

Title of Programme: Marketing

Programme Code: BSMK

# Programme Specification

This programme specification is relevant to students entering:  
01 September 2023

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

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.

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**Summary of amendments to the programme:**

Section	Amendment

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification BA (Hons) Marketing

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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).

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	De Havilland
<b>Programme accredited by</b>	Not applicable
<b>Final Qualification</b>	BA (Hons)
<b>All Final Award titles (Qualification and Subject)</b>	BA (Hons) Marketing BA (Hons) Marketing Sandwich BA (Hons) Marketing With a Year Abroad BA (Hons) Marketing With Study Abroad BA (Hons) Marketing With Employment Experience BA (Hons) Advertising and Digital Marketing BA (Hons) Advertising and Digital Marketing Sandwich BA (Hons) Advertising and Digital Marketing With a Year Abroad BA (Hons) Advertising and Digital Marketing with Study Abroad BA (Hons) Advertising and Digital Marketing with Employment Experience BA (Hons) Business and Marketing BA (Hons) Business and Marketing Sandwich BA (Hons) Business and Marketing With a Year Abroad BA (Hons) Business and Marketing with Study Abroad BA (Hons) Business and Marketing with Employment Experience
<b>FHEQ level of award</b>	6

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## 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.

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## **B. Educational Aims of the Programme**

### **Diversity and Inclusion**

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

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

### **Graduate Attributes**

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven

- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

## 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 Business and Management (2019) 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 (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
A1- The key marketing and business concepts, industry practices and underpinning theory	Acquisition of knowledge and understanding is through a combination of lectures, tutorials, coursework and projects.	Knowledge and understanding are assessed through coursework and exams.
A2- The external and internal environmental influence on marketing management.	The programme will make use of the guided learner journey, and will include blended learning materials, zero credit online modules (e.g. CASE for academic skills), recorded lectures and links to external courses (e.g. Google Analytics, LinkedIn Learning) to enable flexibility for students learning needs.	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, creative pitches, digital artefacts and an optional final year dissertation.
A3- Contemporary issues which impact marketing such as disruptive technology, digital transformation, data driven marketing, sustainability, business ethics and globalisation.	Knowledge is also acquired through experiential learning and through live business projects, field trips, and engagement with marketing technology.	
A4- Strategic approaches to creativity, innovation, and entrepreneurship within the variety of business contexts and models (e.g. commercial, international, social, and public enterprise).	Students will be encouraged to engage with the professional through the professional body (CIM) and where possible guest lectures from industry experts.	
A5- The comprehension and use of relevant communications for application in marketing, including the use of digital tools.	Knowledge will be enhanced through engagement with the wider HBS research community.	
<u>For Advertising and Digital Marketing Only</u>	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>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>Intellectual skills</p>	<p>Teaching and learning methods</p>	<p>Assessment strategy</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>Intellectual skills are developed throughout the programme by the methods and strategies outlined in "teaching/learning methods" above.</p>	<p>Intellectual skills are assessed through a wide range of assessments as detailed above.</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>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	<p>Clear marking criteria in assessments will include marks for critical analysis, evaluation and synthesis of knowledge.</p>
<p>B3- Draw on the strengths and understand the limitations of the major quantitative and/or qualitative research methods and be able to apply this knowledge critically in their own work.</p>		<p>The majority of assessments will integrate theory and practice.</p>

<p><u>For Business and Marketing</u></p> <p>B4- Analyse and evaluate business information for decision-making processes.</p> <p>B5- Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations.</p>		
<p>Practical skills</p>	<p>Teaching and learning methods</p>	<p>Assessment strategy</p>
<p>C1- Integrate marketing theory with practice through the 'applied' modules using contemporary case studies, simulations, guest speakers and links with live projects.</p> <p>C2- Develop commercial awareness, entrepreneurial mindset and capabilities to successfully identify and respond to marketing problems and opportunities related to managing products, services and venture creation.</p> <p>C3- Analyse, evaluate and present a range of marketing data and sources of information for evidence-based decision-making and campaign analysis.</p>	<p>Practical skills are developed through applied modules using contemporary case studies, guest speakers, links with industry and live projects and guest speakers.</p> <p>Throughout the student is expected to consolidate their development of practical skills by the use of blended learning materials and external courses (e.g., LinkedIn for Learning, Google Analytics).</p> <p>Students will be introduced to relevant digital technologies e.g. marketing automation, social media scheduling, graphic design tools.</p>	<p>Practical skills are assessed through a wide range of assessment types, including group presentations, live projects and portfolios and the production of digital artefacts.</p>
<p><u>For Advertising and Digital Marketing Only</u></p> <p>C4- Construct a realistic creative and client brief based on a contemporary campaign.</p>		

<p>C5- Be able to design and justify the strategy, the creative approaches and the implementation of advertising and communications activities.</p> <p>C6- Develop proficiencies in using a range of current and emergent advertising and digital marketing tools and practice current digital techniques.</p> <p>C7- Set and monitor KPIs in relation to advertising and digital campaigns.</p> <p><u>For Business and Marketing.</u></p> <p>C8- Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources.</p>		
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1- Develop empathy and cultural awareness celebrate diversity and different perspectives, and harness individual strengths for joint effort to create a positive learning experience and supportive culture; using digital skills as resources to support group work, co-creation and diversity.</p> <p>D2- Engage in authentic digital projects, such as design, data collection and analysis, learning in global networks, and contributing to collaborative research.</p>	<p>Transferable skills are developed throughout the programme by the methods and strategies outlined above.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p> <p>Employability modules are built into each level, encouraging the student to develop and implement a personal development plan.</p> <p>Students will be introduced to opportunities to engage with professional activities, such as CIM qualifications and networking events.</p>	<p>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.</p>

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.

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## 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 leads to the award of a BA (Hons) Marketing, BA (Hons) Advertising and Digital Marketing and BA (Hons) Business and Marketing. Intake is normally 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 may be 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**

A sandwich award requires the successful completion of at least 30 weeks placement activity (or students can opt to take a maximum of two separate placements, neither of which should be normally less than 12 weeks in duration). Students at HBS are then required to submit and pass a Placement Portfolio in order to gain the suffix '(Sandwich)' to their award. Information and support is available from the University's Careers, Employment and Enterprise Service. See UPR11 2.4.1: [https://www.herts.ac.uk/\\_data/assets/pdf\\_file/0016/232504/AS11-Schedule-of-Awards.pdf](https://www.herts.ac.uk/_data/assets/pdf_file/0016/232504/AS11-Schedule-of-Awards.pdf)

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.

### **Student Exchange programme**

#### **Incoming Exchange**

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

#### **Study Abroad**

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.

### **A note in relation to attendance and engagement**

Attendance is a requirement on the programme, as per UPR SA06 (2022) 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, p68)
- 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, p70)
- 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 2.3, p.68)
- We have responsibilities for the pastoral care for all our students and obligations to monitor their progress. Engagement is monitored and the policy and expectations are set out in the Engagement Policy in UPR SA06 Appendix I Version 11.0. Students on our programmes are encouraged and supported in adhering to these principles.

### **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.

## Table 1a Outline Programme Structure

**Mode of study** Full Time; Sandwich

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

### **BA (Hons) Marketing Pathway**

#### **Level 4**

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

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

#### **Level 5**

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Marketing Insights, Analysis and Planning	5BUS1209	15	0	0	100	0	A
Social Media and Social Influence	5BUS1210	15	0	0	100	0	A
Working with Industry	5BUS1213	15	0	0	100	0	A
Digital Marketing in Practice	5BUS1016	15	0	0	100	0	A
Marketing Research	5BUS1215	15	0	0	100	0	B
Managing People	5BUS1037	15	0	0	100	0	B
Innovation and Business Model Design	5BUS1217	15	0	0	100	0	B
Consumer Behaviour	5BUS1118	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

## Level 6

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
The Future of Marketing	6BUS1273	15	0	0	100	0	A
Branding and Communications Strategy	6BUS1274	15	0	0	100	0	A
Strategic Product Management	6BUS1276	15	0	0	100	0	A
Global Marketing	6BUS1284	15	0	0	100	0	B
Agency Practice and Management	6BUS1277	15	0	0	100	0	B
Digital Venture Creation	6BUS1278	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

**And select 30 credits from the Level 6 modules list below, 15 credits per semester:**

<b>Optional Modules (delete this part if not applicable)</b> Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Dissertation – Marketing	6BUS1028	30	0	0	100	0	AB
(including Undergraduate Research Skills and Preparation)	6BUS2040	0	0	0	P/F	0	A
Industry Project	6BUS1281	30	0	0	100	0	AB
(including Undergraduate Research Skills and Preparation)	6BUS2040	0	0	0	P/F	0	A
Integrated Marketing Communications	6BUS1259	15	0	0	100	0	A
Digital Economy	6BUS1267	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

**BA (Hons) Advertising and Digital Marketing  
Pathway  
Level 4**

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

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

**Level 5**

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Campaign Insights, Analysis and Planning	5BUS1218	15	0	0	100	0	A
Social Media and Social Influence	5BUS1210	15	0	0	100	0	A
Working with Industry	5BUS1213	15	0	0	100	0	A
Digital Experience	5BUS1214	15	0	0	100	0	B
Marketing Research	5BUS1215	15	0	0	100	0	B
Managing People	5BUS1037	15	0	0	100	0	B
Advertising Concepts and Creativity	5BUS1219	15	0	0	100	0	A
Consumer Behaviour	5BUS1118	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

## Level 6

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
The Future of Marketing	6BUS1273	15	0	0	100	0	A
Branding and Communications Strategy	6BUS1274	15	0	0	100	0	A
Managing the Customer Journey	6BUS1279	15	0	0	100	0	A
Digital Analytics and Social Media Monitoring	6BUS1280	15	0	0	100	0	B
Global Marketing	6BUS1284	15	0	0	100	0	B
Agency Practice and Management	6BUS1277	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

And select 30 credits from the Level 6 modules list below, 15 credits per semester:

Optional Modules (delete this part if not applicable) Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Dissertation – Marketing	6BUS1028	30	0	0	100	0	AB
(including Undergraduate Research Skills and Preparation)	6BUS2040	0	0	0	P/F	0	A
Industry Project	6BUS1281	30	0	0	100	0	AB
(including Undergraduate Research Skills and Preparation)	6BUS2040	0	0	0	P/F	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	0	0	100	0	B
Strategic Product Management	6BUS1276	15	0	0	100	0	A

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

## **BA (Hons) Business and Marketing**

### **Level 4**

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Accounting for Managers	4BUS1096	15	0	0	100	0	A
Economics for Business	4BUS1037	15	0	0	100	0	A
Principles of Marketing (CIM)	4BUS1082	15	0	0	100	0	A
Essentials Skills in Marketing	4BUS1164	15	0	0	100	0	A
Quantitative Methods for Business	4BUS1069	15	0	0	100	0	B
The Global Business Environment	4BUS1154	15	0	0	100	0	B
Introduction to Marketing Communications	4BUS1011	15	0	0	100	0	B
Preparing for Professional Success	4BUS1168	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

### **Level 5**

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Managing People	5BUS1037	15	0	0	100	0	A
Working with Industry	5BUS1213	15	0	0	100	0	A
Exploring Business Ethics	5BUS1049	15	0	0	100	0	A
Marketing Insights, Analysis and Planning	5BUS1209	15	0	0	100	0	A
Consumer Behaviour	5BUS1118	15	0	0	100	0	B
Innovation and Business Model Design	5BUS1217	15	0	0	100	0	B
Marketing Research	5BUS1215	15	0	0	100	0	B
Cross-cultural Management	5BUS1054	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

**Level 6**

	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b> Module Titles							
Branding and Communications Strategy	6BUS1274	15	0	0	100	0	A
Leadership and Organisations	6BUS1141	15	0	0	100	0	A
Business and Commercial Awareness	6BUS0279	15	0	0	100	0	A
The Future of Marketing	6BUS1273	15	0	0	100	0	A
Strategic Management	6BUS1264	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B
Global Marketing	6BUS1284	15	0	0	100	0	B
Digital Venture Creation	6BUS1278	15	0	0	100	0	B

Coursework assessment may include the following activities:  
 Report, Essay, Poster, Video, Debate, Blog,  
 Reflection, Portfolio, Test, Presentation



**Mode of study: Part-time (6 years)**

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

**BA (Hons) Marketing Pathway****Level 4 – Year 1**

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Principles of Marketing (CIM)	4BUS1082	15	0	0	100	0	A
Essentials Skills in Marketing	4BUS1164	15	0	0	100	0	A
Introduction to Marketing Communications	4BUS1011	15	0	0	100	0	B
Preparing for Professional Success	4BUS1168	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

**Level 4 – Year 2**

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Understanding Data	4BUS1163	15	0	0	100	0	A
Content Creation	4BUS1167	15	0	0	100	0	A
Digital Landscape	4BUS1165	15	0	0	100	0	B
Business Environment	4BUS1166	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

### Level 5 -Year 3

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Marketing Insights, Analysis and Planning	5BUS1209	15	0	0	100	0	A
Working with Industry	5BUS1213	15	0	0	100	0	A
Marketing Research	5BUS1215	15	0	0	100	0	B
Managing People	5BUS1037	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

### Level 5 -Year 4

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Social Media and Social Influence	5BUS1210	15	0	0	100	0	A
Digital Marketing in Practice	5BUS1016	15	0	0	100	0	A
Innovation and Business Model Design	5BUS1217	15	0	0	100	0	B
Consumer Behaviour	5BUS1118	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

### Level 6 – Year 5

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
The Future of Marketing	6BUS1273	15	0	0	100	0	A
Strategic Product Management	6BUS1276	15	0	0	100	0	A
Global Marketing	6BUS1284	15	0	0	100	0	B
Digital Venture Creation	6BUS1278	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

#### Level 6 – Year 6

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Branding and Communications Strategy	6BUS1274	15	0	0	100	0	A
Integrated Marketing Communications	6BUS1259	15	0	0	100	0	A
Agency Practice and Management	6BUS1277	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

#### **BA (Hons) Advertising and Digital Marketing** Level 4 – Year 1

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Principles of Marketing (CIM)	4BUS1082	15	0	0	100	0	A
Essentials Skills in Marketing	4BUS1164	15	0	0	100	0	A
Introduction to Marketing Communications	4BUS1011	15	0	0	100	0	B
Preparing for Professional Success	4BUS1168	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

## Level 4 – Year 2

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Understanding Data	4BUS1163	15	0	0	100	0	A
Content Creation	4BUS1167	15	0	0	100	0	A
Digital Landscape	4BUS1165	15	0	0	100	0	B
Business Environment	4BUS1166	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

## Level 5 – Year 3

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Campaign Insights, Analysis and Planning	5BUS1218	15	0	0	100	0	A
Advertising Concepts and Creativity	5BUS1219	15	0	0	100	0	A
Marketing Research	5BUS1215	15	0	0	100	0	B
Managing People	5BUS1037	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

## Level 5 – Year 4

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Social Media and Social Influence	5BUS1210	15	0	0	100	0	A
Working with Industry	5BUS1213	15	0	0	100	0	A
Digital Experience	5BUS1214	15	0	0	100	0	B
Consumer Behaviour	5BUS1118	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

### Level 6 – Year 5

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
The Future of Marketing	6BUS1273	15	0	0	100	0	A
Strategic Product management	6BUS1276	15	0	0	100	0	A
Global Marketing	6BUS1284	15	0	0	100	0	B
Entrepreneurship, Innovation and Creativity	6BUS1239	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

### Level 6 – Year 6

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Branding and Communications Strategy	6BUS1274	15	0	0	100	0	A
Managing the Customer Journey	6BUS1279	15	0	0	100	0	A
Digital Analytics and Social Media Monitoring	6BUS1280	15	0	0	100	0	B
Agency Practice and Management	6BUS1277	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

### BA (Hons) Business and Marketing

#### Level 4 – Year 1

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Principles of Marketing (CIM)	4BUS1082	15	0	0	100	0	A
Essentials Skills in Marketing	4BUS1164	15	0	0	100	0	A

Introduction to Marketing Communications	4BUS1011	15	0	0	100	0	B
Preparing for Professional Success	4BUS1168	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

#### Level 4 – Year 2

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Accounting for Managers	4BUS1096	15	0	0	100	0	A
Economics for Business	4BUS1037	15	0	0	100	0	A
Quantitative Methods for Business	4BUS1069	15	0	0	100	0	B
The Global Business Environment	4BUS1154	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

#### Level 5 – Year 3

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Exploring Business Ethics	5BUS1049	15	0	0	100	0	A
Marketing Insights, Analysis and Planning	5BUS1209	15	0	0	100	0	A
Innovation and Business Model Design	5BUS1217	15	0	0	100	0	B
Marketing Research	5BUS1215	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

#### Level 5 – Year 4

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Managing People	5BUS1037	15	0	0	100	0	A
Working with Industry	5BUS1213	15	0	0	100	0	A
Consumer Behaviour	5BUS1118	15	0	0	100	0	B
Cross-cultural Management	5BUS1054	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

#### Level 6 – Year 5

Compulsory Modules Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Leadership and Organisations	6BUS1141	15	0	0	100	0	A
The Future of Marketing	6BUS1273	15	0	0	100	0	A
Global Marketing	6BUS1284	15	0	0	100	0	B
Digital Venture Creation	6BUS1278	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

#### Level 6 – Year 6

Compulsory Modules Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Branding and Communications Strategy	6BUS1274	15	0	0	100	0	A
Business and Commercial Awareness	6BUS0279	15	0	0	100	0	A
Strategic Management	6BUS1264	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B

Global Marketing	6BUS1284	15	0	0	100	0	B
Digital Venture Creation	6BUS1278	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Progression to level 5 requires a minimum of 120 credits and passes in level 4.  
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.

#### Honours classification

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

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	All programme learning outcomes (see Table 2)
BA (Hons)	Advertising and Digital Marketing	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)
BA (Hons)	Business and Marketing	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)
BA (Hons)	Marketing Sandwich	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)
BA (Hons)	Advertising and Digital Marketing Sandwich	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)
BA (Hons)	Business and	360 credit points including 240 at	6	All programme learning outcomes (see Table 2)



	Marketing Sandwich	level 6/5 of which 120 must be at level 6		
BA (Hons)	Marketing With a Year Abroad	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)
BA (Hons)	Advertising and Digital Marketing With a Year Abroad	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)
BA (Hons)	Business and Marketing With a Year Abroad	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)
BA (Hons)	Marketing With Study Abroad	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)
BA (Hons)	Advertising and Digital Marketing with Study Abroad	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)
BA (Hons)	Business and Marketing with Study Abroad	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)
BA (Hons)	Marketing With Employment Experience	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)
BA (Hons)	Advertising and Digital Marketing with Employment Experience	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)
BA (Hons)	Business and Marketing with Employment Experience	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: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>

Certificate of Higher Education	Untitled	120 credit points at level 4	4, 5	For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, C1, C5, D1, D2, D3 <b>OR</b> For untitled awards: See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Diploma of Higher Education	Untitled	240 credit points including at least 120 at level 5	5, 6	For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, B6, C1, C5, D1, D2, D3, D6 <b>OR</b> For untitled awards: See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
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](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- 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 Programme Leader, who is responsible for advising students on the programme as a whole and chairing the programme committee
- Student representatives on programme committees
- Module Leaders
- A designated administrative team to deal with day-to-day administration associated with the modules within the programme.

- 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
- An Admissions Tutor, with specific responsibility for open days and selection
- 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:

- An induction week at the beginning of each new academic session.
- Overseas Orientation
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying.
- 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, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery
- Canvas, a versatile on-line inter-active intranet and learning environment
- Guided student-centred learning on Canvas module sites
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in 2 Learning Resources Centres
- Student Success Hubs, which include a Mathematics Drop-in Centre
- Medical Centre
- University Disability Advisors
- Careers and Employment
- Hertfordshire Student's Union
- Dedicated programme site

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## **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 dedicated programme site
- A Definitive Module Document (DMD) 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/>.

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## **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).

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If you would like this information in an alternative format please contact:  
[dhaq@herts.ac.uk](mailto:dhaq@herts.ac.uk)

If you wish to receive a copy of the latest External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto: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 delivered and 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	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								X					X												X	
	Introduction to Marketing Communications	4BUS1011	X					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	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						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	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			X			X			X	
	Managing People	5BUS1037	X								X	X				X	X				X			X	X	X		X	X
	Innovation and Business Model Design	5BUS1217	X			X						X					X							X		X			X
	Social Media and Social Influence	5BUS1210	X	X	X		X	X			X					X				X	X		X			X			X
Level 6	Placement Year	6BUS1228	X	X	X	X	X	X			X	X	X			X	X	X		X	X			X	X	X	X	X	X
	The Future of Marketing	6BUS1273	X	X	X				X	X	X	X													X	X		X	
	Branding and Communications Strategy	6BUS1274	X	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	

Module Title	Module Code	A1	A2	A3	A4	A5	A6	A8	A9	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6
Strategic Product Management	6BUS1276	X	X	X	X				X	X		X					X						X		X	X		
Agency Practice and Management	6BUS1277	X	X		X						X				X	X	X						X		X		X	X
Global Marketing	6BUS1284	X	X	X					X	X	X				X	X	X		X	X			X			X	X	
Integrated Marketing Communications	6BUS1259	X				X				X	X				X		X	X	X	X		X		X			X	
Digital Economy	6BUS1267	X				X				X	X		X					X						X			X	

## 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 delivered and 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									X					X													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	X	
	Content Creation	4BUS1167	X				X										X									X				
Level 5	Preparing for Professional Success	4BUS1168	X	X		X					X					X								X		X			X	
	Campaigns Insights, Analysis and Planning	5BUS1218	X		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	X
	The Digital Experience	5BUS1214	X	X	X		X	X	X			X	X				X	X		X		X	X			X			X	
	Marketing Research	5BUS1215	X							X			X	X					X			X				X			X	
	Managing People	5BUS1037	X									X	X				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			X	
	Placement Year	6BUS1228	X	X	X	X	X	X				X	X	X			X	X	X		X	X			X	X	X	X	X	X
Level 6	The Future of Marketing	6BUS1273	X	X	X					X	X	X	X													X	X		X	
	Advertising and Communications Strategy	6BUS1275	X			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			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	X	
Digital Analytics and Social Media Monitoring	6BUS1280	X	X	X							X	X	X			X				X	X		X	X	X		X	X
Global Marketing	6BUS1284	X	X	X					X	X	X				X	X	X		X	X		X			X	X		
Entrepreneurship, Innovation and Creativity	6BUS1239	X				X					X		X					X						X			X	
Strategic Product Management	6BUS1276	X				X				X	X		X				X							X			X	



## BA (Hons) Business and 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								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	X		X
	Quantitative Methods for Business	4BUS1069	X								X	X	X	X	X										X		X	X		X
	The Global Business Environment	4BUS1154	X								X	X		X		X									X			X	X	X
	Preparing for Professional Success	4BUS1168	X	X		X					X					X									X		X		X	X
Level 5	Managing People	5BUS1037	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	X	
	Exploring Business Ethics	5BUS1049	X							X	X	X	X		X									X			X		X	
	Innovation and Business Model Design	5BUS1217	X			X				X					X									X		X			X	
	Marketing Research	5BUS1215	X							X	X	X					X			X				X				X		
	Cross-cultural Management	5BUS1054	X							X	X	X		X										X					X	
Level 6	Marketing Insight, Analysis and Planning	5BUS1209	X	X	X					X	X				X	X	X										X	X	X	
	Placement Year	6BUS1228	X	X	X	X	X	X		X	X	X			X	X	X		X	X			X	X	X	X	X	X	X	
	The Future of Marketing	6BUS1273	X	X	X					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	
	Business and Commercial Awareness	6BUS0279	X							X		X	X	X									X	X	X	X			X	
	Strategic Management	6BUS1264	X							X	X	X	X	X	X								X	X		X			X	

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
Entrepreneurship, Innovation and Creativity	6BUS1239	X				X					X		X					X							X				X
Global Marketing	6BUS1284	X	X	X							X	X				X	X	X		X	X			X			X	X	
Digital Economy	6BUS1267	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.

### 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 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

- 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.
- 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.

**Table 3: Development of Graduate Attributes in the Constituent Modules**

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules]

D = Delivered

	Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Level 4	Principles of Marketing (CIM)	4BUS1082	D	D	D		D	D
	Introduction to Marketing Communications	4BUS1011	D	D	D		D	
	Understanding Data	4BUS1163	D			D	D	D
	Essential Skills in Marketing	4BUS1164	D			D	D	D
	Digital Landscape	4BUS1165	D			D	D	
	Business Environment	4BUS1166	D	D			D	D
	Content Creation	4BUS1167	D	D		D	D	
	Economics for Business	4BUS1037	D	D		D	D	D
	Quantitative Methods for Business	4BUS1069	D			D	D	
	The Global Business Environment	4BUS1154	D	D			D	D
	Accounting for Managers	4BUS1096	D	D		D		D
	Preparing for Professional Success	4BUS1168	D	D	D	D	D	
Level 5	Market Insight Analysis and Planning	5BUS1209	D	D	D		D	D
	Consumer Behaviour	5BUS1118	D	D	D		D	D
	Working with Industry	5BUS1213	D	D			D	D
	Digital Marketing in Practice	5BUS1016	D	D		D	D	D
	Campaign Insight Analysis and Planning	5BUS1218	D			D	D	
	Consumer Behaviour	5BUS1118	D	D	D		D	D
	Working with Industry	5BUS1213	D	D			D	D
	The Digital Experience	5BUS1214	D			D	D	D
	Advertising Concepts and Creativity	5BUS1219	D				D	D
	Project Planning and Control	5BUS1008	D	D		D	D	D
	Market Insight Analysis and Planning	5BUS1209	D	D	D		D	D
	Marketing Research	5BUS1215	D			D	D	D
Managing Marketing Professionals	5BUS1216	D	D	D		D	D	
Innovation and Business Model Design	5BUS1217	D			D	D		

	Cross-cultural Management	5BUS1054	D	D	D	D	D	D
	Exploring Business Ethics	5BUS1049	D	D	D	D	D	D
	Managing People	5BUS1037	D	D	D	D	D	D
	Social Media and Social Influence	5BUS1210	D			D	D	D
	Placement Year	6BUS1228	D	D	D	D	D	D
Level 6	The Future of Marketing	6BUS1273	D	D	D	D	D	D
	Branding and Communications Strategy	6BUS1274	D	D	D		D	D
	Digital Venture Creation	6BUS1278	D			D	D	
	Dissertation – Marketing	6BUS1028	D	D	D	D	D	D
	Industry Project	6BUS1281	D	D	D	D	D	D
	Advertising and Communications Strategy	6BUS1275	D				D	D
	Managing the Customer Journey	6BUS1279	D	D		D	D	D
	Leadership and Organisations	6BUS1141	D	D	D	D	D	D
	Digital Analytics and Social Media Monitoring	6BUS1280	D			D	D	D
	Business and Commercial Awareness	6BUS0279	D	D		D	D	
	International Advertising	6BUS1282	D	D			D	D
	Strategic Product Management	6BUS1276	D	D	D	D	D	D
	Agency Practice and Management	6BUS1277	D	D			D	D
	Entrepreneurship, Innovation and Creativity	6BUS1239	D	D	D	D	D	D
	Global Marketing	6BUS1284	D	D	D		D	D
	Digital Economy	6BUS1267	D	D	D	D	D	D
	Integrated Marketing Communications	6BUS1259	D			D	D	

## 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**

**Language of Delivery**

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

Undergraduate

November 19

March 2023

Level 6 entering September 2023

Hertfordshire Business School

English

**Table 4 Course structure**

Course details			
Course Code	Course Description	HECOS	UCAS
BSMK	BA (Hons) Marketing	100075	N500

Course details			
Course Code	Course Description	HECOS	UCAS
BSMK	BA (Hons) Advertising and Digital Marketing	100075	N595

Course details			
Course Code	Course Description	HECOS	UCAS
BSMK	BA (Hons) Business and Marketing	100075	NN1M