

Programme Specification

1	Awarding body	University of London
2	Teaching Institution	Birkbeck College
3	Programme Title(s)	BSc Marketing BSc Marketing with Foundation Year
4	Programme Code(s)	UUBSMKTG_C (full-time) UBSMAKTG_C (part-time) UUBFMKTG_C (full-time with Foundation Year) UBFMAKTG_C (part-time with Foundation Year)
5	UCAS code	1D12/1D13 (with Foundation Year)
6	Home Department	Management
7	Exit Award(s)	Certificate of Continuing Education, Certificate of Higher Education, Diploma of Higher Education
8	Duration of Study (number of years)	3 years full-time; 4 years part-time 4 years full-time with Foundation Year; 6 years part-time with Foundation year
9	Mode of Study	FT x PT x DL
10	Level of Award (FHEQ)	6
11	Other teaching depts or institution	Economics, Mathematics and Statistics
12	Professional, Statutory Regulatory Body(PSRB) details	N/A
13	QAA Benchmark Group	General Business and Management

14	Programme Rationale & Aims
	<p>BSc Marketing:</p> <p>This 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.</p> <p>The programme's main aims are:</p> <ul style="list-style-type: none"> • 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;

	<ul style="list-style-type: none"> • 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 <p>Foundation Year Aims:</p> <ul style="list-style-type: none"> • 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
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15	<p>Entry Criteria</p> <p>BSc Marketing: UCAS tariff: 96-128 points (A-levels: CCC-ABB)</p> <p>The UCAS tariff score is applicable where applicants have recently studied a qualification that has a UCAS tariff equivalence.</p> <p>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.</p> <p>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.</p> <p>BSc Marketing with Foundation Year: UCAS tariff: 48 points</p> <p>The UCAS tariff score is applicable where applicants have recently studied a qualification that has a UCAS tariff equivalence.</p> <p>Applicants will normally be expected to have grade C or new grade 4 in 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.</p> <p>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.</p>
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16	<p>Learning Outcomes</p> <p>Foundation Year:</p> <p>Successful completion of the Foundation Year will enable students to:</p> <ul style="list-style-type: none"> • 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 <p>Learning outcomes for degree (all programme routes):</p> <p>Upon the successful completion of this programme students should be able to:</p> <p>Subject Specific</p> <ol style="list-style-type: none"> 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; <p>Intellectual</p> <ol style="list-style-type: none"> 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; <p>Practical</p> <ol style="list-style-type: none"> 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
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	<p>Personal and Social</p> <p>20. Demonstrate well developed communication (oral and written) skills</p> <p>21. Work in teams</p> <p>22. Improve interpersonal skills</p> <p>23. Apply decision making skills</p>
17	<p>Learning, teaching and assessment methods</p>
	<p>Teaching and Learning Methods for Foundation Year:</p> <p>Students will be taught in interactive, tutorial style classes that support the phased development of knowledge, skills and confidence.</p> <p>Pedagogies in the Foundation Year are designed to give students the space to gain familiarity with the requirements of undergraduate study, and to develop their learning strategies.</p> <p>Teaching and Learning Methods for BSc degree:</p> <p>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.</p> <p>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.</p>
18	<p>Programme Description</p>
	<p>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.</p> <p>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.</p>

¹⁹	Programme Structure			
<i>BSc Marketing full-time – 3 years</i>				
<i>Year 1</i>				
Level	Module Code	Module Title	Credits	Status*
4	BUMN051H4	Business Information Systems	15	Compulsory
4	BUMN131H4	Introduction to Accounting	15	Compulsory
4	BUMN101H4	Marketing Simulation	15	Compulsory
4	BUMN149H4	Microeconomics for Business (Level 4)	15	Compulsory
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory
4	MOMN022H4	Quantitative Methods	15	Compulsory
4	BUMN077H4	Management Studies I	15	Core
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Core
<i>Year 2</i>				
Level	Module Code	Module Title	Credits	Status*
5	BUMN067H5	Buyer Behaviour	15	Compulsory
5	BUMN104H5	Digital Marketing	15	Compulsory
5	BUMN147H5	Management of Innovation (level 5)	15	Compulsory
5	BUMN093H5	Marketing Communications	15	Compulsory
5	BUMN146H5	Research Methods in Management (Undergraduate) (level 5)	15	Compulsory
5	BUMN097H5	Sustainability and Stakeholder Marketing	15	Compulsory
5	BUMN094H5	International Marketing	15	Compulsory
5	BUMN096H5	Services Marketing	15	Compulsory
<i>Year 3</i>				
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	Compulsory
6		Option modules - free choice from modules in the Department of Management	30	Optional
<i>BSc Marketing Part time - 4 years</i>				
<i>Year 1</i>				
Level	Module Code	Module Title	Credits	Status*
4	BUMN051H4	Business Information Systems	15	Compulsory
4	BUMN101H4	Marketing Simulation	15	Compulsory
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory
4	MOMN022H4	Quantitative Methods	15	Compulsory
4	BUMN077H4	Management Studies I	15	Core
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Core
<i>Year 2</i>				
Level	Module Code	Module Title	Credits	Status*
4	BUMN131H4	Introduction to Accounting	15	Compulsory
4	BUMN149H4	Microeconomics for Business (Level 4)	15	Compulsory
5	BUMN104H5	Digital Marketing	15	Compulsory
5	BUMN093H5	Marketing Communications	15	Compulsory
5	BUMN097H5	Sustainability and Stakeholder Marketing	15	Compulsory

5	BUMN096H5	Services Marketing	15	Compulsory
Year 3				
Level	Module Code	Module Title	Credits	Status*
5	BUMN067H5	Buyer Behaviour	15	Compulsory
5	BUMN147H5	Management of Innovation (level 5)	15	Compulsory
5	BUMN146H5	Research Methods in Management (Undergraduate) (level 5)	15	Compulsory
5	BUMN094H5	International Marketing	15	Compulsory
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	Compulsory
BSc Marketing with Foundation Year - Full Time 4-years				
Foundation Year (Year 0)				
Level	Module Code	Module Title	Credits	Status*
3	CASE002S3	Fundamentals of Study: Learning through the Global City	30	Core
3	BUMN170H3	Leadership and Team Building (Level 3)	15	Core
3	BUMN166H3	Mathematics for Business (Level 3)	15	Core
3	BUMN169H3	Managing Change (Level 3)	15	Core
3	BUMN168H3	Strategy and Business Planning (Level 3)	15	Core
3	BUEM120H3	The Modern British Economy (Foundation Year)	15	Core
3	BUMN167H3	Understanding Organisations (Level 3)	15	Core
Year 1				
Level	Module Code	Module Title	Credits	Status*
4	BUMN051H4	Business Information Systems	15	Compulsory
4	BUMN131H4	Introduction to Accounting	15	Compulsory
4	BUMN078H4	Management Studies II	15	Compulsory
4	BUMN149H4	Microeconomics for Business	15	Compulsory
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory
4	MOMN022H4	Quantitative Methods	15	Compulsory
4	BUMN077H4	Management Studies I	15	Compulsory
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory
Year 2				
Level	Module Code	Module Title	Credits	Status*
5	BUMN067H5	Buyer Behaviour	15	Compulsory
5	BUMN104H5	Digital Marketing	15	Compulsory
5	BUMN185H5	Marketing Simulation	15	Compulsory
5	BUMN093H5	Marketing Communications	15	Compulsory
5	BUMN146H5	Research Methods in Management (Undergraduate) (level 5)	15	Compulsory
5	BUMN097H5	Sustainability and Stakeholder Marketing	15	Compulsory

5	BUMN094H5	International Marketing	15	Compulsory
5	BUMN096H5	Services Marketing	15	Compulsory
Year 3				
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	Compulsory
6		Option modules - free choice from modules in the Department of Management	30	Optional
BSc Marketing with Foundation Year Part-Time – 6 years				
Year 0a				
Level	Module Code	Module Title	Credits	Status*
3	CASE002S3	Fundamentals of Study: Learning through the Global City	30	Core
3	BUMN170H3	Leadership and Team Building (Level 3)	15	Core
3	BUMN166H3	Mathematics for Business (Level 3)	15	Core
Year 0b				
Level	Module Code	Module Title	Credits	Status*
3	BUMN169H3	Managing Change	15	Core
3	BUMN168H3	Strategy and Business Planning	15	Core
3	BUEM120H3	The Modern British Economy (Foundation Year)	15	Core
3	BUMN167H3	Understanding Organisations	15	Core
Year 1				
Level	Module Code	Module Title	Credits	Status*
4	BUMN051H4	Business Information Systems	15	Compulsory
4	BUMN078H4	Management Studies II	15	Compulsory
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory
4	MOMN022H4	Quantitative Methods	15	Compulsory
4	BUMN077H4	Management Studies I	15	Compulsory
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory
Year 2				
Level	Module Code	Module Title	Credits	Status*
4	BUMN131H4	Introduction to Accounting	15	Compulsory
4	BUMN149H4	Microeconomics for Business	15	Compulsory
5	BUMN104H5	Digital Marketing	15	Compulsory
5	BUMN093H5	Marketing Communications	15	Compulsory
5	BUMN097H5	Sustainability and Stakeholder Marketing	15	Compulsory
5	BUMN096H5	Services Marketing	15	Compulsory
Year 3				
Level	Module Code	Module Title	Credits	Status*
5	BUMN067H5	Buyer Behaviour	15	Compulsory
5	BUMN185H5	Marketing Simulation	15	Compulsory
5	BUMN146H5	Research Methods in Management (Undergraduate)	15	Compulsory

Year of entry: 2022/23



5	BUMN094H5	International Marketing	15	Compulsory
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	Compulsory

Status*

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

²⁰	Programme Director	Nicholas Pronger
²¹	Start Date (<i>term/year</i>)	Oct 2015
²²	Date approved by TQEC	Spring 2014
²³	Date approved by Academic Board	Summer 2014
²⁴	Date(s) updated/amended	17 May 2023