

Hertfordshire Business School

Title of Programme: Marketing

Programme Code: BSMK

Including:

BA (Hons) Marketing

BA (Hons) Marketing and Advertising

BA (Hons) Marketing with Digital Communications

BA (Hons) Marketing with Fashion

BA (Hons) Marketing with Language (specified according to that taken)

Programme Specification

This programme specification is relevant to students entering:
01 September 2017

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
D	Study Abroad wording updated
1a	4BUS1037: Economics for Business removed. 4BUS1129: Foundations of Economics for Marketers added in place.
1a	4BUS1060: Global Perspectives in Business removed. 4BUS1086: Digital Marketing Essentials added in place.
1a	Marketing pathway – 5BUS1031: Marketing for the Small Enterprise removed
G	UCAS points updated in Entry requirements
Various	Weighting for language modules changed to 100% practical

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 of Hertfordshire
University/partner campuses	De Havilland Campus
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
	BA (Hons) Marketing with Fashion
	BA (Hons) Marketing with Language*
	All titles are available with the following suffix: Sandwich with a Year Abroad with Study Abroad
	*Languages available: Chinese Mandarin, French, German, Japanese and Spanish
FHEQ level of award	6
UCAS code(s)	N500
Language of Delivery	English

A. Programme Rationale

Overall, the programme 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, Marketing with Fashion, and finally Marketing with a range of languages.

Its intention is to 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, the research and the industry links of the marketing group.

Marketing, and Marketing with a range of languages

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. Students also have the option to study a foreign language (Chinese Mandarin, French, German, Japanese, and Spanish) as a minor subject.

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.

Marketing with Fashion

The Marketing with Fashion pathway is designed as a major/minor route. Fashion is considered to be a very creative subject, but in combination with Marketing the pathway enables students to not only acquire knowledge and skills in their chosen subjects but apply their business specific skills in a creative setting.

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 or fashion;
- provide students with opportunity to study a foreign language and 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.

<u>Knowledge and Understanding</u>	<u>Teaching and learning methods</u>	<u>Assessment strategy</u>
<u>All pathways:</u>	Acquisition of A1 to A10 is through a combination of lectures, tutorials, coursework and project work of both practical and academic nature at all levels.	Knowledge and understanding are assessed through a combination of examinations and assessed coursework.
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.	Knowledge and understanding is also acquired via experiential learning at level 5 and the optional work placement. Throughout, the learner is encouraged to undertake	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><u>Marketing with Fashion</u></p> <p>A10- The creative and technical processes appropriate to fashion applied in a marketing and business environment.</p>	<p>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 A10 are further enhanced by case studies, live business projects and field trips.</p> <p>Students on the Marketing pathway have the opportunity to take a language in every semester.</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><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><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</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>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 within the professional marketing standards framework.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p>integration of theory with practice.</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>C4- On the Fashion pathway, employ appropriate materials, techniques and methods combined with resourcefulness and entrepreneurial skills to support practice</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>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</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>

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.

transferable skills by maintaining a record of evidence and completing a personal development plan.

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

The programme pathways are offered in full-time (3 years), sandwich (4 years) and part time (6 years) modes, and lead to the award of BA (Hons) Marketing, BA (Hons) Marketing and Advertising, BA (Hons) Marketing with Digital Communications, BA (Hons) Marketing with Fashion, and BA (Hons) Marketing with Languages.

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).

Professional and Statutory Regulatory Bodies

For all pathways, we will pursue the continuance of an arrangement with the Chartered Institute of Marketing, which allows students to gain certificates during their programme of studies in the form of extra units taught outside classroom (with a fee attached). Available qualifications:

- Introductory Certificate at Level 4 linked to the Principles of Marketing (CIM);
- Professional Certificate at Level 6 designed for students with work experience;
- CIM Digital Marketing qualification at Level 5 linked to the Digital Marketing in Practice module;

In addition, students are eligible to gain exemptions through various modules enabling them to obtain entry to the Chartered Institute of Marketing Chartered Post Graduate Diploma (Stage 3) and to the dual award programme (CIM Professional Diploma).

The Business School will also continue to liaise with the Institute of Public Relations and the Market Research Society (MRS) as well as the Chartered Management Institute to support Level 5 and Level 6 skills modules.

Work-Based Learning, including Sandwich Programmes

Between Levels 5 and 6, students may elect to undertake a full, 36-week placement (36 weeks minimum). When this is complete, and the student has submitted a successful placement portfolio, they may then attach the '**sandwich**' suffix to their award on graduation.

Students between Levels 5 and 6 may instead wish to combine one semester of approved study abroad with a shorter, 18-week placement, in order to earn the suffix '**with a Year Abroad**' to their award on graduation.

Students who are unable, for valid reasons, to complete their sandwich year will be transferred to the full-time mode.

All students have the opportunity to study a work-based learning module at Level 6 (direct entrants take an alternative module, see below).

Erasmus Exchange programme

The degree programme is open to all Erasmus students who select option choices from across the

programme. For further details please contact the Programme Leader.

[Studying Abroad – Details on Study Abroad are available from the Study Abroad Office.](#)

Students have the opportunity to study abroad (within Europe or world-wide), for one or two semesters, between Levels 5 and 6. The Study Abroad Office advises students on this process.

Students who have successfully completed Level 4 can choose to spend a year abroad, *additional* to their studies, studying either two semesters at the host institution, or mixing one semester of study abroad with a placement abroad (normally not less than 12 weeks in duration). Passing their studies will earn them the degree title suffix 'with a Year Abroad'. Programme Leaders must agree the Study Abroad. For students taking Study Abroad as additional to their UH studies, their degree classification is based on Level 5 and Level 6 grades gained from their UH modules, as for home UH students, as in the UPRs*.

Additionally, students may also take the opportunity to study level 5 at a host institution *in place of their level 5 at UH*. This requires a very good match between the UH Level 5 and the host institution's Level 5 (NB Students should seek advice from their Programme Leader where their programme involves professional exemptions). Programme Leaders must agree the Study Abroad, and only students who pass all 120 credits of their Level 4 at UH may substitute Level 5 at UH with Level 5 abroad. For these students, their degree calculation is derived solely from final year grades gained from UH modules at Level 6.

Finally, students may opt to study just one semester abroad, to earn the suffix 'with Study Abroad'. This can be explored further with the Study Abroad Office.

*Degree classification calculation information is available in the University Policies and Regulations (UPRs), AS14 Section D6. UPRs on Study Abroad are located within UPR AS11 in section 2.5.

[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 direct entrants](#)

Any direct entry students to BSMK undergraduate programme

- at Level 5 should only take the BA (Hons) Marketing pathway, unless they have studied any subjects equivalent to Digital Marketing which would make them eligible to join BA (Hons) Marketing and Advertising or BA (Hons) Marketing with Digital Communications;
- at Level 6 should only take the BA (Hons) Marketing pathway, due to pre- and co-requisite modules studied at Level 4 and Level 5 on the specialism pathways

Any direct entry students should only take the optional module, 6BUS1152: Industry Practice in Marketing if they have gained at least 40 hours work experience prior to commencing their final year studies.

Table 1a Outline Programme Structure

Mode of study Full Time; Sandwich

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	4BUS1021	15	English	0	100	0	A
Principles of Marketing (CIM)	4BUS1082	15	English	0	100	0	A
Professional Development for Marketers	4BUS1045	30	English	0	70	30	AB
Foundations of Economics for Marketers	4BUS1129	15	English	40	40	20	B
Introductions to Marketing Communications	4BUS1011	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
Digital Marketing Essentials	4BUS1086	15	English	0	100	0	A
Creativity, Technology and Innovation	4BUS1013	15	English	0	70	30	B
Language	Various	15 & 15	Various	0	0	100	A & B

Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Managing People	5BUS1037	15	English	0	100	0	A
Enhancing Employability in Marketing	5BUS1082	15	English	0	100	0	A
Strategic Marketing Planning	5BUS1099	15	English	50	50	0	A
Consumer Behaviour	5BUS1118	15	English	60	40	0	B
Enterprise	5BUS1080	15	English	0	100	0	B
Product Innovation (International)	5BUS1106	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	5BUS1185	15	English	50	50	0	A
Understanding Customers	5BUS1165	15	English	50	50	0	A
Service Marketing	5BUS1111	15	English	0	70	30	B
Language	Various	15 & 15		0	0	100	A & B

Placement (Optional)

Students who have attained the progression requirements to level 6 may select an optional placement year before commencing their level 6 studies. The award of a sandwich degree will require the successful completion of the placement period and the submission of a placement portfolio which reaches a pass standard.

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Module Title							
HBS Placement	6BUS1228	0	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	6BUS1082	30	English	70	30	0	AB
Business to Business Marketing	6BUS1022	15	English	50	50	0	A
Strategic Brand Management	6BUS1061	15	English	0	100	0	A
Global Marketing Ethics and Culture	6BUS1025	15	English	60	40	0	B
Contemporary Issues in Marketing	6BUS1093	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	6BUS1152	15	English	0	100	0	A
Forecasting Methods for Managers	6BUS1026	15	English	0	100	0	B
Sales and Key Account Management	6BUS1068	15	English	0	70	30	B
Dissertation – Marketing	6BUS1028	30	English	0	100	0	AB
(including Research Methods)	6BUS1086	0	English	0	100	0	A
Advanced Integrated Marketing Internship	6BUS1158	30	English	0	100	0	AB
(including Research Methods)	6BUS1086	0	English	0	100	0	A
Managing Media and Communications	6BUS1081	30	English	60	40	0	AB
Small Business and Entrepreneurship	6BUS1064	30	English	70	25	5	AB
Language	Various	15 & 15	English	0	0	100	A & B

Marketing and Advertising Pathway

Level 4

Compulsory Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing Data Analysis	4BUS1021	15	English	0	100	0	A
Principles of Marketing (CIM)	4BUS1082	15	English	0	100	0	A
Digital Marketing Essentials	4BUS1086	15	English	0	100	0	A
Creativity, Technology and Innovation	4BUS1013	15	English	0	70	30	B
Professional Development in Advertising	4BUS1095	30	English	0	100	0	AB
Foundations of Economics for Marketers	4BUS1129	15	English	40	40	20	B
Introduction to Marketing Communications	4BUS1011	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	5BUS1063	15	English	60	40	0	A
Enhancing Employability in Advertising	5BUS1146	15	English	0	100	0	A
Strategic Marketing Planning	5BUS1099	15	English	50	50	0	A
Creativity in Advertising	5BUS1117	15	English	0	70	30	A
Managing People	5BUS1037	15	English	0	100	0	B
Enterprise	5BUS1080	15	English	0	100	0	B
Consumer Behaviour	5BUS1118	15	English	60	40	0	B
Public Relations Concepts and Campaigns	5BUS1018	15	English	0	70	30	B

Placement (Optional)

Compulsory Modules

Module Title

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
HBS Placement	6BUS1228	0	English	0	100	0	A

Level 6

Compulsory Modules

Module Title

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Public Relations Strategy	6BUS1071	15	English	0	100	0	A
Agency Relations	6BUS1163	15	English	0	70	30	A
Market and Social Research	6BUS1082	30	English	70	30	0	AB
Advertising Strategy	6BUS1021	15	English	70	30	0	B
Contemporary Issues in Marketing	6BUS1093	15	English	0	100	0	B

Optional Modules

Select 30 credits,
15 credits per Semester

Module Titles

Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Strategic Brand Management	6BUS1061	15	English	0	100	0	A
Global Marketing Ethics and Culture	6BUS1025	15	English	60	40	0	B
Dissertation – Marketing	6BUS1028	30	English	0	100	0	AB
(including Research Methods)	6BUS1086	0	English	0	100	0	A
Advanced Integrated Marketing Internship	6BUS1158	30	English	0	100	0	AB
(including Research Methods)	6BUS1086	0	English	0	100	0	A
Managing Media and Communications	6BUS1081	30	English	60	40	0	AB

Marketing with Digital Communications Pathway

Level 4

Compulsory Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing Data Analysis	4BUS1021	15	English	0	100	0	A
Principles of Marketing (CIM)	4BUS1082	15	English	0	100	0	A
Digital Marketing Essentials	4BUS1086	15	English	0	100	0	A
Creativity, Technology and Innovation	4BUS1013	15	English	0	70	30	B
Professional Development for Marketers	4BUS1045	30	English	0	70	30	AB
Foundations of Economics for Marketers	4BUS1129	15	English	40	40	20	B
Introduction to Marketing Communications	4BUS1011	15	English	0	100	0	B

Level 5

Compulsory Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Digital Marketing in Practice	5BUS1016	15	English	0	100	0	A
Enhancing Employability in Marketing	5BUS1082	15	English	0	100	0	A
Strategic Marketing Planning	5BUS1099	15	English	50	50	0	A
Understand Customers	5BUS1165	15	English	50	50	0	A
Mobile Business Technologies	5BUS1066	15	English	0	100	0	B
Managing People	5BUS1037	15	English	0	100	0	B
Enterprise	5BUS1080	15	English	0	100	0	B
Consumer Behaviour	5BUS1118	15	English	60	40	0	B

Placement (Optional)

Students who have attained the progression requirements to level 6 may select an optional placement year before commencing their level 6 studies. The award of a sandwich degree will require the successful completion of the placement period and the submission of a placement portfolio which reaches a pass standard.

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Module Title							
HBS Placement	6BUS1228	0	English	0	100	0	A

Level 6

Compulsory Modules

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Web Analytics and Social Media Monitoring	6BUS1162	15	English	0	50	50	A
Agency Relations	6BUS1163	15	English	0	70	30	A
Contemporary Issues in Marketing	6BUS1093	15	English	0	100	0	B
Global Marketing Ethics and Culture	6BUS1025	15	English	60	40	0	B
Market and Social Research	6BUS1082	30	English	70	30	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	6BUS1081	30	English	60	40	0	AB
Dissertation – Marketing	6BUS1028	30	English	0	100	0	AB
(including Research Methods)	6BUS1086	0	English	0	100	0	A
Advanced Integrated Marketing Internship	6BUS1158	30	English	0	100	0	AB
(including Research Methods)	6BUS1086	0	English	0	100	0	A

Marketing with Fashion Pathway

Level 4

Compulsory Modules

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Principles of Marketing (CIM)	4BUS1082	15	English	0	100	0	A
Marketing Data Analysis	4BUS1021	15	English	0	100	0	A
Professional Development for Marketers	4BUS1045	30	English	0	70	30	AB
Introduction to Marketing Communications	4BUS1011	15	English	0	100	0	B
Creativity, Technology and Innovation	4BUS1013	15	English	0	70	30	B
Fashion: Introduction to Creative Processes	4ARD0022	15	English	0	100	0	A
Fashion: Intro to Technical and IT Skills	4ARD0023	15	English	0	100	0	B

Level 5

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Understanding Customers	5BUS1165	15	English	50	50	0	A
Enhancing Employability in Marketing	5BUS1082	15	English	0	100	0	A
Strategic Marketing Planning	5BUS1099	15	English	50	50	0	A
Product Innovation (International)	5BUS1106	15	English	0	70	30	B
Marketing for the Creative Cultural Industries Enterprise	5BUS1033	15	English	0	100	0	B
	5BUS1080	15	English	0	100	0	B
Fashion: Understanding Markets and Trends	5ARD0026	15	English	0	100	0	A
Fashion: Developing Design for Production	5ARD0027	15	English	0	100	0	B

Placement (Optional)

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Module Title							
HBS Placement	6BUS1228	0	English	0	100	0	A

Level 6

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Market and Social Research	6BUS1082	30	English	70	30	0	AB
Contemporary Issues in Marketing	6BUS1093	15	English	0	100	0	B
Strategic Brand Management	6BUS1061	15	English	0	100	0	A
Or							
Industry Practice in Marketing	6BUS1152	15		0	100	0	A
Managing Media and Communications	6BUS1081	30	English	60	40	0	AB
Fashion: Professional Portfolio	6ARD0004	30	English	0	100	0	AB

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 Fashion Marketing with <language> 	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 Fashion Marketing with <language> 	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A3, A5-A10, 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:

- The Dean of School
- Head of Department who has delegated responsibility for programmes in the School of Business
- Programme Leaders who are responsible for the day to day management and who advise students on the programme as a whole

- An Admissions Tutor, with specific responsibility for open days and selection
- Designated administrators to deal with day to day administration associated with the programme
- Module Coordinators who are responsible for individual modules
- A Placements Officer to assist with the procurement of placements
- A programme committee, the membership of which includes student representatives from each level of study and key members of the Business School.

Support

Students are supported by:

- A programme/year tutor to help students understand the programme structure
- An induction week at the beginning of each new academic session
- Overseas Orientation
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and Nursery
- Medical Centre
- HBS Information Point to provide academic and pastoral support
- An International and Direct Entry Support Tutor
- A Disabled Student Coordinator
- An Equal Opportunities Officer
- A team of Academic Support Tutors
- An Exchange Programme Coordinator
- A European and Study Abroad Office
- A Careers and Placement Service for all current students and graduates
- A Mathematics Drop-in Centre
- Student representatives on programme committees
- A designated administrator
- The Students' Union
- StudyNet, a versatile on-line interactive intranet and learning environment
- Attractive modern study environments in Learning Resource Centres
- Guided student-centred learning through the use of StudyNet
- A dedicated Centre for Academic Skills Enhancement (CASE)

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 are:

- 96-112 UCAS points from qualifications which include a minimum of two GCE A levels/AVCEs or one GCE/ AVCE Double Award', or
- An overall pass in an Access to Higher Education Diploma with a Merit profile in 45 Level 3 Units, or
- Equivalent qualifications to be assessed by the Admissions Tutor

Plus

- GCSE English Language and Mathematics at grade C or above, or qualifications recognised as equivalent by the University on its website at <http://www.herts.ac.uk/apply/entry-requirements/undergraduate-degrees/gcse-equivalent-entry-requirements>.

A minimum IELTS score of 6.0* or qualifications recognised as equivalent by the University on its website at <http://www.herts.ac.uk/apply/entry-requirements/undergraduate-degrees> will be accepted as alternative to GCSE English Language at grade C.

NB Required GCSE grade is 4 for where exams are taken from 2017 on.

[*IELTS at no lower than 5.5 in every band]

Non-standard entry to the programmes

The Hertfordshire Business School Undergraduate Admissions Team makes all admissions decisions regarding non-standard applications, including those from elsewhere in the EU and those for direct entry above Level 4.

Applicants with prior relevant undergraduate study and who meet the necessary English and Mathematics requirements are eligible to be considered for entry to the programme at Level 5 or Level 6. They should have 120 credit points at Level 4 or equivalent to join at Level 5, plus a further 120 credit points at Level 5 or equivalent to join at Level 6. The modules making up the previous 120 credit points of study must normally be passed at the first attempt and should contribute to an overall grade average of at least 55%.

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:
Hajni Handler, Head of Group (h.handler@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 (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 4	Module Title	Module Code																	
	Principles of Marketing (CIM)	4BUS1082	x	x	x	x			x		x	x	x			x	x	x	
	Professional Development for Marketers	4BUS1045	x		x	x	x	x	x	x	x		x	x	x	x	x	x	
	Introduction to Marketing Communications	4BUS1011	x	x					x	x	x	x	x		x	x	x		
	Marketing Data Analysis	4BUS1021	x				x	x	x	x			x	x	x	x	x		
	Foundations of Economics for Marketers	4BUS1129		x	x		x			x	x		x		x	x	x		
Level 5	<i>Creativity, Technology and Innovation (optional)</i>	<i>4BUS1013</i>		x		x									x		x	x	x
	Consumer Behaviour	5BUS1118	x		x			x	x	x	x	x	x			x	x		x
	Strategic Marketing Planning	5BUS1099	x	x	x	x		x	x	x		x	x	x	x	x	x		
	Enhancing Employability in Marketing	5BUS1082		x	x	x		x	x	x	x	x	x	x	x	x	x	x	
	Enterprise	5BUS1080	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Managing People	5BUS1037			x	x	x			x	x		x	x	x	x	x		
	Product Innovation (International)	5BUS1106	x	x	x	x			x			x	x	x		x	x	x	
	<i>Business Analysis Tools (optional)</i>	<i>5BUS1185</i>	x				x	x	x	x			x	x	x	x	x	x	
	<i>Understanding Customers (optional)</i>	<i>5BUS1165</i>	x		x				x	x	x							x	x
	<i>Service Marketing (optional)</i>	<i>5BUS1111</i>	x	x	x	x			x			x	x	x		x	x	x	x
	Placement Year		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Level 6	Market and Social Research	6BUS1082		x		x		x	x	x	x	x	x	x	x	x	x		
	Contemporary Issues in Marketing	6BUS1093	x	x	x	x		x	x	x	x	x	x		x	x	x		x
	Business to Business Marketing	6BUS1022	x	x	x		x	x	x	x	x	x	x		x	x	x	x	
	Global Marketing Ethics and Culture	6BUS1025	x	x		x		x	x		x	x	x			x	x		x
	Strategic Brand Management	6BUS1061	x	x	x			x	x	x	x	x	x	x		x	x		
	<i>Industry Practice in Marketing (optional)</i>	<i>6BUS1152</i>	x	x	x		x		x	x	x	x	x		x		x	x	x
	<i>Forecasting Methods for Managers (optional)</i>	<i>6BUS1026</i>					x	x	x	x	x		x	x	x	x	x	x	
	<i>Sales and Key Account Management (optional)</i>	<i>6BUS1068</i>	x	x	x		x	x	x	x	x	x	x	x	x	x	x		x

<i>Dissertation – Marketing (optional)</i> <i>(including Research Methods)</i>	6BUS1028 6BUS1086	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x
<i>Advanced Integrated Marketing Internship</i> <i>(optional)</i> <i>(including Research Methods)</i>	6BUS1158 6BUS1086	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x
<i>Managing Media and Communications</i> <i>(optional)</i>	6BUS1081	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
<i>Small Business and Entrepreneurship</i> <i>(optional)</i>	6BUS1064	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

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 (CIM)	4BUS1082	x	x	x	x					x		x	x		x			x	x		
	Professional Development in Advertising	4BUS1095	x		x	x	x	x	x	x	x	x	x		x	x	x	x	x	x		
	Introduction to Marketing Communications	4BUS1011	x	x				x			x	x	x	x	x	x		x	x	x	x	
	Marketing Data Analysis	4BUS1021	x				x			x	x	x					x	x	x	x		
	Digital Marketing Essentials	4BUS1086	x	x		x		x		x	x	x		x	x	x	x		x	x		
	Foundations of Economics for Marketers	4BUS1129		x	x		x					x	x			x		x	x	x		
Level 5	Strategic Marketing Planning	5BUS1099	x	x	x	x				x	x	x		x		x	x	x	x	x		
	Consumer Behaviour	5BUS1118	x		x					x	x	x	x	x		x			x	x		x
	Enhancing Employability in Advertising	5BUS1146		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Enterprise	5BUS1080	x	x	x	x	x			x	x	x	x	x		x	x	x	x	x	x	x
	Managing People	5BUS1037			x	x	x					x	x			x	x	x	x	x		
	Advertising Concepts and Campaigns	5BUS1063	x	x	x	x	x	x	x	x	x		x		x	x	x	x	x		x	x
	Creativity in Advertising	5BUS1117	x	x	x	x	x	x	x	x	x		x		x	x	x	x	x		x	
	Placement Year		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Level 6	Market and Social Research	6BUS1082		x		x	x			x	x	x	x	x		x	x	x	x	x		
	Contemporary Issues in Marketing	6BUS1093	x	x	x	x				x	x	x	x			x		x	x	x		x
	Public Relations Strategy	6BUS1071	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
	Advertising Strategy	6BUS1021	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
	Agency Relations	6BUS1163	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>	6BUS1061	x	x	x					x	x	x	x	x		x	x		x	x		
	<i>Global Marketing Ethics and Culture (optional)</i>	6BUS1025	x	x		x		x	x		x	x	x			x	x		x	x	x	
	<i>Dissertation – Marketing (optional) (including Research Methods)</i>	6BUS1028 6BUS1086	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x		
	<i>Advanced Integrated Marketing Internship (optional) (including Research Methods)</i>	6BUS1158 6BUS1086	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x
	<i>Managing Media Communications (optional)</i>	6BUS1081	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						
	Module Title	Module Code	A1	A2	A3	A4	A5	A8	A9	B1	B2	B3	B4	C1	C3	D1	D2	D3	D4	D5	D6	D7
Level 4	Principles of Marketing (CIM)	4BUS1082	x	x	x	x					x		x	x		x			x	x		
	Professional Development for Marketers	4BUS1045	x		x	x	x			x	x	x	x			x	x	x	x	x		
	Introduction to Marketing Communications	4BUS1011	x	x							x	x	x			x		x	x	x	x	
	Marketing Data Analysis	4BUS1021	x				x			x	x	x				x	x	x	x	x		
	Digital Marketing Essentials	4BUS1086	x	x		x		x		x	x	x		x		x	x		x	x		
	Foundations of Economics for Marketers	4BUS1129		x	x		x					x	x			x		x		x		
Level 5	Understanding Customers	5BUS1165	x		x				x	x	x							x	x		x	
	Strategic Marketing Planning	5BUS1099	x	x	x	x				x	x	x		x		x	x	x	x	x		
	Enhancing Employability in Marketing	5BUS1082		x	x	x				x	x	x	x	x		x	x	x	x	x	x	
	Enterprise	5BUS1080	x	x	x	x	x			x	x	x	x	x		x	x	x	x	x	x	
	Managing People	5BUS1037			x	x	x					x	x			x	x	x	x	x		
	Consumer Behaviour	5BUS1118	x	x	x					x	x	x	x	x		x			x	x		x
	Digital Marketing in Practice	5BUS1016	x	x		x		x	x	x	x	x		x	x	x	x	x	x	x		
	Placement Year		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Level 6	Market and Social Research	6BUS1082		x		x				x	x	x	x	x		x	x	x	x	x		
	Contemporary Issues in Marketing	6BUS1093	x	x	x	x	x			x	x	x	x			x		x	x	x		x
	Web Analytics and Social Media Monitoring	6BUS1162	x	x	x	x		x	x	x	x	x		x	x	x	x	x	x	x	x	
	Agency Relations	6BUS1163	x	x	x	x	x		x	x	x	x	x	x		x	x	x	x	x		x
	Managing Media and Communications (optional)	6BUS1081	x	x	x	x		x		x	x	x		x		x	x	x	x	x	x	
	Dissertation – Marketing (optional) (including Research Methods)	6BUS1028 6BUS1086	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x		
	Advanced Integrated Marketing Internship (optional) (including Research Methods)	6BUS1158 6BUS1086	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x

BA (Honours) Marketing with Fashion

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	A10	B1	B2	B3	B4	C1	C4	D1	D2	D3	D4	D5	D6	D7
Level 4	Module Title	Module Code	x	x	x	x				x		x	x		x			x	x		
	Principles of Marketing (CIM)	4BUS1082		x		x									x		x	x	x		x
	Creativity, Technology and Innovation	4BUS1013	x		x	x	x		x	x	x	x	x		x	x	x	x	x		
	Professional Development for Marketers	4BUS1045	x	x						x	x	x			x		x	x	x	x	
	Introduction to Marketing Communications	4BUS1011	x				x	x	x	x	x				x	x	x	x	x	x	
	Marketing Data Analysis	4BUS1021			x		x	x	x	x	x					x	x	x	x	x	
	Fashion: Intro to Creative Processes	4ARD0022				x	x	x	x	x	x	x					x	x	x	x	
Level 5	Fashion: Intro to Technical & IT Skills	4ARD0023					x			x							x	x	x		
	Understanding Customers	5BUS1165	x		x				x	x	x							x	x		x
	Enhancing Employability in Marketing	5BUS1082		x	x	x			x	x	x	x	x		x	x	x	x	x	x	
	Strategic Marketing Planning	5BUS1099	x	x	x	x		x	x	x	x		x		x	x	x	x	x		
	Enterprise	5BUS1080	x	x	x	x	x		x	x	x	x	x		x	x	x	x	x	x	x
	Product Innovation (International)	5BUS1106	x	x	x	x		x		x			x		x	x		x	x		
	Marketing for the Creative and Cultural Industries	5BUS1033	x	x	x				x	x	x				x	x	x	x	x	x	
Level 6	Fashion: Understanding Markets & Trends	5ARD0026		x			x	x	x	x	x	x		x	x				x	x	
	Fashion: Developing Design for Production	5ARD0027			x		x	x	x	x	x	x		x		x			x	x	
	Placement Year		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Market and Social Research	6BUS1082		x		x			x	x	x	x	x		x	x	x	x	x		
	Contemporary Issues in Marketing	6BUS1093	x	x	x	x			x	x	x	x			x		x	x	x		x
	Fashion: Professional Portfolio	6ARD0004			x		x	x	x	x	x	x		x	x	x		x	x		
	Industry Practice in Marketing (optional)	6BUS1152	x	x	x				x	x	x	x	x		x		x	x	x	x	
Level 6	Strategic Brand Management (optional)	6BUS1061	x	x	x			x	x	x	x	x	x	x		x	x			x	x
	Managing Media and Communications (optional)	6BUS1081	x	x	x	x		x		x	x	x		x	x	x	x	x	x	x	x

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.
- A10. The creative and technical processes appropriate to fashion applied in a marketing and business environment

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.
- C4. On the Fashion pathway, employ appropriate materials, techniques and methods combined with resourcefulness and entrepreneurial skills to support practice

Transferable Skills

- D1. Communicate effectively, 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 (2007); Art and Design (2008)

Undergraduate

March 14

March 17

Level 4 entering September 2017

Hertfordshire Business School

Table 3 Course structure

Course details					
Course code		Course description			JACS
BSMK		BA (Hons) Marketing			N500
Course Instances					
Instances code	Intake	Stream	Instances Year	Location :	Mode of study
MAR1S	A	Marketing	1	Hatfield	Full-time/sandwich
MAR2S	A	Marketing	2	Hatfield	Full-time/sandwich
MAR3S	A	Marketing	3	Hatfield	Sandwich Placement/Study Abroad
MAR3F	A	Marketing	3	Hatfield	Full-time
MAR4S	A	Marketing	4	Hatfield	Full-time
MARP1P	A	Marketing	1	Hatfield	Part-time
MARP2P	A	Marketing	2	Hatfield	Part-time
MARP3P	A	Marketing	3	Hatfield	Part-time
MARP4P	A	Marketing	4	Hatfield	Part-time
MARP5P	A	Marketing	5	Hatfield	Part-time
MARP6P	A	Marketing	6	Hatfield	Part-time

Course details					
Course code		Course description			JACS
BSMK		BA (Hons) Marketing and Advertising			N500
Course Instances					
Instances code	Intake	Stream	Instances Year	Location :	Mode of study
MKAAD1S	A	Marketing and Advertising	1	Hatfield	Full-time/sandwich
MKAAD2S	A	Marketing and Advertising	2	Hatfield	Full-time/sandwich
MKAAD3S	A	Marketing and Advertising	3	Hatfield	Sandwich Placement/Study Abroad
MKAAD3F	A	Marketing and Advertising	3	Hatfield	Full-time
MKAAD4S	A	Marketing and Advertising	4	Hatfield	Sandwich
MKAAD1P	A	Marketing and Advertising	1	Hatfield	Part-time
MKAAD2P	A	Marketing and Advertising	2	Hatfield	Part-time
MKAAD3P	A	Marketing and Advertising	3	Hatfield	Part-time
MKAAD4P	A	Marketing and Advertising	4	Hatfield	Part-time
MKAAD5P	A	Marketing and Advertising	5	Hatfield	Part-time
MKAAD6P	A	Marketing and Advertising	6	Hatfield	Part-time

Course details					
Course code		Course description			JACS
BSMK		BA (Hons) Marketing with Digital Communications			N500
Course Instances					
Instances code	Intake	Stream	Instances Year	Location :	Mode of study
MKDC1S	A	Marketing with Digital Communications	1	Hatfield	Full-time/sandwich
MKDC2S	A	Marketing with Digital Communications	2	Hatfield	Full-time/sandwich
MKDC3S	A	Marketing with Digital Communications	3	Hatfield	Sandwich Placement/Study Abroad
MKDC3F	A	Marketing with Digital Communications	3	Hatfield	Full-time
MKDC4S	A	Marketing with Digital Communications	4	Hatfield	Full-time
MKDC1P	A	Marketing with Digital Communications	1	Hatfield	Part-time
MKDC2P	A	Marketing with Digital Communications	2	Hatfield	Part-time
MKDC3P	A	Marketing with Digital Communications	3	Hatfield	Part-time
MKDC4P	A	Marketing with Digital Communications	4	Hatfield	Part-time
MKDC5P	A	Marketing with Digital Communications	5	Hatfield	Part-time
MKDC6P	A	Marketing with Digital Communications	6	Hatfield	Part-time

Course details					
Course code		Course description			JACS
BSMK		BA (Hons) Marketing with Fashion			N500
Course Instances					
Instances code	Intake	Stream	Instances Year	Location :	Mode of study
MKFA1S	A	Marketing with Fashion	1	Hatfield	Full-time/sandwich
MKFA2S	A	Marketing with Fashion	2	Hatfield	Full-time/sandwich
MKFA3S	A	Marketing with Fashion	3	Hatfield	Sandwich Placement/Study Abroad
MKFA3F	A	Marketing with Fashion	3	Hatfield	Full-time
MKFA4S	A	Marketing with Fashion	4	Hatfield	Sandwich
MKFAP1P	A	Marketing with Fashion	1	Hatfield	Part-time
MKFAP2P	A	Marketing with Fashion	2	Hatfield	Part-time
MKFAP3P	A	Marketing with Fashion	3	Hatfield	Part-time
MKFAP4P	A	Marketing with Fashion	4	Hatfield	Part-time
MKFAP5P	A	Marketing with Fashion	5	Hatfield	Part-time
MKFAP6P	A	Marketing with Fashion	6	Hatfield	Part-time