independently, effectively and meet deadlines.</p> <p>D5 Make effective use of Information Technology.</p> <p>D6 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.</p> <p>D7 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.</p>	<p>Transferable skills are developed throughout the programme by the methods and strategies outlined above.</p> <p>D1, D3 & D5 – are developed through coursework reports, oral presentations, project reports and an exhibition and through feedback on each.</p> <p>D2 – is developed through tutorials, group based coursework and live projects.</p> <p>D4, D6 and D7 – are developed throughout the programme.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>Transferable skills are assessed through:</p> <p>D1 - coursework, oral presentations and project reports;</p> <p>D2 –group based coursework;</p> <p>D3 – assignments and project reports;</p> <p>D4 –the timely delivery of individual coursework;</p> <p>D5 – written coursework and via electronic presentations;</p> <p>D6 and D7 – assessment within dedicated modules.</p>

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

The programme pathways are offered in full-time (3 years) mode and lead to the award of BA (Hons) Marketing, BA (Hons) Marketing and Advertising, BA (Hons) Marketing with Digital Communications.

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

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.

Students are expected to commit to all elements of their programme of study, be punctual in their attendance and meet deadlines. Persistent, unexplained absence or late arrival / departure from lectures, seminars and practicals is not acceptable. Students may be required to attend some specific timetabled sessions for their programme. Some modules have additional specific attendance requirements in place which will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief). Lack of attendance may inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.

A note in relation to direct entrants

Applicants with prior relevant undergraduate study who meet the necessary English and Mathematics requirements are eligible to be considered for direct entry to the programme at Level 5 or Level 6. The BHSAD Team makes all admission decisions for direct entry, subject to approval by The University of Hertfordshire Business School.

Table 1a Outline Programme Structure

Mode of study Full Time

Entry point Semester A

Marketing Pathway

Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing Data Analysis	4FBS1433	15	English	0	100	0	A
Principles of Marketing	4FBS1434	15	English	0	100	0	A
Professional Development for Marketers	4FBS1435	30	English	0	70	30	AB
Foundations of Economics for Marketers	4FBS1431	15	English	40	40	20	B
Introductions to Marketing Communications	4FBS1432	15	English	0	100	0	B
Digital Marketing Essentials	4FBS1430	15	English	0	100	0	A
Creativity, Technology and Innovation	4FBS1429	15	English	0	70	30	B

Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Managing People	5FBS1647	15	English	0	100	0	A
Enhancing Employability in Marketing	5FBS1654	15	English	0	100	0	A
Strategic Marketing Planning	5FBS1652	15	English	50	50	0	A
Consumer Behaviour	5FBS1642	15	English	60	40	0	B
Enterprise	5FBS1646	15	English	0	100	0	B
Product Innovation	5FBS1649	15	English	0	70	30	B
Service Marketing	5FBS1651	15	English	0	70	30	B

Optional Modules
Select 30 credits,
15 credits per semester

Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Business Analysis Tools	5FBS1641	15	English	50	50	0	A
Understanding Customers	5FBS1653	15	English	0	100	0	A

Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Market and Social Research	6FBS1710	30	English	30	70	0	AB
Business to Business Marketing	6FBS1704	15	English	50	50	0	A
Strategic Brand Management	6FBS1714	15	English	0	100	0	A
Global Marketing Ethics and Culture	6FBS1707	15	English	40	60	0	B
Contemporary Issues in Marketing	6FBS1705	15	English	0	100	0	B

Optional Modules Select 30 credits, 15 credits per Semester Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Industry Practice for Marketing	6FBS1708	15	English	0	100	0	A
Sales and Key Account Management	6FBS1712	15	English	0	70	30	B
Managing Media and Communications	6FBS1709	30	English	60	40	0	AB
Small Business and Entrepreneurship	6FBS1713	30	English	70	25	5	AB

Marketing and Advertising Pathway

Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing Data Analysis	4FBS1433	15	English	0	100	0	A
Principles of Marketing	4FBS1434	15	English	0	100	0	A
Digital Marketing Essentials	4FBS1430	15	English	0	100	0	A
Creativity, Technology and Innovation	4FBS1429	15	English	0	70	30	B
Professional Development in Advertising	4FBS1436	30	English	0	100	0	AB
Foundations of Economics for Marketers	4FBS1431	15	English	40	40	20	B
Introduction to Marketing Communications	4FBS1432	15	English	0	100	0	B

Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Advertising Concepts and Campaigns	5FBS1640	15	English	60	40	0	A

Enhancing Employability in Advertising	5FBS1645	15	English	0	100	0	A
Strategic Marketing Planning	5FBS1652	15	English	50	50	0	A
Creativity in Advertising	5FBS1643	15	English	0	70	30	A
Managing People	5FBS1647	15	English	0	100	0	B
Enterprise	5FBS1646	15	English	0	100	0	B
Consumer Behaviour	5FBS1642	15	English	60	40	0	B
Public Relations Concepts and Campaigns	5FBS1650	15	English	0	70	30	B

Level 6

Compulsory Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Public Relations Strategy	6FBS1711	15	English	0	100	0	A
Agency Relations	6FBS1703	15	English	0	70	30	A
Market and Social Research	6FBS1710	30	English	30	70	0	AB
Advertising Strategy	6FBS1702	15	English	70	30	0	B
Contemporary Issues in Marketing	6FBS1705	15	English	0	100	0	B

Optional Modules

Select 30 credits, 15 credits per Semester

Module Titles

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Strategic Brand Management	6FBS1714	15	English	0	100	0	A
Global Marketing Ethics and Culture	6FBS1707	15	English	40	60	0	B
Managing Media and Communications	6FBS1709	30	English	60	40	0	AB

Marketing with Digital Communications Pathway

Level 4

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
<u>Module Title</u>							
Marketing Data Analysis	4FBS1433	15	English	0	100	0	A
Principles of Marketing	4FBS1434	15	English	0	100	0	A
Digital Marketing Essentials	4FBS1430	15	English	0	100	0	A
Creativity, Technology and Innovation	4FBS1429	15	English	0	70	30	B
Professional Development for Marketers	4FBS1435	30	English	0	70	30	AB
Foundations of Economics for Marketers	4FBS1431	15	English	40	40	20	B
Introduction to Marketing Communications	4FBS1432	15	English	0	100	0	B

Level 5

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
<u>Module Title</u>							
Digital Marketing in Practice	5FBS1644	15	English	0	100	0	A
Enhancing Employability in Marketing	5FBS1654	15	English	0	100	0	A
Strategic Marketing Planning	5FBS1652	15	English	50	50	0	A
Understand Customers	5FBS1653	15	English	0	100	0	A
Mobile Business Technologies	5FBS1648	15	English	0	100	0	B
Managing People	5FBS1647	15	English	0	100	0	B
Enterprise	5FBS1646	15	English	0	100	0	B
Consumer Behaviour	5FBS1642	15	English	60	40	0	B

Level 6

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
<u>Module Title</u>							
Web Analytics and Social Media Monitoring	6FBS1715	15	English	0	50	50	A
Agency Relations	6FBS1703	15	English	0	70	30	A
Contemporary Issues in Marketing	6FBS1705	15	English	0	100	0	B
Global Marketing Ethics and Culture	6FBS1707	15	English	40	60	0	B
Market and Social Research	6FBS1710	30	English	30	70	0	AB

Optional Modules
Select 30 credits,
15 credits per Semester

Module Titles

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Managing Media and Communications	6FBS1709	30	English	60	40	0	AB
Strategic Brand Management	6FBS1714	15	English	0	100	0	A
Sales and Key Account Management	6FBS1712	15	English	0	70	30	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 honours 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)	<ul style="list-style-type: none"> Marketing Marketing and Advertising Marketing with Digital Communications 	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

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	<ul style="list-style-type: none"> Marketing Marketing and Advertising Marketing with Digital Communication 	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A3, A5-A9, B1-B3, C1-C4, D1-D3, D5-6

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)).

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

at BHSAD:

- 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.
- A School Admissions Tutor with specific responsibility for open days and selection.
- A designated Administrator to deal with day to day administration associated with the programme.
- A Collaborative Partnership Leader responsible for day to day communications with 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.
- StudyNet 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.
- BHSAD's Student Support services, including International Student Coordinator, Student Well-being Coordinator
- 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 [A-Z of the University of Hertfordshire](#) is an introduction to the academic, social, cultural and sporting services and opportunities available at the University of Hertfordshire, and includes the Student Charter and Student Code of Conduct.

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.

The UK Quality Assurance Agency for Higher Education (QAA) has confirmed the quality and standards of provision at the University of Hertfordshire. A key part of QAA's role is to review and report on how universities maintain their academic standards and quality, to inform students and the wider public. The team of QAA reviewers visited the University of Hertfordshire in 2015/16 and judged that its academic standards, the quality and enhancement of its students' learning experience, and the quality of information about this learning experience all meet UK expectations. In other words, the University meets national requirements for standards and quality. The QAA's report can be accessed at: <http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.V-KHajXy0nE>

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 Degree studies, showing a minimum average of 3.5 points (on a Russian scale from 2 to 5) in the best year of study or
2. 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.

Non-standard / Direct Applicants into Year 2 (Level 5)

Applicants with prior relevant undergraduate study who meet the necessary English and Mathematics requirements are eligible to be considered for direct entry to the programme at Level 5 or Level 6. The BHSAD Team makes all admission decisions for direct entry, subject to approval by The University of Hertfordshire Business School.

Progression to the BA (Hons) Marketing, BA (Hons) Marketing and Advertising or BA (Hons) Marketing with Digital Communications at the University of Hertfordshire in the UK is normally guaranteed to any BHSAD student who, on completion of level 4 or level 5 of the relevant programme, has met the minimum requirements to progress to the next level of study. Candidates wishing to take up any of these options should, in the first instance, contact their programme administrator in writing at the start of Semester B of their level 4 or level 5 of study, as appropriate. A formal application to the University will subsequently be required.

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:
Ekaterina Bridge at bridge@britishdesign.ru

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 (Honours) 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						
		A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	D1	D2	D3	D4	D5	D6	D7	
Level	Module Title	Module Code																	
Level 4	Principles of Marketing	4FBS1434	x	x	x	x		x		x	x	x			x	x	x		
	Professional Development for Marketers	4FBS1435	x		x	x	x	x	x	x		x	x	x	x	x	x		
	Introduction to Marketing Communications	4FBS1432	x	x				x	x	x	x	x		x	x	x			
	Marketing Data Analysis	4FBS1433	x				x	x	x			x	x	x	x	x			
	Foundations of Economics for Marketers	4FBS1431		x	x		x		x	x		x		x	x	x			
	Digital Marketing Essentials	4FBS1430	x	x		x		x		x	x		x	x	x	x		x	
	Creativity, Technology and Innovation	4FBS1429		x		x								x		x	x	x	
Level 5	Consumer Behaviour	5FBS1642	x		x			x	x	x	x	x	x		x	x		x	
	Strategic Marketing Planning	5FBS1652	x	x	x	x		x	x	x		x	x	x	x	x			
	Enhancing Employability in Marketing	5FBS1654		x	x	x		x	x	x	x	x	x	x	x	x	x		
	Enterprise	5FBS1646	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Managing People	5FBS1647			x	x	x			x	x		x	x	x	x			
	Product Innovation	5FBS1649	x	x	x	x			x			x	x	x		x	x	x	
	Service Marketing	5FBS1651	x	x	x	x			x			x	x	x		x	x	x	
	<i>Business Analysis Tools (optional)</i>	<i>5FBS1641</i>	x				x	x	x	x			x	x	x	x	x	x	
	<i>Understanding Customers (optional)</i>	<i>5FBS1653</i>	x		x				x	x	x							x	x
Level 6	Market and Social Research	6FBS1710		x		x		x	x	x	x	x	x	x	x	x			
	Contemporary Issues in Marketing	6FBS1705	x	x	x	x		x	x	x	x	x		x	x	x		x	
	Business to Business Marketing	6FBS1704	x	x	x		x	x	x	x	x	x		x	x	x	x		
	Global Marketing Ethics and Culture	6FBS1707	x	x		x		x	x		x	x			x	x		x	
	Strategic Brand Management	6FBS1714	x	x	x			x	x	x	x	x	x		x	x			
	<i>Industry Practice in Marketing (optional)</i>	<i>6FBS1708</i>	x	x	x		x		x	x	x	x		x		x	x	x	
	<i>Sales and Key Account Management (optional)</i>	<i>6FBS1712</i>	x	x	x		x	x	x	x	x	x	x	x	x	x		x	
	<i>Managing Media and Communications (optional)</i>	<i>6FBS1709</i>	x	x	x	x	x	x	x	x	x	x	x	x	x	x			

x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
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BA (Honours) Marketing and Advertising

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	B1	B2	B3	B4	C1	C2	D1	D2	D3	D4	D5	D6	D7	
Level 4	Principles of Marketing	4FBS1434	x	x	x	x					x		x	x		x			x	x			
	Creativity, Technology and Innovation	4FBS1429		x		x									x		x	x	x				
	Professional Development in Advertising	4FBS1436	x		x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x		
	Introduction to Marketing Communications	4FBS1432	x	x				x			x	x	x	x	x	x		x	x	x	x		
	Marketing Data Analysis	4FBS1433	x				x			x	x	x					x	x	x	x			
	Digital Marketing Essentials	4FBS1430	x	x		x		x		x	x	x		x	x	x	x		x	x			
	Foundations of Economics for Marketers	4FBS1431		x	x		x					x	x			x		x	x	x			
Level 5	Strategic Marketing Planning	5FBS1652	x	x	x	x				x	x	x		x		x	x	x	x	x			
	Consumer Behaviour	5FBS1642	x		x					x	x	x	x	x		x			x	x		x	
	Enhancing Employability in Advertising	5FBS1645		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x		
	Enterprise	5FBS1646	x	x	x	x	x			x	x	x	x	x		x	x	x	x	x	x	x	
	Managing People	5FBS1647			x	x	x					x	x			x	x	x	x	x			
	Advertising Concepts and Campaigns	5FBS1640	x	x	x	x	x	x	x	x	x		x		x	x	x	x	x		x	x	
	Public Relations Concepts and Campaigns	5FBS1650	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x		x	x	
Level 6	Creativity in Advertising	5FBS1643	x	x	x	x	x	x	x	x	x		x		x	x	x	x	x		x		
	Market and Social Research	6FBS1710		x		x	x			x	x	x	x	x		x	x	x	x	x			
	Contemporary Issues in Marketing	6FBS1705	x	x	x	x				x	x	x	x			x		x	x	x		x	
	Public Relations Strategy	6FBS1711	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	
	Advertising Strategy	6FBS1702	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	
	Agency Relations	6FBS1703	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x
	<i>Strategic Brand Management (optional)</i>	6FBS1714	x	x	x						x	x	x	x	x		x	x		x	x		
<i>Global Marketing Ethics and Culture (optional)</i>	6FBS1707	x	x		x		x	x			x	x	x			x	x		x	x	x		
<i>Managing Media Communications (optional)</i>	6FBS1709	x	x	x	x	x				x	x	x	x	x	x	x	x	x	x	x			

BA (Honours) Marketing with Digital Communications

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							
		A1	A2	A3	A4	A5	A8	A9	B1	B2	B3	B4	C1	C3	D1	D2	D3	D4	D5	D6	D7	
Module Title	Module Code																					
Level 4	Principles of Marketing	4FBS1434	x	x	x	x					x		x	x		x			x	x		
	Professional Development for Marketers	4FBS1435	x		x	x	x			x	x	x	x			x	x	x	x	x		
	Introduction to Marketing Communications	4FBS1432	x	x							x	x	x			x		x	x	x	x	
	Marketing Data Analysis	4FBS1433	x				x			x	x	x				x	x	x	x	x		
	Digital Marketing Essentials	4FBS1430	x	x		x		x		x	x	x		x		x	x		x	x		
	Creativity, Technology and Innovation	4FBS1429		x		x									x		x	x	x			
	Foundations of Economics for Marketers	4FBS1431		x	x		x					x	x			x		x		x		
Level 5	Understanding Customers	5FBS1653	x		x			x	x	x							x	x			x	
	Strategic Marketing Planning	5FBS1652	x	x	x	x			x	x	x		x		x	x	x	x	x			
	Enhancing Employability in Marketing	5FBS1654		x	x	x			x	x	x	x	x		x	x	x	x	x	x		
	Enterprise	5FBS1646	x	x	x	x	x		x	x	x	x	x		x	x	x	x	x	x		
	Managing People	5FBS1647			x	x	x				x	x			x	x	x	x	x			
	Mobile Business Technologies	5FBS1648	x	x	x	x	x	x	x	x	x			x	x	x	x	x	x	x		
	Consumer Behaviour	5FBS1642	x	x	x					x	x	x	x	x		x			x	x		x
	Digital Marketing in Practice	5FBS1644	x	x		x		x	x	x	x	x		x	x	x	x	x	x	x		
Level 6	Market and Social Research	6FBS1710		x		x			x	x	x	x	x		x	x	x	x	x			
	Contemporary Issues in Marketing	6FBS1705	x	x	x	x	x		x	x	x	x			x		x	x	x		x	
	Web Analytics and Social Media Monitoring	6FBS1715	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x		x
	Global Marketing Ethics and Culture	6FBS1707	x	x		x		x	x		x	x	x			x	x		x			
	Agency Relations	6FBS1703	x	x	x	x	x		x	x	x	x	x	x		x	x	x	x	x		x
	<i>Managing Media and Communications (optional)</i>	6FBS1709	x	x	x	x		x		x	x	x		x		x	x	x	x	x		x
<i>Strategic Brand Management (optional)</i>	6FBS1714	x	x	x					x	x	x	x	x		x	x		x	x			

Sales and Key Account Management (optional)	6FBS1712	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x			
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KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

- A1. The key marketing concepts, practices and underpinning theory
- A2. The complexities of organisations, in particular the way in which marketing interacts with other key business functions.
- A3. The external environmental influence on the organisation and marketing management.
- A4. Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, sustainability, business ethics and globalisation.
- A5. Theoretical concepts and vocationally relevant information associated with chosen specialism.
- A6. The role of advertising within the marketing and communications mix.
- A7. The nature of relationship between clients, agencies, suppliers and media owners in the advertising and communications industry.
- A8. Integration of creative and digital solutions in a marketing context.
- A9. Comparative effectiveness of the various tools available in online research, monitoring and analysis of data to facilitate decision making.

Intellectual Skills

- B1. Utilise cognitive skills of critical thinking
- B2. Utilise cognitive skills of analysis
- B3. Utilise cognitive skills of synthesis
- B4. Assess theory and provide opinion based on reading and use of relevant theory

Practical Skills

- C1. Integrate marketing theory with the consideration of practice through the 'applied' modules using contemporary case studies, simulations, guest speakers and links with live projects.
- C2. On the Advertising specialism, construct a realistic creative and client brief based on a contemporary campaign.
- C3. On the Digital Communications pathway, set KPIs and conduct online research and monitoring in relation to digital campaigns.

Transferable Skills

- D1. Demonstrate effective communication skills through considered use of English language, both orally and in writing
- D2. Work effectively in a team
- D3. Make use of effective problem solving and decision making using appropriate qualitative and quantitative techniques
- D4. Work independently, effectively and to set deadlines
- D5. Make effective use of Information Technology
- D6. Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments
- D7. Operate in the dynamic global arena and to appreciate contemporary and cross- cultural difference.

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 & Management (2015)

Undergraduate

March 18

March 18

Level 4 entering Choose an item.

Hertfordshire Business School

Table 3 Course structure

Course details					
Course code		Course description			JACS
e.g. EIBENGAAE		e.g. BEng (Hons) Aerospace Engineering			e.g. Jacs Code
Course Instances					
Instances code	Intake	Stream	Instances Year	Location :	Mode of study
			1	Hatfield	
			1	Hatfield	
			2	Hatfield	
			3	Hatfield	
			3	Hatfield	
			4	Hatfield	
			1	Hatfield	
			2	Hatfield	
			3	Hatfield	
			3	Hatfield	
			4	Hatfield	

