PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	**BSc Marketing** (Level 6)
Name and title of any exit qualification(s)	Diploma of Higher Education Certificate of Higher Education Certificate of Continuing Education
Is the programme offered with a Foundation Year?	Yes
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Birkbeck Business School (Home) Universitat Internacional de Catalunya – UIC Barcelona (for UIC Dual Degree)
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (3 years) Part-time (4 years) Full-time with Foundation Year (4 years) Part-time with Foundation Year (6 years) UIC Barcelona Dual Degree (1 year at Birkbeck) October (evening/daytime)
Professional, statutory or regulatory body	Chartered Institute of Marketing (CIM)
QAA subject benchmark group(s) Higher Education Credit Framework for England	Business and Management
UCAS code	1D12; 1D13 (with FY)
Birkbeck Course Code	UUBSMKTG_C (3 years full-time) UBSMAKTG_C (4 years part-time) UUBFMKTG_C (4 years full-time with FY) UBFMAKTG_C (6 years part-time with FY)
HECoS Code	100078
Start date of programme	October 2015
Date of programme approval	Summer 2014
Date of last programme amendment approval	March 2026
Valid for academic entry year	**2026-27**
Programme Director	Mr Nick Pronger Dr Ammar Sammour
Date of last revision to document	24/06/26

Admissions requirements

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

BSc Marketing: UCAS tariff: 112 points; A-levels: BBC

BSc Marketing with Foundation Year: UCAS tariff: 48 points

The UCAS tariff score is applicable to you if you have recently studied a qualification that has a UCAS tariff equivalence. UCAS provides a tariff calculator for you to work out what your qualification is worth within the UCAS tariff.

GCSES: Applicants will normally be expected to have grade C or grade 4 GCSE-level English and mathematics. Applicants who do not hold this level of qualification may be required to carry out a skills audit at a selection evening, which comprises English and mathematics. This audit assesses an applicant's potential to cope with, and benefit from, a particular programme of study.

Course aims

The programme's main aims are:

- To provide students with an intellectually challenging platform for acquiring best-in-class Marketing education and developing transferable personal and technical skills that may assist their future career in Marketing and beyond;
- To facilitate students' appreciation of the links between Marketing theory and practice through a range of avenues, including the use of appropriate guest speakers, work-based assignments and company dissertations;
- To enable students to develop an understanding of the dynamic and increasingly international environment within which organisations operate and make Marketing decisions;
- To encourage students to fully leverage the research expertise of academic staff to strengthen their knowledge and understanding of contemporary Marketing theory and best practice;
- To enable students to develop a range of analytical skills that will enable them to critically appraise and challenge existing Marketing theory and/or business practices, as well as quantitative skills that can be applied in the analysis of marketing problems;
- To provide a platform within which students can further develop their communication, interpersonal and intercultural skills, as well as hone their skills for lifelong learning

Foundation Year Aims:

- To enable students to develop the foundational knowledge and skills required for successful completion of a degree in a range of business-related disciplines
- Provide support to those students who do not meet the formal entry requirements for direct entry to the degree, but who can demonstrate ability for degree level study

Course structure

The BSc programme can be studied: full time over 3 years or part time over 4 years (equivalent to 75% intensity of full time). Two sets of degree structures, 3 and 4 year structures are provided below.

This BSc Marketing with Foundation Year provides students with the opportunity to fully develop foundation skills before starting the main BSc programme, and can be studied full time over 4 years or part time over 6 years. Two sets of 'with Foundation Year' degree structures, for 4 and 6 years are provided below.

Level	Module Code	Module Title	Credits	Core Compulsory Option	Likely teaching term
Full-Time – 3 years					
Year 1					
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN078H4	Understanding Organisations	15	Compulsory	T2
4	BUMN149H4	The Economics of the Firm	15	Compulsory	T3
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	MOMN022H4	Business Data Analysis	15	Compulsory	T3
4	BUMN077H4	Understanding Management	15	Compulsory	T1
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
Year 2					
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN185H5	Marketing Simulation	15	Compulsory	T2
5	BUMN093H5	Responsible Marketing Communications	15	Compulsory	T1
5	BUMN146H5	Research Methods (Undergraduate)	15	Compulsory	T3
5	BUMN094H5	International Marketing	15	Compulsory	T2
5	BUMN096H5	Services Marketing	15	Compulsory	T3
5	BUMN192H5	Marketing Analytics (Undergraduate)	15	Compulsory	T1
Year 3					
6	BUMN065H6	Brand Development	15	Compulsory	T2
6	MOMN044H6	Marketing Strategy	15	Compulsory	T1
6	MOMN039D6	Research Project (Undergraduate)	60	Compulsory	T1-3
6	BUMN136H6	Project Management (Undergraduate)	15	Compulsory	T3
6		Option module from business school	15	Optional	
Part time - 4 years					
Year 1					
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN078H4	Understanding Organisations	15	Compulsory	T2
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	MOMN022H4	Business Data Analysis	15	Compulsory	T3
4	BUMN077H4	Understanding Management	15	Compulsory	T1
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2

Year 2					
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN149H4	The Economics of the Firm	15	Compulsory	T3
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN093H5	Responsible Marketing Communications	15	Compulsory	T1
5	BUMN094H5	International Marketing	15	Compulsory	T2
5	BUMN096H5	Services Marketing	15	Compulsory	T3
Year 3					
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5	BUMN185H5	Marketing Simulation	15	Compulsory	T2
5	BUMN146H5	Research Methods (Undergraduate)	15	Compulsory	T3
5	BUMN192H5	Marketing Analytics (Undergraduate)	15	Compulsory	T1
6	BUMN065H6	Brand Development	15	Compulsory	T2
6	MOMN044H6	Marketing Strategy	15	Compulsory	T1
Year 4					
6	BUMN136H6	Project Management (Undergraduate)	15	Compulsory	T3
6	MOMN039D6	Research Project (Undergraduate)	60	Compulsory	T1-3
6		Option module from business school	15	Optional	T1 or 2
Full-Time with Foundation Year - 4-years					
Foundation Year (Year 0)					
3	CASE002S3	Fundamentals of Study	30	Core	T1
3	BUEM112S3	Essential Maths and Data Analysis	30	Core	T1-2
3	SC07002S3	Introduction to Management	30	Core	T2-3
3	SC07001S3	Leadership and Change Management	30	Core	T2-3
Year 1					
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN078H4	Understanding Organisations	15	Compulsory	T2
4	BUMN149H4	The Economics of the Firm	15	Compulsory	T3
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	MOMN022H4	Business Data Analysis	15	Compulsory	T3
4	BUMN077H4	Understanding Management	15	Compulsory	T1
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
Year 2					
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN185H5	Marketing Simulation	15	Compulsory	T2
5	BUMN093H5	Responsible Marketing Communications	15	Compulsory	T1

5	BUMN146H5	Research Methods (Undergraduate)	15	Compulsory	T3
5	BUMN192H5	Marketing Analytics (Undergraduate)	15	Compulsory	T1
5	BUMN094H5	International Marketing	15	Compulsory	T2
5	BUMN096H5	Services Marketing	15	Compulsory	T3
Year 3					
6	BUMN065H6	Brand Development	15	Compulsory	T2
6	MOMN044H6	Marketing Strategy	15	Compulsory	T1
6	BUMN136H6	Project Management (Undergraduate)	15	Compulsory	T3
6	MOMN039D6	Research Project (Undergraduate)	60	Compulsory	T1-3
6		Option module from business school	15	Optional	
Part-Time with Foundation Year – 6 years					
Year 0a					
3	CASE002S3	Fundamentals of Study	30	Core	T1
3	SC07002S3	Introduction to Management	30	Core	T2-3
Year 0b					
3	BUEM112S3	Essential Maths and Data Analysis	30	Core	T1-2
3	SC07001S3	Leadership and Change Management	30	Core	T2-3
Year 1					
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN078H4	Understanding Organisations	15	Compulsory	T2
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	MOMN022H4	Business Data Analysis	15	Compulsory	T3
4	BUMN077H4	Understanding Management	15	Compulsory	T1
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
Year 2					
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN149H4	Microeconomics for Business	15	Compulsory	T3
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN093H5	Responsible Marketing Communications	15	Compulsory	T1
5	BUMN094H5	International Marketing	15	Compulsory	T2
5	BUMN096H5	Services Marketing	15	Compulsory	T3
Year 3					
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5	BUMN185H5	Marketing Simulation	15	Compulsory	T2
5	BUMN146H5	Research Methods (Undergraduate)	15	Compulsory	T3
5	BUMN192H5	Marketing Analytics (Undergraduate)	15	Compulsory	T1
6	BUMN065H6	Brand Development	15	Compulsory	T2
6	MOMN044H6	Marketing Strategy	15	Compulsory	T1
Year 4					
6	BUMN136H6	Project Management (Undergraduate)	15	Compulsory	T3
6	MOMN039D6	Research Project (Undergraduate)	60	Compulsory	T1-3
6		Option module from business school	15	Optional	T1 or 2

Core: *Module must be taken and passed by student*
Compulsory: *Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)*
Option: *Student can choose to take this module*

Dual Degree with UIC Barcelona:

Since 2019/20, Universitat Internacional de Catalunya (UIC) Barcelona in Spain and Birkbeck have been running a Dual Degree programme where UIC Barcelona students can attain both Bachelor in Business Administration from UIC and one BSc Marketing from Birkbeck after 5 years of study in Barcelona and London.

This entails UIC students spending their Year 4 in London, taking 120 credits of credit-bearing modules at level 6, as well as two Careers modules as non-credit bearing before returning to Barcelona in Year 5 to complete the degree at UIC. Additionally, UIC students take two level 5 15-credit module for certificate 'gratis'.

The benefits to the students are, as well as gaining two Bachelor degrees in 5 years, the chance to study in London for a University of London degree together with students from all around the world. Students may even have a chance to gain work experience through internships during their year in London.

Successful UIC Barcelona students who join the Birkbeck Bachelor programme are awarded 240 credits (ECTS 120) for accredited prior learning.

The following are the credit bearing and non-credit bearing modules that students need to study at Birkbeck in order to gain our BSc Marketing:

Level	Module Code	Module Title	Credits	*Status	Likely teaching term**
Full-time Dual Degree BSc Marketing for UIC Barcelona Students					
Year 3					
6	BUMN065H6	Brand Development	15	Compulsory	T2
6	MOMN044H6	Marketing Strategy	15	Compulsory	T1
6	MOMN039D6	Research Project (Undergraduate)	60	Compulsory	T1, T2, T3
6	BUMN136H6	Project Management (Undergraduate)	15	Compulsory	T3
6	BUMN143H6	Introduction to Corporate Responsibility	15	Compulsory	T2
Also as non-credit bearing					
5	CASC001H5	Your Career Development	15	Compulsory	T2
5	CASC002H5	Micro-placement	15	Compulsory	T3
Also for certificate 'gratis'*					
5		Option	30	Option	
Indicative Options List for Certificate 'Gratis'					
5	BUMN067H5	Buyer Behaviour	15	Option	T3
5	BUMN104H5	Digital Marketing	15	Option	T1
5	BUMN185H5	Marketing Simulation	15	Option	T2
5	BUMN093H5	Marketing Communications	15	Option	T1
5	BUMN094H5	International Marketing	15	Option	T2
5	BUMN096H5	Services Marketing	15	Option	T3
5	BUMN192H5	Marketing Analytics (Undergraduate)	15	Option	T1

*This option does not count towards the degree award calculation.

List of UIC modules for APL

BBK Modules	BBK credits	UIC credits	UIC Barcelona modules for APL			
Year 1						
Business Data Analysis	15	12	Business Mathematics-1	6	Business Statistical Inference	6
Introduction to Accounting	15	12	Financial Accounting	6	Cost Accounting	6
Personal and Academic Skills for Business	15	12	Business Management	6	Second Business Language	6
Principles of Marketing (Undergraduate)	15	6	Marketing	6		
Understanding Management	15	6	People Management	6		
Understanding Organisations	15	6	Operations Management	6		
Economics of the Firm	15	9	Microeconomics	6	Industrial Organisation	3
Business Information Systems	15	9	Information Systems	6	Business Mathematics-2	3
Year 2						
Buyer Behaviour	15	9	Advanced Marketing	3	Anthropology	6
Digital Marketing	15	12	Digital Marketing & Web Analysis	6	Digital Transformation	6
Marketing Simulation	15	9	Descriptive Data Analysis	3	Corporate Finance	6
Marketing Communications	15	6	Global Retail Marketing	3	Management Accounting	3
Research Methods (Undergraduate)	15	6	Marketing Research	3	Research Methods	3
Marketing Analytics	15	9	Firms Economic Environment	3	Financial Management	6
International Marketing	15	6	World Economics	3	International Trade	3
Services Marketing	15	6	Business Advertising	3	Econometric Management Techniques	3

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Your learning for this course will be a combination of lectures (pre-recorded) and seminars. Lectures are designed to provide you with an outline or overview of the topic, to engage you with the material and direct you to other resources. They are a springboard for your own learning. Seminars are group sessions where you will be asked to contribute to discussion or group work around the topic, with material set in advance for which you need to prepare.

How we will assess you

Assessment is used to enhance your learning rather than simply to test it. We use a variety of assessment methods. Modules that emphasise the learning of numerical skills lean toward the use of mid-term tests coupled with unseen, formal examination at the end of each term. Mid-term tests are short tests set during the term and are designed to provide early feedback on performance. Other modules use individual or group presentations, written essays, or formal end of term examinations, as sole assessments or in combination. In the final year of studies, students independently design and complete a large written assignment, in the form of a research project/dissertation

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

Foundation Year:
Upon successful completion of the Foundation Year you will be able to:

- Demonstrate knowledge of the foundational concepts and principles associated with business and IT, and an ability to evaluate and interpret these within the relevant areas of study
- Present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument
- Make sound judgements in accordance with basic theories and concepts of the subjects under study
- Evaluate the appropriateness of different approaches to solving problems related to their proposed area of study and/or work
- Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments
- Undertake further study at undergraduate level and develop new skills

Learning outcomes for degree (all programme routes):

Upon the successful completion of this programme you should be able to:

Subject Specific:
1. Demonstrate knowledge and understanding of the contexts in which Marketing management takes place;
2. Demonstrate knowledge and understanding of Marketing theory, principles and concepts;
3. Understand the practice and language of Marketing;
4. Evaluate and critically appraise Marketing management practices;
5. Understand and evaluate recent developments in Marketing research and practice;

Intellectual:
6. Approach problems systematically and to present reasoned responses;
7. Read and synthesise literature;
8. Formulate testable hypotheses;
9. Formulate and pursue research problems;
10. Adopt a broad and informed approach to a range of policy related problems;
11. Demonstrate cognitive skills including the capacity to critically evaluate arguments and evidence;
12. Use quantitative and qualitative data in problem solving;
13. Structure and communicate ideas effectively;

14. Demonstrate the capacity for independent and self-managed learning;

Practical:
15. Demonstrate a range of library skills;
16. Demonstrate essay writing skills
17. Demonstrate IT skills
18. Locate, extract and analyse data
19. Present data in a variety of formats and to a variety of audiences

Personal and Social:
20. Demonstrate well developed communication (oral and written) skills
21. Work in teams
22. Improve interpersonal skills
23. Apply decision making skills

Careers and further study

You will find marketing graduates in a variety of both private and public organisations, across all sectors.

This BSc Marketing is accredited by the Chartered Institute of Marketing (CIM), which is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. Birkbeck has joined forces with CIM to give our students the opportunity to gain CIM professional qualifications through their Graduate Gateway Accreditation (GGA). CIM qualifications are highly sought after by employers, and GGA, alongside our own degrees, ensures we are equipping our students with the best opportunities for a successful marketing career.

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website.

Academic regulations and course management

Birkbeck's academic regulations are contained in its Common Award Scheme Regulations and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

Please check our website for more information about student support services. This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is available online.

Copyright, Birkbeck, University of London 2022 ©