

Hertfordshire Business School

Title of Programme: Marketing

Programme Code: BSMK

Including:

BA (Hons) Marketing

BA (Hons) Advertising and Digital Marketing

BA (Hons) Business and Marketing

Programme Specification

This programme specification is relevant to students entering:
01 September 2020

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

Signature



Summary of amendments to the programme:

Section	Amendment

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

Programme Specification BA (Hons) Marketing

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

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	De Havilland
Programme accredited by	Not applicable
Final Qualification	BA (Hons) Marketing BA (Hons) Advertising and Digital Marketing BA (Hons) Business and Marketing
All Final Award titles (Qualification and Subject)	All titles are available with the following suffix: Sandwich With a Year Abroad With Study Abroad With Work Experience
FHEQ level of award	6
UCAS code(s)	Marketing N500, Advertising and Digital Marketing N595, Business and Marketing NN1M
Language of Delivery	English

A. Programme Rationale

The programme is designed to recruit students who wish to specialise in Marketing, Advertising and Digital Marketing as well as those who wish to study a more general Business and Marketing qualification.

The key intention of the programme is to promote the 'employability' of its graduates through a blend of academic study and practical and creative skills enhanced by the teaching, the research and the industry links of the marketing group combined with live industry projects. Emphasis is on both the academic understanding and the practice of marketing.

BA Marketing

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

BA Advertising and Digital Marketing

This programme brings together the disciplines of advertising and digital communications, recognising the integrated nature of contemporary marketing communications. It is designed to enable students to acquire the knowledge and skills for a career in advertising and digital marketing either client side or in creative

agencies. This programme has a balance of the academic underpinning and the creative and digital skills required for employment. Students will be expected to operate at a strategic campaign planning level, whilst also acquiring practical skills such as copywriting, video editing and basic digital design as well as a knowledge of and practical application of marketing technology.

BA Business and Marketing

Marketing is one of the core disciplines of business. This programme provides students with an equal balance of marketing and business modules, enabling the pursuit of a general business degree but with a very firm grounding in the marketing specialism. This provides a great deal of flexibility for students as they enter the job market, either wishing to work in marketing organisations, or marketing departments within large businesses, or working more generally in business, but with an extensive knowledge of marketing strategy.

B. Educational Aims of the Programme

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

Additionally this programme aims to:

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

C. Intended Learning Outcomes

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

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

<p>sustainability, business ethics and globalisation.</p> <p>A4 -Strategic approaches to creativity, innovation, and entrepreneurship within the variety of business contexts and models (e.g. commercial, international, social, and public enterprise).</p> <p>A5 -The comprehension and use of relevant communications for application in marketing, including the use of digital tools.</p> <p><u>For Advertising and Digital Marketing Only</u></p> <p>A6 -The role and application of advertising and digital communications within marketing</p> <p>A7- How work is organised in the 'advertising and creative industries' whether individually or collaboratively between clients, agencies, suppliers and media owners.</p> <p><u>For Business and Marketing</u></p> <p>A8 - Examine the intricacies of organisations.</p> <p>A9 - research the wide range of processes, procedures and practices of effective management.</p>	<p>enable flexibility for students learning needs.</p> <p>Knowledge is also acquired through experiential learning and through live business projects, field trips, and engagement with marketing technology.</p> <p>Students will be encouraged to engage with the professional through the professional body (CIM) and where possible guest lectures from industry experts.</p> <p>Knowledge will be enhanced through engagement with the wider HBS research community</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>creative pitches, digital artefacts and an optional final year dissertation.</p>
<p><u>Intellectual skills</u></p> <p>B1 - Utilise cognitive skills of conceptual and critical thinking and engage with major thinkers and debates within the field to link theory with practice.</p> <p>B2 - Use intellectual curiosity to critically evaluate and synthesise knowledge and different perspectives from across disciplines to innovate, and resolve problems</p>	<p><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>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p><u>Assessment strategy</u></p> <p>Intellectual skills are assessed through a wide range of assessments as detailed above.</p> <p>Clear marking criteria in assessments will include marks for critical analysis, evaluation and synthesis of knowledge.</p> <p>The majority of assessments will integrate theory and practice.</p>

B3 - Draw on the strengths and understand the limitations of the major quantitative and/or qualitative research methods and be able to apply this knowledge critically in their own work.

For Business and Marketing

B4 - Analyse and evaluate business information for decision-making processes.

B5 - Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations.

Practical skills

C1- Integrate marketing theory with practice through the 'applied' modules using contemporary case studies, simulations, guest speakers and links with live projects.

C2-Develop commercial awareness, entrepreneurial mindset and capabilities to successfully to identify and respond to marketing problems and opportunities related to managing products, services and venture creation.

C3 - Analyse, evaluate and present a range of marketing data and sources of information for evidence-based decision-making and campaign analysis.

For Advertising and Digital Marketing Only

C4 -Construct a realistic creative and client brief based on a contemporary campaign.

C5 -Be able to design and justify the strategy, the creative approaches and the implementation of

Teaching and learning methods

Practical skills are developed through applied modules using contemporary case studies, guest speakers, links with industry and live projects and guest speakers.

Throughout the student is expected to consolidate their development of practical skills by the use of blended learning materials and external courses (e.g. LinkedIn for Learning, Google Analytics).

Students will be introduced to relevant digital technologies e.g. marketing automation, social media scheduling, graphic design tools.

Assessment strategy

Practical skills are assessed through a wide range of assessment types, including group presentations, live projects and portfolios and the production of digital artefacts.

advertising and communications activities.

C6 -Develop proficiencies in using a range of current and emergent advertising and digital marketing tools and practice current digital techniques.

C7- Set and monitor KPIs in relation to advertising and digital campaigns.

For Business and Marketing

C8 - Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources.

Transferable skills

D1- Develop empathy and cultural awareness celebrate diversity and different perspectives, and harness individual strengths for joint effort to create a positive learning experience and supportive culture; using digital skills as resources to support group work, co-creation and diversity.

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

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

D4 - Discover and discuss issues in a diverse global environment, deploying an international perspective and appreciation of language and

Teaching and learning methods

Transferable skills are developed throughout the programme by the methods and strategies outlined above.

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

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

Students will be introduced to opportunities to engage with professional activities, such as CIM qualifications and networking events.

Assessment strategy

Transferable skills are assessed through a wide range of assessment types both individually and in groups, in particular groupwork, oral presentations, written reports, projects, portfolios, digital artefacts, and the timely delivery of assessments.

culture to make informed decisions on global issues and their impacts on society.

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

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

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

The programme is 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) Advertising and Digital Marketing and BA (Hons) Business and Marketing.

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

Professional and Statutory Regulatory Bodies

For all pathways, we will pursue the continuance of an arrangement with the Chartered Institute of Marketing (CIM), which allows students to gain certificates during their programme of studies in the form of extra unities taught outside the classroom (with an assessment fee attached), subject to sufficient numbers of students wanting to study.

All marketing degree students benefit from our (long term) strategic partnership with Chartered Institute of Marketing (CIM). This enables students to take CIM professional qualifications during their degree programme as well as providing exemptions after graduation.

Available qualifications and exemptions (subject to mapping by CIM):

- Foundation Certificate and individual awards linked to Principles of Marketing (CIM), Introduction to Marketing Communications and Digital Landscape modules.
- Professional Certificate at Level 6 designed for students with work experience.
- Exemptions through various modules enabling students to obtain entry to the CIM Post Graduate Diploma and CIM Professional Diploma.

Qualifications offered alongside the marketing degree programme (depending on demand and CIM assessment fee payable) are

CIM Foundation Certificate in Digital Professional Marketing

CIM Awards in Marketing Principles and Digital Fundamentals, both linked with UH modules

CIM Certificate in Professional Marketing

Exemptions available to UH marketing graduates, offering faster completion of these qualifications:

CIM Certificate in Professional Marketing

CIM Certificate in Professional Digital Marketing

CIM Diploma in Professional Marketing

CIM Diploma in Professional Digital Marketing

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' suffice to their award on graduation.

Students between Level 5 and 6 may instead wish to combine one semester of approved study abroad with a short, 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.

Erasmus Exchange programme

The degree is open to all Erasmus students who select options choices from across the programme. For further details contact the Programme Leader.

Study Abroad – Details are available from the Study Abroad Office

Students have the opportunity to study abroad for one or two semesters between levels 5 and 5. 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 an average of the best 90 credits of 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 attendance

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

- Students are expected to attend all teaching sessions unless advised otherwise by their Programme and the University reserves the right to monitor attendance and take action to ensure students active engagement with their studies (UPR SA06 3.3, p48)
- Irrespective of the reason for the absence (including absence for religious observance or disability-related absence), students must report prolonged absences, in writing, to their administrator, stating the reason for the absence (UPR SA06 4.8, p50)

- For the avoidance of doubt, UPR SA06 states that a prolonged absence is defined for full-time students as absence of one week or more (UPR SA06 2.2)

Academic Skills Enhancement

All students across all levels have access to CASE's 0BUS0003 Academic Skills module to aid their learning experience. Programme leaders may advise students with trailing modules or fail repeat the year to engage with various units within the module as required.

Module leaders may refer to the content of the module as they see appropriate to their modules to achieve learning outcomes.

Level 4 students will be expected to engage with the module as part of their professional development.

Direct entry students will be advised to complete this module to prepare them for their academic studies on the programme.

This module may be used as a 'refresher' on academic skills for returning students from placement or study abroad.

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 Advertising Digital Marketing which would make them eligible to join BA (Hons) Advertising and Digital Marketing;
- 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.

Table 1a Outline Programme Structure

Mode of study Full Time; Sandwich

Entry point Semester A

BA (Hons) Marketing Pathway
Level 4

	Module Code	Credit Points	Language of Delivery	Examination %	Coursework %	Practical %	Semesters
Compulsory Modules							
Module Title							
Principles of Marketing (CIM)	4BUS1082	15	English	0	100	0	A
Understanding Data	4BUS1163	15	English	0	100	0	A
Introduction to Marketing Communications	4BUS1011	15	English	0	100	0	A
Essentials Skills in Marketing	4BUS1164	15	English	0	100	0	A
Digital Landscape	4BUS1165	15	English	0	100	0	B
Business Environment	4BUS1166	15	English	0	100	0	B
Content Creation	4BUS1167	15	English	0	100	0	B
Preparing for Professional Success	4BUS1168	15	English	0	100	0	B

Level 5

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Marketing Insight, Analysis and Planning	5BUS1209	15	English	50	50	0	A
Consumer Behaviour	5BUS1118	15	English	60	40	0	A
Working with Industry	5BUS1213	15	English	0	100	0	A
Digital Marketing in Practice	5BUS1016	15	English	0	100	0	A
Marketing Research	5BUS1215	15	English	0	100	0	B
Managing Marketing Professionals	5BUS1216	15	English	0	100	0	B
Innovation and Business Model Design	5BUS1217	15	English	0	100	0	B
Social Media and Social Influence	5BUS1210	15	English	0	100	0	B

Level 6

Compulsory Modules

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
The Future of Marketing	6BUS1273	15	English	0	100	0	A
Branding and Communications Strategy	6BUS1274	15	English	50	50	0	A
Digital Venture Creation	6BUS1278	15	English	0	100	0	A
Data Driven Marketing Decisions	6BUS1283	15	English	0	100	0	B
Global Marketing	6BUS1284	15	English	60	40	0	B
Strategic Product Management	6BUS1276	15	English	50	50	0	B

Optional Modules

Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Dissertation - Marketing	6BUS1028	30	English	0	100	0	A&B
Industry Project	6BUS1281	30	English	0	100	0	A&B
Integrated Marketing Communications	6BUS1259	15	English	50	50	0	A
Digital Economy	6BUS1267	15	English	0	100	0	B

BA (Hons) Advertising and Digital Marketing 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
Understanding Data	4BUS1163	15	English	0	100	0	A
Introduction to Marketing Communications	4BUS1011	15	English	0	100	0	A
Essentials Skills in Marketing	4BUS1164	15	English	0	100	0	A
Digital Landscape	4BUS1165	15	English	0	100	0	B
Business Environment	4BUS1166	15	English	0	100	0	B
Content Creation	4BUS1167	15	English	0	100	0	B
Preparing for Professional Success	4BUS1168	15	English	0	100	0	B

Level 5

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Campaign Insights, Analysis and Planning	5BUS1218	15	English	50	50	0	A
Consumer Behaviour	5BUS1118	15	English	60	40	0	A
Working with Industry	5BUS1213	15	English	0	100	0	A
The Digital Experience	5BUS1214	15	English	0	100	0	A
Marketing Research	5BUS1215	15	English	0	100	0	B
Managing Marketing Professionals	5BUS1216	15	English	0	100	0	B
Advertising Concepts and Creativity	5BUS1219	15	English	0	100	0	B
Social Media and Social Influence	5BUS1210	15	English	0	100	0	B

Level 6

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
The Future of Marketing	6BUS1273	15	English	0	100	0	A
Advertising and Communications Strategy	6BUS1275	15	English	50	50	0	A
Managing the Customer Journey	6BUS1279	15	English	0	100	0	A
Digital Analytics and Social Media Monitoring	6BUS1280	15	English	0	100	0	B
International Advertising	6BUS1282	15	English	60	40	0	B
Agency Practice and Management	6BUS1277	15	English	0	100	0	B

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Optional Modules							
Module Titles							
Dissertation - Marketing	6BUS1028	30	English	0	100	0	A&B
Industry Project	6BUS1281	30	English	0	100	0	A&B

BA (Hons) Business and Marketing

Mode of study Full Time; Sandwich

Entry point Semester A

Level 4

Compulsory Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Accounting for Managers	4BUS1096	15	English	0	100	0	A
Economics for Business	4BUS1037	15	English	0	100	0	A
Principles of Marketing (CIM)	4BUS1082	15	English	0	100	0	A
Essentials Skills in Marketing	4BUS1164	15	English	0	100	0	A
Quantitative Methods for Business	4BUS1069	15	English	0	100	0	B
The Global Business Environment	4BUS1154	15	English	0	100	0	B
Introduction to Marketing Communications B	4BUS1011	15	English	0	100	0	B
Preparing for Professional Success	4BUS1168	15	English	0	100	0	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
Working with Industry	5BUS1213	15	English	0	100	0	A
Exploring Business Ethics	5BUS1049	15	English	60	40	0	A
Marketing Insight, Analysis and Planning	5BUS1209	15	English	50	50	0	A
Consumer Behaviour B	5BUS1118	15	English	60	40	0	B
Project Planning and Control	5BUS1008	15	English	0	100	0	B
Innovation and Business Model Design	5BUS1217	15	English	0	100	0	B
Cross-cultural Management	5BUS1054	15	English	0	100	0	B

Level 6

Compulsory Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Branding and Communications Strategy	6BUS1274	15	English	50	50	0	A
Leadership and Organisations	6BUS1141	15	English	0	100	0	A
Business and Commercial Awareness	6BUS0279	15	English	0	100	0	A
The Future of Marketing	6BUS1273	15	English	0	100	0	A
Business Strategy	6BUS1143	15	English	60	40	0	B
Digital Economy	6BUS1267	15	English	0	100	0	B
Global Marketing	6BUS1284	15	English	60	40	0	B
Data Driven Marketing Decision	6BUS1283	15	English	0	100	0	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)	Marketing	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1-A5; B1-B3; C1-C7; D1-D6
BA (Hons)	Advertising and Digital Marketing	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1-A7; B1-B3; C1-C7; D1-D6
BA (Hons)	Business and Marketing	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1-A5, A8-9; B1--5; C1-C3, C8; D1-D6;

BA (Hons) and BA awards all available with '(Sandwich)', 'Study Abroad', 'A Year Abroad', or 'with <Language>', subject to the requirements for the addition to their award title being met.

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm

BA	Marketing	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A5; B1-B2; C1-C3; D1-D6
BA	Advertising and Digital Marketing	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A7; B1-B2; C1-C7; D1-D6
BA	Business and Marketing	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A5, A8-9; B1-B2, B4-5; C1-C3, C8; D1-D6;

Programme-specific assessment regulations

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

In addition:

- HBS UG placement students must submit and pass a placement portfolio to gain the suffix '(Sandwich)' to their award.
- Students trailing over 30 credits will not be permitted to engage in 'Study Abroad', and those with 30 credits or under should seek advice from their Programme Leader
- Students have the opportunity to have 'employment experience' suffix in their award title upon successful completion of at least 12 weeks full-time equivalent placement activity
- Students who wish to study 6BUS1028 Dissertation Marketing must achieve at least an average grade of 60 across Level 5 and have progressed to Level 6 with 240 credits from Level 5 and Level 4 combined

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

- The Dean of School
- The Deputy Dean
- Associate Dean of School Student Experience
- Associate Dean of School Learning and Teaching
- Associate Dean of School Academic Quality Assurance
- Head of Marketing Subject Group
- 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
- Administrators to deal with day to day administration associated with the programme
- Module Leaders who are responsible for individual modules
- A programme committee, the membership of which includes student representatives from each level of study on each pathway 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 programme at the beginning of each new academic year
- 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
- 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
- Administration office
- 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/CANVAS
- 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 [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

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

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

G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

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:
Caroline Wilson, Programme Team Leader (c.wilson4@herts.ac.uk)

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

BA Marketing


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

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

			Programme Learning Outcomes (as identified in section 1 and the following page)																																												
			Knowledge & Understanding									Intellectual Skills					Practical Skills								Transferable Skills																						
	Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6																	
Level 4	Principles of Marketing (CIM)	4BUS1082	x						Not applicable	Not applicable	Not applicable	x			Not applicable	Not applicable	x			Not applicable	Not applicable	Not applicable	Not applicable							x																	
	Introduction to Marketing Communications	4BUS1011	x					x									x									x																					
	Understanding Data	4BUS1163	x				x											x	x								x	x							x												
	Essential Skills in Marketing	4BUS1164					x																				x	x							x			x									
	Digital Landscape	4BUS1165	x		x		x										x										x									x											
	Business Environment	4BUS1166	x	x	x												x											x							x		x										
	Content Creation	4BUS1167	x				x																				x								x												
Preparing for Professional Success	4BUS1168	x	x		x												x									x								x			x	x									
Level 5	Market Insight Analysis and Planning	5BUS1209	x	x	x							Not applicable	Not applicable	Not applicable			x	x						Not applicable	Not applicable	x	x	x	Not applicable	Not applicable	Not applicable	Not applicable															
	Consumer Behaviour	5BUS1118	x																							x									x								x				x
	Working with Industry	5BUS1213		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	
	Marketing Research	5BUS1215	x																								x	x										x						x			
	Managing Marketing Professionals	5BUS1216	x																								x	x												x				x		x	x
	Innovation and Business Model Design	5BUS1217	x				x										x					x													x			x									
Social Media and Social Influence	5BUS1210	x	x	x		x	x								x					x						x	x	x							x												
Level 6	The Future of Marketing	6BUS1273	x	x	x				Not applicable	Not applicable	Not applicable				x	x		Not applicable	Not applicable				Not applicable			Not applicable	Not applicable	Not applicable								x	x		x								
	Branding and Communications Strategy	6BUS1274	x	x			x	x												x	x																x				x					x	
	Digital Venture Creation	6BUS1278	x				x													x	x															x							x	x			x
	Dissertation – Marketing	6BUS1028	x	x	x															x	x	x														x		x								x	x
	Industry Project	6BUS1281	x	x			x	x												x	x															x	x								x	x	
	Data Driven Marketing Decision	6BUS1283	x					x												x		x																x						x			x
	Strategic Product Management	6BUS1276	x	x			x										x							x	x				x						x		x		x								

Global Marketing	6BUS1284	x	x	x							x	x								x			x	x		
Digital Economy	6BUS1267	x								x	x	x	x							x		x	x			x
Integrated Marketing Communications	6BUS1259	x						x				x	x						x				x			x

Bachelor's Programme Specification / December 2019 / AS Review Date June 2020



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BA Advertising and Digital Marketing

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

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

			Programme Learning Outcomes (as identified in section 1 and the following page)																																
			Knowledge & Understanding									Intellectual Skills					Practical Skills								Transferable Skills										
Module Title		Module Code	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6					
Level 4	Principles of Marketing (CIM)	4BUS1082	x							Not applicable	Not applicable	x				Not applicable	Not applicable	x							Not applicable					x					
	Introduction to Marketing Communications	4BUS1011	x					x					x								x														
	Understanding Data	4BUS1163	x				x								x			x				x	x								x				
	Essential Skills in Marketing	4BUS1164					x															x	x								x	x		x	
	Digital Landscape	4BUS1165	x		x		x							x								x										x			
	Business Environment	4BUS1166	x	x	x									x									x							x			x		
	Content Creation	4BUS1167	x				x															x									x				
	Preparing for Professional Success	4BUS1168	x	x		x									x							x									x		x		
Level 5	Campaigns Insights, Analysis and Planning	5BUS1218	x		x		x	x	x	Not applicable	Not applicable	x	x			Not applicable	Not applicable	x		x		x		x	Not applicable			x							
	Consumer Behaviour	5BUS1118	x										x								x									x				x	
	Working with Industry	5BUS1213		x	x									x							x									x		x		x	
	The Digital Experience	5BUS1214	x	x	x		x	x	x					x	x						x	x		x			x	x			x				
	Marketing Research	5BUS1215	x												x			x						x			x				x				
	Managing Marketing Professionals	5BUS1216	x												x			x									x			x	x	x		x	
	Advertising Concepts and Creativity	5BUS1219	x		x		x	x							x			x				x		x			x	x			x	x	x		x
	Social Media and Social Influence	5BUS1210	x	x	x		x	x							x							x				x	x	x			x				
Level 6	The Future of Marketing	6BUS1273	x	x	x					Not applicable	Not applicable	x	x			Not applicable	Not applicable								Not applicable		x	x		x					
	Advertising and Communications Strategy	6BUS1275	x			x	x	x						x	x						x		x	x						x	x	x		x	
	Managing the Customer Journey	6BUS1279	x		x		x	x	x					x	x						x		x				x	x			x				
	Dissertation – Marketing	6BUS1028	x	x	x									x	x			x				x		x									x	x	
	Industry Project	6BUS1281	x	x		x	x							x	x							x	x									x		x	
	Digital Analytics and Social Media Monitoring	6BUS1280	x	x	x									x	x			x				x						x	x		x	x	x		x
	International Advertising	6BUS1282	x	x	x	x	x	x						x	x								x			x							x	x	
	Agency Practice and Management	6BUS1277	x		x							x			x			x				x											x		

BA (Hons) Business and Marketing

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

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			Programme Learning Outcomes (as identified in section 1 and the following page)																												
			Knowledge & Understanding							Intellectual Skills					Practical Skills							Transferable Skills									
Module Title		Module Code	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6	
Level 4	Principles of Marketing (CIM)	4BUS1082	x						Not applicable		x	x	x	x	x									x	x	x	x			x	
	Introduction to Marketing Communications	4BUS1011	x					x					x					x													
	Accounting for Managers	4BUS1096	x				x							x	x				x	x							x				
	Essential Skills in Marketing	4BUS1164					x												x	x							x	x		x	
	Economics for Business	4BUS1037	x								x	x	x	x			x	x								x		x		x	
	Quantitative Methods for Business	4BUS1069	x									x	x	x	x	x											x	x		x	
	The Global Business Environment	4BUS1154	x									x	x		x		x											x	x		x
	Preparing for Professional Success	4BUS1168	x	x		x							x					x									x		x		x
Level 5	Managing People	5BUS1037	x								x	x	x	x	x		x									x	x		x		x
	Consumer Behaviour	5BUS1118	x										x					x									x				x
	Working with Industry	5BUS1213		x	x									x				x									x		x		x
	Exploring Business Ethics	5BUS1049	x									x	x	x	x		x				x						x				x
	Marketing Research	5BUS1215	x											x	x						x			x				x			
	Project Planning and Control	5BUS1008	x									x	x	x	x	x	x										x	x			x
	Innovation and Business Model Design	5BUS1217	x				x								x					x							x				x
	Cross-cultural Management	5BUS1054	x											x	x	x		x													x
Level 6	The Future of Marketing	6BUS1273	x	x	x								x	x														x	x		
	Branding and Communications Strategy	6BUS1274	x	x			x	x					x	x						x		x					x			x	
	Leadership and Organisations	6BUS1141	x								x	x	x	x	x	x	x										x	x			x
	Business and Commercial Awareness	6BUS0279	x								x		x	x	x	x										x	x	x	x		x
	Business Strategy	6BUS1143	x								x	x	x	x	x	x	x									x	x		x		x
	Data Driven Marketing Decision	6BUS1283	x					x					x		x						x							x			
	Global Marketing	6BUS1284	x	x	x								x	x													x		x	x	
	Digital Economy	6BUS1267	x									x	x	x	x		x									x		x	x		x

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

- A1. The key marketing and business concepts, industry practices and underpinning theory
- A2. The external and internal environmental influence on marketing management.
- A3. Contemporary issues which impact marketing such as disruptive technology, digital transformation, data driven marketing, sustainability, business ethics and globalisation.
- A4. Strategic approaches to creativity, innovation, and entrepreneurship within the variety of business contexts and models (e.g. commercial, international, social, and public enterprise).
- A5. The comprehension and use of relevant communications for application in marketing, including the use of digital tools.
- A6. The role and application of advertising and digital communications within marketing
- A7. How work is organised in the 'advertising and creative industries' whether individually or collaboratively between clients, agencies, suppliers and media owners.
- A8. Examine the intricacies of organisations;
- A9. Research the wide range of processes, procedures and practices of effective management;

Intellectual Skills

- B1. Utilise cognitive skills of conceptual and critical thinking and engage with major thinkers and debates within the field to link theory with practice.
- B2. Use intellectual curiosity to critically evaluate and synthesise knowledge and different perspectives from across disciplines to innovate, and resolve problems
- B3. Draw on the strengths and understand the limitations of the major quantitative and/or qualitative research methods and be able to apply this knowledge critically in their own work.
- B4. Analyse and evaluate business information for decision-making purposes;
- B5. Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations.

Practical Skills

- C1. Integrate marketing theory with practice through the 'applied' modules using contemporary case studies, simulations, guest speakers and links with live projects.
- C2. Develop commercial awareness, entrepreneurial mindset and capabilities to successfully to identify and respond to marketing problems and opportunities related to managing products, services and venture creation.
- C3. Analyse, evaluate and present a range of marketing data and sources of information for evidence-based decision-making and campaign analysis.
- For Advertising and Digital Marketing Only
- C4. Construct a realistic creative and client brief based on a contemporary campaign.
- C5. Be able to design and justify the strategy, the creative approaches and the implementation of advertising and communications activities.
- C6. Develop proficiencies in using a range of current and emergent advertising and digital marketing tools and practice current digital techniques.
- C7. Set and monitor KPIs in relation to advertising and digital campaigns.
- C8. Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources.

Transferable Skills

D1. Develop empathy and cultural awareness, celebrate diversity and different perspectives, and harness individual strengths for joint effort to create a positive learning experience and supportive culture; using digital skills as resources to support group work, co-creation and diversity.

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

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

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

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

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

Section 2

Programme management

Relevant QAA subject benchmarking statements
Type of programme
Date of validation/last periodic review
Date of production/ last revision of PS
Relevant to level/cohort
Administrative School

General Business and Management (2015) and Communication, Media, Film and Cultural Studies (2016)
Undergraduate
November 19
December 19
Level 4 entering September 2020
Hertfordshire Business School

Table 3 Course structure

Course details		
Course code	Course description	HECOS
BSMK	BA (Hons) Marketing	100075

Course details		
Course code	Course description	HECOS
BSMK	BA (Hons) Advertising and Digital Marketing	100075

Course details		
Course code	Course description	HECOS
BSMK	BA (Hons) Business and Marketing	100075