

BSc (Hons) Marketing Programme Specification

<http://www.bradford.ac.uk/study/courses/ug/marketing-bsc>

Academic Year:	2021/22
Degree Awarding Body:	The University of Bradford
Final and interim awards:	Honours Degree of Bachelor [Framework for Higher Education Qualifications (FHEQ) level 6] Ordinary Degree of Bachelor [FHEQ level 6] Diploma of Higher Education [FHEQ level 5] Certificate of Higher Education [FHEQ level 4]
Programme accredited by:	The Chartered Institute of Marketing (CIM)
Programme duration and UCAS code:	3 years full time (N500) 4 years full time with placement year (N501)
Date last confirmed by Faculty Board:	June 2021

Please note: This programme specification has been published in advance of the academic year to which it applies. The curriculum may change, subject to the University's programme monitoring and review processes. Every effort has been made to ensure that the information is accurate at the time of publication, but changes may occur given the interval between publishing and commencement of teaching. Any change which impacts the terms and conditions of an applicant's offer will be communicated to them. Upon commencement of the programme, students will receive further detail about their course and any minor changes will be discussed and/or communicated at this point.

Minor Modifications Schedule

1. February 2018: Annual changes for 2018/19.
2. March 2019: Annual changes for 2019/20.
3. June 2019: Updated Placement and Study Abroad options
4. September 2019: Added missing module to curriculum diet.
5. March 2020: Core curriculum for Stage 1 and new modules Stage 2 and 3.
6. September 2020: Confirmed adaptations for COVID-19. Specification reformatted and made accessible.
7. April 2021: Updated links and Study Abroad
8. July 2021: Removed OIM5009 and rotated in EAE5001 and OIM6015. Updated Admissions text. Corrected formatting errors and details of accreditations

Introduction

Marketing is an exciting and dynamic subject that is central to our lives in the twenty-first century. Marketing is the area of management responsible for researching customer needs and finding innovative and better ways to deliver value and customer satisfaction. This may involve product and service development, planning, pricing, advertising, promotion and distribution. Marketing also focuses on developing and managing relationships with customers, competitors, partners, suppliers and other stakeholders.

Studying Marketing includes the study of consumer psychology and behaviour, the interface of business with society and culture, as well as international economics,

management and innovation. Employers have recognised the need for marketing expertise in all organisations as Marketing is equally relevant in small businesses as well as large corporations, and in charities and non-profit organisations

Underpinned by a sound understanding of the other business and management disciplines, this programme aims to prepare managers of the future and to equip them with the knowledge and skills that will allow them to operate effectively in the contemporary global business environment. In alignment with the University of Bradford's core ethos, the programme is designed with the concept of sustainability at its heart, and students will develop an understanding of what this means within the business environment.

Students will be equipped with the knowledge and skills to apply principles of sustainability in their future working life in the field of marketing. Students will also be provided with the tools and techniques to manage their own development, ensuring that they can make a full contribution as an effective manager. Past graduates have been employed in roles such as brand management, marketing research, sales, retail management, PR, direct marketing, digital marketing, advertising and promotion.

The University of Bradford's School of Management is an exciting and innovative place to study. The programme is delivered by the International Business, Marketing and Branding Research Centre team at the School of Management (ranked as the number 1 business school in the North of England and the top ten nationally by the Financial Times). Team members have a wealth of both academic and practitioner experience and have a strong record of applied research (as manifested in the results of REF 2013). Guest speakers from business are a regular feature of most modules.

Programme Aims

The programme is intended to:

- develop the knowledge, understanding and skills to enable students to become an effective and responsible manager of the future within the Marketing field in national and international settings
- provide a supportive, structured environment in which students are encouraged to become effective problem solvers capable of applying logical, critical and creative thinking to a range of business related problems at local, national and international levels specialising in Marketing.
- provide students with the means to develop personal transferable and managerial skills (including innovation and enterprise skills) fundamental for their career development and future progression
- provide students with the skills and competences to enhance their employability and which will open up professional opportunities to work autonomously and collaboratively when they graduate
- develop in students an appreciation and commitment to ethical action, social responsibility and sustainable development as a professional and citizen in local, national and global contexts

Programme Learning Outcomes

To be eligible for the award of Certificate of Higher Education at FHEQ level 4, students will be able to:

- LO1 Demonstrate an understanding of the key business disciplines and concepts including, for example, an awareness of the business environment, marketing, economics, accounting and finance, information and data management and the management of human resources
- LO2 Understand and demonstrate marketing management, people management, operational an information technology issues and skills relevant to the creation and maintenance of a sustainable local, national and international business environment
- LO3 Express confidence in report writing, and oral presentation and demonstrate effective team working skills showing the ability to work effectively with others

Additionally, to be eligible for the award of Diploma of Higher Education at FHEQ level 5, students will be able to:

- LO4 Show critical understanding, apply and evaluate principles and concepts related to a range of business and management disciplines with specific reference to marketing to inform and assess decision making processes, organisational performance and outcomes and issues across a range of national and international business and organisational sectors specialising in Marketing Management.
- LO5 Evaluate a range of organisational functions, including marketing, in terms of value added, practical and ethical contributions to a sustainable business environment
- LO6 Demonstrate the ability to assess and critically analyse information, apply concepts and principles, knowledge of enquiry methods and understand the limits of their knowledge and creative problem solving through group work, academic writing and oral presentations
- LO7 Review their on-going professional and career development, have an identified plan to maintain and improve their knowledge and skills

Additionally, to be eligible for the Ordinary Degree award of Bachelor of Science at FHEQ level 6, students will be able to:

- LO8 Appraise and apply advanced specialist knowledge in marketing and a range of business and management disciplines (according to their module choices) to demonstrate an appreciation of the role of ethics, professionalism and regulation in effective practices specialising in Marketing.
- LO9 Critically evaluate and then apply appropriate theories, models, techniques and tools relevant to the analysis of a range of business and organisational situations across a range of local, national and international contexts

LO10 In Marketing critically evaluate the development of appropriate strategies and policies within Marketing in a changing local, national and international environment to meet stakeholder interest and engage with the complexities of the sustainability agenda in its broadest sense.

Additionally, to be eligible for the Honours Degree award of Bachelor of Science at FHEQ level 6, students will be able to:

LO11 Critically evaluate and debate theory and practice, related to a business or organisational issue and present a coherent set of recommendations based on an evaluation of the arguments, assumptions and concepts specialising in Marketing.

LO12 Critically evaluate and debate theory and practice in written and oral presentations using a variety of current methods and take responsibility for successful collaborative working

LO13 Show the skills required to be an independent learner and seek out solutions to novel problems

Learning and Teaching Strategy

The programme of study has three, one year long, stages of study. Within each stage students will gain a range of knowledge and understanding specific to business and management, more specialist insight to areas of business and management, and personal transferable skills, which will improve and enhance their ability to excel at university and beyond.

Stage 1 of the programme contains core modules and provides the foundation level understanding to support the attainment of learning outcomes. During Stage 1 core knowledge and understanding of business and management will be introduced (LO1-3). Alongside these, key graduate learner skills including communication and the correct sourcing, use of and presentation of information including referencing will be introduced. Such skills will enable students to write in an academic manner and begin to reflect on the value and usefulness of the information with which they are presented, engage in team working and consider their future career paths.

Stage 2 contains core modules in Employability and Enterprise Skills. Employability and Enterprise Skills supports the attainment of more transferable skills such as problem solving and career enhancement. The broad range of options available throughout Stages 2 and 3 build on the underpinning knowledge gained at Stage 1. The focus here is more on interpretation and evaluation, rather than understanding and description.

In Stage 3 students will be prepared to demonstrate their ability as an independent learner. For the Stage 3, advanced specialist knowledge is gained via the choice of modules on offer and the enhancement of personal transferable skills is further developed. Students will be presented with teaching materials, methods and assessment strategies that will require them to be more evaluative and critical of theory and utilise problem solving skills, often in relation to advanced business scenarios, research information and communicate these effectively, either individually or and part of a group.

The School of Management prides itself on providing an educational experience which is informed by the world class research of the School's academic staff. The School also has a long tradition for ensuring that students develop academically with knowledge, understanding and personal skills that are relevant and fit the needs of contemporary business. Together, the exploration of leading research ideas and the application of knowledge and skills to real business problems pose interesting and appropriate challenges to our students.

We understand students may arrive from school, college, or some other route as a tutor dependent learner, following prescribed lesson plans and assessments. Through a transformational educational experience students will graduate as an independent learner, able to identify their own learning needs, sources of information and an ability to critically evaluate, reflect upon and develop their own learning. This process of transformation will be gradual, progressive and supportive. Through each stage of study progressively more advanced skills, experiences and expectations will be introduced, challenging students to mature as a learner within a supportive and developmental environment.

Assessment Strategy

Methods of assessment vary according to the learning outcomes of particular modules and the stage of study. Accordingly, the programme assessment may range from exams, individual coursework, group coursework, portfolios, computer assisted assessment, and presentations. Whatever is deemed appropriate by the module leader. Throughout the programme their learning will be supported using various methods of formative assessment and feedback. This is to help students progress their studies and support their continuing development.

For all taught module's student learning will be directed, supported and reinforced through a combination of lectures, tutorials, small group seminars, virtual learning environment activities and guided private studies. The School of Management is also committed to demonstrating the relevance of taught material to real business problems; and students can expect to see guest industry lectures and the use of real industry sponsored business problems for assessment purposes. Generally, for each module, students will attend one lecture and one tutorial each week during which they will be in contact with teaching staff. Their learning will be supplemented by private and group study (as appropriate) following the direction of module teaching staff. All teaching will be supported by information and activities provided through the University's virtual learning environment.

One of the School of Management's main aims is to address major challenges for business and society such as global responsibility and sustainable development. Accordingly, the School seeks to prepare students who are able to contribute in an effective manner to debates about sustainable development and critically appraise the relationship(s) between the social, economic and environmental dimensions. Our intention is to nurture students who can apply the principles of sustainable development in their professional capacity. There are a number of individual modules that focus on sustainability issues and awareness of the importance and principles of sustainability is emphasised in all modules.

Curriculum

The curriculum may change subject to availability and the University's programme approval, monitoring and review processes.

Stage 1 Modules

Students study 120 credits covering the foundations of marketing and foundational management education:

FHEQ Level	Module Title	Type	Credits	Semester	Module Code
4	Finance and Accounting for Managers	Core	20	1&2	AFE4015-B
4	Foundations of Marketing	Core	20	1&2	MAR4002-B
4	People Work and Organisations/ Work in Context	Core	20	1&2	HRM4009-B
4	Principles of Management	Core	20	1&2	OIM4006-B
4	Fundamentals of Artificial Intelligence and Data Analytics	Core	20	1&2	OIM4012-B
4	Principles and Practice of International Business	Core	20	1&2	SIB4001-B

Stage 2 Modules

Students study 100 credits plus in Semester 2, one 20 credit optional module from the following list or a suitable University elective module.

FHEQ Level	Module Title	Type	Credits	Semester	Module Code
5	Consumer Behaviour and Digital Insights	Core	20	1	MAR5012-B
5	Entrepreneurship and Employability	Core	20	1	HRM5015-B
5	Marketing Management and Strategy in a Digital World	Core	20	1	MAR5011-B
5	Digital and Social Media Marketing	Core	20	2	MAR5013-B
5	Integrated Marketing Communications	Core	20	2	MAR5007-B
5	Business Forecasting and Analysis	Option	20	2	OIM5016-B
4	Business Law and Ethics	Option	20	2	LAW4004-B
5	Entrepreneurship, Creativity and Innovation	Option	20	2	EAE5001-B
5	European Business and Management	Option	20	2	SIB5006-B
5	Organisational Design and Analysis	Option	20	2	HRM5014-B
5	Strategic Management	Option	20	2	SIB5003-B
4/5/6	University Semester 2 Elective	Elective	20	2	Any

Stage 3 Modules

Students study 100 credits plus in Semester 2, one 20 credit optional module from the following list or a suitable University elective module.

FHEQ Level	Module Title	Type	Credits	Semester	Module Code
6	Final Year Business Project	Core	40	1&2	HRM6013-D
6	Digital Campaign Planning and Content Management	Core	20	1	MAR6014-B
6	Product and Corporate Brand Management	Core	20	1	MAR6013-B
6	Interactive Services Marketing	Core	20	2	MAR6011-B
6	Artificial Intelligence for Business	Option	20	2	OIM6015-B
6	Business Ethics and Social Responsibility	Option	20	2	HRM6010-B
6	Cross Cultural Management	Option	20	2	SIB6009-B
5	European Business and Management	Option	20	2	SIB5006-B
6	Innovation in Logistics and Supply Chain Management	Option	20	2	OIM6013-B
6	Multinationals in Emerging Economies	Option	20	2	SIB6011-B
5/6/7	University Semester 2 Elective	Elective	20	2	Any

Achievable Awards

At the end of stage 1, students will be eligible to exit with the award of Certificate of Higher Education, Marketing if they have successfully completed at least 120 credits and achieved the award learning outcomes.

At the end of stage 2, students will be eligible to exit with the award of Diploma of Higher Education, Marketing if they have successfully completed at least 240 credits and achieved the award learning outcomes.

Students will be eligible to exit with the award of Ordinary Degree of Bachelor of Science in Marketing if they have successfully completed at 120 credits in both Level 4 and 5 and 60 credits at level 6 and achieved the award learning outcomes.

Students will be eligible for the award of Honours Degree of Bachelor of Science in Marketing if they have successfully completed at least 360 credits and achieved the award learning outcomes.

Assessment Regulations

This Programme conforms to the standard University Undergraduate Assessment Regulations which are available at the link: <https://www.bradford.ac.uk/regulations/>

Placement Year and Study Abroad Options

This programme provides the option for students to undertake a work placement or period of study abroad between Stages 2 and 3. Students wishing to take this option will be registered for the 4 year programme.

We promote a placement or study abroad year as there is overwhelming evidence as to the benefits. Research indicates that students benefit academically and professionally from a period abroad as part of their degree. Undergraduate students who went abroad during their studies were more likely to find a graduate job and had higher starting salaries than their non-mobile counterparts (Source: International facts and figures 2019).

There are regular visits to the School of Management by representatives of both local and national companies, looking to recruit graduates. There are also great opportunities for students to do shorter internships (6 or 8 weeks) or in-company projects. The International Opportunities team can advise students about the available funding to support their study or work experience abroad.

Placement Year

Work placements are extremely valuable in helping students to develop their understanding of all aspects of business. Our students are highly successful in securing both summer and year-long internships and placements with prestigious employers, including the competitive Government Economic Service placement scheme (e.g. Department for Work and Pensions, Department of Health and the Treasury), the European Bank for Reconstruction and Development, and a range of private sector companies involved in marketing, finance and the voluntary sector.

Students are responsible for finding a placement, but they are fully supported by our dedicated work placements team who will advertise placement vacancies, help them with applications, CV writing, interview techniques and preparing for their time in work.

A year spent in employment provides an excellent opportunity to apply the knowledge, understanding and skills that students have developed during the earlier Stages of their programme. It will also enable students to further develop their transferable skills and may even secure their entry onto the graduate career ladder as many employers use a placement year as a method of recruitment onto their graduate training scheme. Our students are increasingly securing work placements, either during the summer vacation or for a full year in industry and the public sector.

FHEQ Level	Module Title	Type	Semester	Module Code
5	Placement	Core	ACYR	MAL5009-Z

On successful completion of Placement Year module, students will be eligible for the award of **University Diploma in Professional Studies**.

Study Abroad Year

Instead of a placement year, students can opt to study abroad for one year in one of our partner institutions worldwide, where students will be taught in English. Study abroad has a number of benefits, not only as a unique experience in itself but also enhancing

academic insights, employability and life skills and the Faculty and the University wish to encourage it, if the circumstances are appropriate.

Any student wishing to study abroad for a year should contact at first instance the International Opportunities Team to discuss the available year abroad opportunities. Then, they will have to consult with the Faculty Exchange Coordinator on the academic aspects of the exchange including the programme and modules. The student will have significant freedom in the selection of institutions and modules during the year abroad exchange. Finally, the Bradford Programme leader will be informed and consulted about the exchange to ensure compliance with any Bradford programme requirements. During the exchange the students will have support from the relevant University services.

FHEQ Level	Module Title	Type	Semester	Module Code
5	Study Abroad	Core	ACYR	MAL5010-Z

On successful completion of the Study Abroad Year module, students will be eligible for the award of **University Diploma in Professional Studies (International)**.

The list of exchange partners and network of Universities available for Study Abroad Year, as well as further information about international opportunities can be found online at: <https://www.bradford.ac.uk/exchanges/current-students/>

Study Abroad Semester

Alternatively, students can choose to study abroad for a semester in Stage 2 and only in specified approved partner Universities. This list is a subset of the Study Abroad Year partners offered and changes year-to-year depending on the curriculum offered.

The semester abroad can be used during semester 2 OR 1 depending on the programme. This option can be available ONLY if the modules offered by the host institution allow the student to meet the learning outcomes of the Bradford Programme at stage 2 AND ONLY if the exchange does not have a negative effect on the professional accreditations of the Bradford programmes and modules.

Any student wishing to study abroad for a semester should first contact the International Opportunities Team to explore the opportunities and funding in place and, secondly, the Faculty Exchange Coordinator to check if the available options and relevant modules are in line with the University requirements. Following these checks, the International Opportunities Team and the Faculty Exchange Coordinator will liaise with the relevant Programme Leader to validate the modules and the semester exchange. Unlike the year abroad exchange, the semester exchange requires students to study only modules suitable to the Bradford programme when abroad. Therefore, all modules selected for the exchange will have to be mapped to the Bradford programme learning outcomes and be approved by the Programme leader and the Director of Studies in Bradford in advance of the exchange. During the exchange, if the student needs to change the modules, this can only be done after approval of the Programme Leader and Director of Programmes.

If the student fails a module abroad, the student must:

- a) explore the possibility of re-taking the exam at the host university

- b) inform immediately the International Opportunities Team and the Faculty Exchange Coordinator.

During the exchange, students will have support from the relevant University services. All credit successfully obtained whilst on study abroad semester will count towards the students final degree.

The list of exchange partners and network of Universities available for Study Abroad Semester, as well as further information about international opportunities can be found online at: <https://www.bradford.ac.uk/exchanges/current-students/>

Admission Requirements

We take into consideration a number of factors when assessing your application. It's not just about your grades; we take the time to understand your personal circumstances and make decisions based on your potential to thrive at university and beyond.

A typical offer to someone seeking entry through the UCAS scheme would be **120 points**, including one full A-Level or BTEC, with Grade 4 (national Grade C) or above in GCSE Maths and English or the equivalents in other RQF Level 2 qualifications such as Key Skills.

The standard requirements for international students apply for English language and numeracy. Visit <https://www.bradford.ac.uk/international/country/> for details of accepted equivalent qualifications from your country.

Please note: These requirements are correct for the contemporary recruitment cycle and may be different when you are reading this document. The UCAS tariff applicable may vary and is published here: <http://www.bradford.ac.uk/study/courses/ug/marketing-bsc>

Access and Recognition of Prior Learning

Applications are welcome from students with non-traditional qualifications, and/or significant personal/professional experience.

The University of Bradford has always welcomed applications from disabled students. To discuss adjustments or to find out more about support and access, you may wish to contact the Disability Service before you apply at: www.bradford.ac.uk/disability/before/

Applications are particularly welcomed from adult learners (those aged 21+ at the start of the programme), armed forces families, carers and care leavers, estranged or orphaned learners, refugees and asylum seekers, and Romani or Traveller families. To find out more about the University of Bradford Progression Scheme, visit the webpage: <https://www.bradford.ac.uk/applicants/progression-scheme/>

If applicants have prior certificated learning or professional experience which may be equivalent to parts of this programme, the University has procedures to evaluate and recognise this learning in order to provide applicants with exemptions from specified modules or parts of the programme. For more details visit our RPL webpage at: <https://www.bradford.ac.uk/teaching-quality/prior-learning/>