Programme Specification

1	**Awarding body**	University of London
2	**Teaching Institution**	**Birkbeck College**
3	**Programme Title(s)**	**BSc Marketing**
4	**Programme Code(s)**	UBSMAKTG_C UUBSMKTG_C
5	**UCAS code**	1D12
6	**Home Department**	Management
7	**Exit Award(s)**	Certificate in Continuing Education, Certificate in HE, Diploma in HE
8	**Duration of Study** (number of years)	Three years full-time; four years part-time
9	**Mode of Study**	FT **x** PT **x** DL
10	**Level of Award (FHEQ)**	6
11	**Other teaching depts or institution**	N/A
12	**Professional, Statutory Regulatory Body(PSRB) details**	N/A
13	**QAA Benchmark Group**	General Business and Management

14	**Programme Rationale & Aims**

This new programme aims to prepare students for a career in Marketing. Its distinctive focus is on equipping students with the requisite knowledge and skills-set for excelling in a Marketing job, whilst also familiarising them with the role of other business functions to organisational success. The first year modules are biased toward providing students with a broad-based grounding on the functional areas of business, while the second and third year modules increasingly focus on more specialist and cutting edge marketing education. 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

15	**Entry Criteria**
	Applicants normally require a minimum of three 'A' levels BBC or equivalent to 112 Tariff points. IB 26.

Students may also be admitted as mature students based on their qualifications, skills, or relevant experience which may include: - Any level 3 qualification (Such as A-level or Access to HE Diploma, NVQ Level 3 etc) - Relevant work experience Applicants will normally be expected to have grade 'C' GSCE level English and Maths. Applicants who do not hold this level of qualification may be required to carry out a skills audit at a selection evening, which comprises Maths and English. This audit assesses an applicant's potential to cope with and benefit from a particular programme of study. Some applicants may be advised to take the Cert HE Management or Cert HE Introductory Studies (Business Pathway) or any Access to HE course or equivalent at a Further Education College before re-applying to the BSc Marketing. |

16	**Learning Outcomes**
	Upon the successful completion of this programme students 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

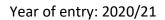| 17	**Learning, teaching and assessment methods**
	The programme of study has been designed so that as well as receiving information in the form of formal lectures, a student can take charge of their own learning by adopting a participative approach to learning. The tutorial/seminar sessions allow students to interact with their peers and develop insights into analysing and interpreting a wide and varied subject matter. Students will develop their intellectual capability through arguments; learn how to question existing knowledge and approaches; develop a critical appreciation of the subject matter; improve their communicative style; and develop their interpersonal skills. This programme is assessed through a range 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. Assessment Format for each year; FT Year 1 – 70% exam, 30% coursework Year 2 – 70% exam, 30% coursework Year 3 – 70% exam, 30% coursework PT Year 1 – 70% exam, 30% coursework Year 2 – 70% exam, 30% coursework Year 3 – 70% exam, 30% coursework Year 4 – 70% exam, 30% coursework

18	**Programme Description**
	This 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.

19	**Programme Structure**			
Full Time – 3 years				
Year 1				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
4	BUMN077H4	Management Studies I	15	Core
4	BUMN131H4	Introduction to Accounting	15	Compulsory
4	MOMN022H4	Quantitative Methods	15	Compulsory
4	BUMN051H4	Business Information Systems	15	Compulsory
4	BUMN101H4	Marketing Simulation	15	Compulsory
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory
4	BUMN149H4	Microeconomics for Business (Level 4)	15	Compulsory
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Core
Year 2				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
5	BUMN067H5	Buyer Behaviour	15	Compulsory
5	BUMN093H5	Marketing Communications	15	Compulsory
5	BUMN097H5	Sustainability and Stakeholder Marketing	15	Compulsory
5	BUMN104H5	Digital Marketing	15	Compulsory
5	BUMN147H5	Management of Innovation (level 5)	15	Compulsory
5	BUMN148H5	Marketing Research (level 5)	15	Compulsory
5		Option modules - from closed list, see below	30	Optional
Year 3				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
6	MOMN044H6	Marketing Strategy	15	Compulsory
6	BUMN065H6	Brand Development	15	Compulsory
6	BUMN108D6	Marketing Project	60	Core
6		Option modules - free choice from modules in the Department of Management	30	Optional
Part time – 4 years				
Year 1				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
4	BUMN077H4	Management Studies I	15	Core
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Core
4	MOMN022H4	Quantitative Methods	15	Compulsory
4	BUMN051H4	Business Information Systems	15	Compulsory
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory
4	BUMN101H4	Marketing Simulation	15	Compulsory
Year 2				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
4	BUMN131H4	Introduction to Accounting	15	Compulsory
4	BUMN149H4	Microeconomics for Business (Level 4)	15	Compulsory
5	BUMN067H5	Buyer Behaviour	15	Compulsory
5	BUMN093H5	Marketing Communications	15	Compulsory
5	BUMN097H5	Sustainability and Stakeholder Marketing	15	Compulsory
5	BUMN104H5	Digital Marketing	15	Compulsory

Year 3					
Level	Module Code	Module Title		Credits	Status*
5	BUMN147H5	Management of Innovation (level 5)		15	Compulsory
5	BUMN148H5	Marketing Research (level 5)		15	Compulsory
5		Option modules - from closed list, see below		30	Optional
6		Option modules - free choice from modules in the Department of Management		30	Optional
Year 4					
Level	Module Code	Module Title		Credits	Status*
6	BUMN065H6	Brand Development		15	Compulsory
6	MOMN044H6	Marketing Strategy		15	Compulsory
6	MOMN039D6	Research Project: Management		60	Core
Indicative list of modules for closed options:					
5	BUMN096H5	Services Marketing		15	Optional
5	BUMN102H5	Business to Business (B2B) Marketing		15	Optional
5	BUMN094H5	International Marketing		15	Optional

20	**Regulations**
	• **Admissions** This programme adheres to the College Admissions Policy: http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf • **Credit Transfer** Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf • **Programme Regulations** This programme adheres to the College Common Awards Scheme http://www.bbk.ac.uk/registry/policies/regulations • **Programme Specific Regulations (or not applicable)** N/A

21	**Student Attendance Framework – in brief**
	The full version of the 'Student Attendance Framework' is available http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf . **Principle** Consistent and regular student attendance in class (or equivalent) promotes and affords student success. Inconsistent and irregular attendance is less likely to result in student success and is consistent with lower marks and degree classifications being achieved and awarded. **Attendance expectation**

Birkbeck, University of London expects you to consistently attend all timetabled sessions, including lectures, seminars, group and individual tutorials, learning support sessions, workshops, laboratories, field trips, inductions and demonstrations.

E-Registers
All Birkbeck students are issued with student cards. Students are expected to take them to classes and to assessment venues and to present them to a member of staff if requested. This is for the purpose of identifying Birkbeck students.

22	**Student Support and Guidance**
	All Birkbeck students have access to a range of student support services, details can be found on our website here: http://www.bbk.ac.uk/mybirkbeck/services/facilities

23	**Methods of Enhancing Quality and Standards**
	The College has rigorous procedures in place for the monitoring and enhancing its educational provision. This includes regular monitoring of programmes drawing on feedback from various sources including external examiner's reports, student feedback, student achievement and progression data. In addition, departments are reviewed every four to five years through the internal review process that includes external input.
	For more information please see the Academic Standards and Quality website http://www.bbk.ac.uk/registry/about-us/operations-and-quality

24	**Programme Director**	Nicholas Pronger
25	**Start Date** *(term/year)*	Oct 2015
26	**Date approved by TQEC**	Spring 2014
27	**Date approved by Academic Board**	Summer 2014
28	**Date(s) updated/amended**	October 2022