Course Specification

Full-time BA (Hons) Marketing  
FBLU011

Faculty of Business and Law

School of Marketing and Management

February 2019

For September 2019 Cohort Onwards

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
PART A Course Specification

Full-time BA (Hons) Marketing

1. Introduction
The BA (Hons) Marketing (BAM) course provides an opportunity for students to develop advanced knowledge and understanding of marketing, as categorised by the Bachelor's Degree in Business and Management benchmark and the UK Quality Assurance Agency for Higher Education (QAA, 2015). By placing the study of the marketing discipline and brand management within the broader principles and practice of marketing, this course prepares students for a broad range of marketing careers within the public or private sector and non-profit organisations.

The BAM is offered by the School of Marketing and Management (SMM). BAM is studied by full-time students over a three-year period or four years if students complete a UK work placement or study/work abroad year. The course is designed to enable students to develop knowledge and skills that will support a career in marketing. Following internal approval at Coventry University, accreditation for the course will be sought from the Chartered Institute of Marketing (CIM) for Graduate Gateway status. Subject to this approval, as a CIM accredited study centre, Coventry University will enable students to top-up their Marketing honours degree with the CIM Professional Diploma in Marketing qualification.

The general ethos of the BAM course is to engage with both the theories and practice of marketing to provide a specific focus on marketing both as business strategy and as a business function. Furthermore, the course places the practical and responsible planning and ethical decision making of these core disciplines within the broader functions of organisations. This approach provides a well-rounded view, which enables graduates to confidently embark on graduate employment and/or postgraduate study, demonstrating a professional level of transferable, practical and cognitive skills to reflect on situations and respond effectively to future challenges in local, national and global organisations.

The course is distinct due to its focus on corporate engagement, digital fluency, responsible management and internationalisation. Teaching, learning and assessment strategies are grounded in the corporate world, using real life international case studies where possible, and this is reinforced by experiential learning, and an opportunity for a 12-month international/UK work placement in the third year. The internationalisation of the course is supported by the use of international teaching materials and case studies, the opportunity for students to spend a year overseas at a partner institution, the diversity of the teaching team, and the use of Online International Learning (OIL) projects. These involve students interacting with other students from international partner institutions in order to bring different cultural perspectives into the application of marketing concepts and a global dimension to their studies for continuous personal development.

One of the key innovative features of the course is the use of the DigiComm Lab, which supports the development of students’ digital fluency skills in enabling hands-on experience in fast-developing digital marketing analytics and social media strategy. This is an interactive and engaging learning environment where students not only apply the academic theories, but also gain knowledge and build competence in using industry software.

The course incorporates Coventry University’s unique Add+vantage modules which offer students an extensive range of cross-university modules aimed at developing work related knowledge and employability skills. A 10-credit Add+vantage module is mandatory at each stage of the course.

BAM complements the existing suite of undergraduate study within SMM, by providing an opportunity for students to specialise in the core marketing discipline. The course incorporates the University’s education strategy and embeds the principal pillars of transformative learning such as international engagement and community contribution/responsibility through consistent consideration of the ethical, responsibility and sustainability issues in relation to marketing.

2. Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Marketing</td>
<td>FT: 3 years</td>
<td>N500</td>
<td>Level 6</td>
</tr>
<tr>
<td>(Fall back awards)</td>
<td>FT with sandwich year: 4 years</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA Marketing</td>
<td></td>
<td></td>
<td>Level 6</td>
</tr>
<tr>
<td>BA Marketing Studies</td>
<td></td>
<td></td>
<td>Level 6</td>
</tr>
<tr>
<td><strong>3 Awarding Institution/Body</strong></td>
<td>Coventry University</td>
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<td></td>
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<tr>
<td>-------------------------------</td>
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<td></td>
</tr>
<tr>
<td><strong>4 Collaboration</strong></td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5 Teaching Institution and Location of delivery</strong></td>
<td>Coventry University</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| **6 Internal Approval/Review Dates** | Date of approval*/latest review*: 03/2017  
Date for next review: Academic year 2025/2026 |
| **7 Course Accredited by**    | Chartered Institute of Marketing (CIM), subject to approval. The course has been designed to meet professional body requirements. |
| **8 Accreditation Date and Duration** | CIM accreditation is updated annually, and accreditation for the course will be sought from CIM, following internal approval at Coventry University. |
| **9 QAA Subject Benchmark Statement(s) and/or other external factors** | Quality Assurance Agency (2015) The QAA Subject Benchmark Statement for Bachelor's Degrees in Business and Management [online] [link]  
The course is subject to approval by the Chartered Institute of Marketing (CIM) for Graduate Gateway status.  
The course design has also taken into consideration a Professional Competencies Framework for Marketing (CIM 2016), in terms of the core, technical and behaviour competencies that will be required of future professionals in advertising and marketing.  
CIM, 2016. *Professional Marketing Competencies* [online] [link]  
The course reflects the Business School’s commitment, as a prime signatory, to the six Principles for Responsible Management Education (PRME) [link]. |
| **10 Date of Course Specification** | February 2017 |
| **11 Course Director**        | Edward Turner     |
12 Outline and Educational Aims of the Course

The educational aims of the BA (Hons) Marketing course are to:

1. Develop students’ ability to apply the knowledge and skills they acquire to both the theory and practice of marketing.
2. Equip students with appropriate analytical tools to investigate marketing challenges and develop appropriate solutions.
3. Develop students’ critical awareness and understanding of contemporary marketing concepts and theories.
4. Provide a broad and varied educational experience within which learning occurs, engaging students in experiential learning and a wide range of international market contexts.
5. Enhance skills for learning and personal development so that learners are able to work with self-direction and autonomy to manage their lifelong learning.
6. Provide students with the opportunity to pursue international careers in the marketing world, and to participate in relevant professional marketing qualifications such as CIM.


13 Course Learning Outcomes

A student who successfully completes the course will be able to:

1. Understand, evaluate and apply the principles and latest developments in the theory of marketing to meet marketing objectives.
2. Develop creative and innovative thinking to meet contemporary marketing challenges.
3. Develop effective research capabilities, analyse and interpret data to facilitate informed and effective marketing decisions.
4. Demonstrate a professional level of transferable, practical and cognitive skills to arrive at effective solutions to a range of marketing challenges.
5. Understand and critically evaluate the global business environment including different business functions relevant to marketing.
6. Demonstrate an understanding of relevant ethical and sustainability issues in marketing.
7. Appreciate how to plan and manage customer experience and engagement to achieve competitive advantage.
8. Develop and evaluate digital platforms to achieve marketing objectives.
9. Understand the opportunities and challenges of cross-cultural diversity to achieve marketing goals.
10. Act as independent learners, communicate to an audience effectively in written, verbal or electronic formats and demonstrate effective interpersonal skills and intercultural competence to work in a team.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, their credit value, and pre/co requisites, are identified in Table 1 below.

Modules within the course may be classed as:

Mandatory (M) – These modules are compulsory.

Options (O) – These modules are chosen from a prescribed list of modules.

Details regarding the patterns and modes of attendance, as well as other distinctive features of the course are presented below.
14.1 Patterns and modes of attendance

The course is available either on a three-year full-time basis or a four-year sandwich basis which includes a one year placement. Students are encouraged to take the opportunity of either a placement year or study/work abroad year between stages two and three of the course.

Section 6.4 of University regulations concerning enrolment and registration are applicable to the course.

14.2 The Sandwich Year

The options are:

- A 12 month study/work placement abroad year (5001SMM)
- A 12 month UK work placement (5000SMM)

The aim of the option year is to enhance the employability prospects and career development of the students. The potential benefits of the option year to the students are considerable and include:

- Experience in job-searching, self-presentation and interviews
- Work experience which supports future career prospects
- Confidence in their capacity to contribute to the organisation that employs them
- An understanding of how their studies relate to practice
- Self-discipline and organisation
- Building relationships with prospective employers
- Opportunity for international experience in a different culture.

Students preparing for the option year, whether in the UK or internationally, are supported by the Faculty’s Business Futures Team members of which will help in the preparation of CVs, preparation for interviews and employment and provide support throughout the year. Placements are subject to availability and a competitive application process. The Faculty has links to several suitable employers and can assist with finding opportunities for placements. However, students are encouraged to seek alternative sources of employment themselves with guidance provided by the Faculty’s Business Futures Team.

The University has a wide range of partners where students can undertake a period of study abroad. This route gives students the opportunity to:

- Add an additional international dimension to their course.
- Appreciate the language and culture of another country.
- Experience the teaching and learning environment of an international institution.

Students who opt for the study/work placement abroad year will develop an international and intercultural aspect to their study and learning; the ability to communicate in, and appreciate, international working/study methods; and it will enhance their interpersonal skills and increase their employability. Students wishing to take the option of the study/work placement abroad year will receive support and guidance from the Centre for Global Engagement (CGE).

14.3 Innovative or distinctive features of the course

- Focuses on employability, with the development of employment-ready skills and employment targeting through the levels of the course.
- Provides opportunities for experiential learning and engagement with live enterprises.
- Provides practical experiences to prepare students to be effective marketing practitioners who can bring competitive advantage to the local, national and global workplace.
- Develops a structured hierarchy of academic skills through the course to build the levels of conceptual understanding, application and then critical evaluation.
- Enables students to gain hands-on experience in fast-developing digital marketing analytics and social media strategy.
- Allows students to study aspects of managing the life of brands within the broader principles and practice of marketing.
- Enable students to make responsible, ethical and sustainable decisions in the context of marketing.
- Enable students to develop intercultural competence and autonomous lifelong learning to effectively manage their careers in marketing.

14.4 Progression and Awards

The conditions given below are specific regulations for an honours degree in Marketing. They are in addition to current University Academic Regulations.

Progression requirements

Progression is in accordance with the University Academic Regulations referring to regulation 6.4.2a and 6.5.1. Students must pass all prerequisites.

14.5 Cascade of Awards:

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BA (Hons) Marketing
↓
BA Marketing
↓
BA Marketing Studies
↓
Diploma of Higher Education in Marketing
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Certificate of Higher Education in Marketing
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14.6 Conditions for Awards

- For a BA (Hons) degree in Marketing, a student must have passed all mandatory modules plus options to a total of 360 credits, excluding 5001SMM and 5000SMM.
- For the unclassified degree called BA Marketing, a student must have passed a minimum of 300 credits, including at least 100 credits at Level 4, 80 credits at Level 5 and 80 credits at Level 6, including all mandatory modules. The 300 credits exclude 5001SMM and 5000SMM.
- The unclassified degree called BA Marketing Studies is a fall back award created for students who pass a minimum of 300 credits, including at least 100 credits at Level 4, 80 credits at Level 5 and 80 credits at Level 6, but who have failed one or more mandatory modules. The 300 credits exclude 5001SMM and 5000SMM.
- For a Diploma of Higher Education in Marketing a student must have passed a minimum of 240 credits including 100 credits at Level 4 and 100 credits at Level 4.
- For a Certificate of Higher Education in Marketing a student must have passed a minimum of 120 credits, with at least 100 credits at Level 4.
- 5001SMM and 5000SMM cannot count towards the total number of credits required for an award and cannot count towards the final degree classification.
Table 1-BA (Hons) Marketing

Note: Students must choose to complete an Advanced Marketing Study (Dissertation) (3001MKT) or an Advanced Marketing Study (Portfolio) (3002MKT). Students who choose to complete a placement year must choose either Study/Work Placement Abroad (5001SMM) or UK Work Placement (5000SMM). The 40 credits awarded for modules 5001SMM and 5000SMM do not count toward the 360 credits required for the award of BA (Hons). Please see pre-requisites in the table below.

<table>
<thead>
<tr>
<th>Module credit level</th>
<th>Module Code</th>
<th>Title</th>
<th>Credit Value</th>
<th>Mandatory/Optional</th>
<th>Course Learning Outcomes</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1. All Mandatory Modules (110 credits) plus Add+Vantage (10 credits)</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>4</td>
<td>1001MKT</td>
<td>Employment and Academic skills</td>
<td>10</td>
<td>M</td>
<td>4,10</td>
<td></td>
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<tr>
<td>4</td>
<td>1000MKT</td>
<td>Marketing Research and Data Analysis</td>
<td>20</td>
<td>M</td>
<td>1,3,4,5,6,10</td>
<td></td>
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<tr>
<td>4</td>
<td>1002MKT</td>
<td>Marketing Principles and Practice</td>
<td>20</td>
<td>M</td>
<td>1,4,7,10</td>
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<tr>
<td>4</td>
<td>1005SSL</td>
<td>Organising For Business</td>
<td>20</td>
<td>M</td>
<td>5,6,10</td>
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<tr>
<td>4</td>
<td>1005MKT</td>
<td>Introduction to Digital Marketing</td>
<td>20</td>
<td>M</td>
<td>4,8,10</td>
<td></td>
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<tr>
<td>4</td>
<td>1004MKT</td>
<td>Introduction to Integrated Marketing Communications</td>
<td>20</td>
<td>M</td>
<td>1,2,4,6,9,10</td>
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<tr>
<td>4</td>
<td>Add+Vantage</td>
<td>XXXXXXXXXXXXXXXX</td>
<td>10</td>
<td>M</td>
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<td>Year 2. All Mandatory Modules (110 credits) plus Add+Vantage (10 credits)</td>
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<tr>
<td>5</td>
<td>2004MKT</td>
<td>Career Preparation</td>
<td>10</td>
<td>M</td>
<td>4,10</td>
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<tr>
<td>5</td>
<td>2005MKT</td>
<td>Marketing Management</td>
<td>20</td>
<td>M</td>
<td>1,2,3,4,5,9,10</td>
<td>1002MKT</td>
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<tr>
<td>5</td>
<td>2006MKT</td>
<td>Consumer Behaviour</td>
<td>20</td>
<td>M</td>
<td>2,3,4,6,7,9,10</td>
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<td>5</td>
<td>2007MKT</td>
<td>Marketing Insight</td>
<td>20</td>
<td>M</td>
<td>1,2,3,4,5,10</td>
<td>1000MKT</td>
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<td>5</td>
<td>2003MKT</td>
<td>Brand Management</td>
<td>20</td>
<td>M</td>
<td>2,4,5,7,8,9,10</td>
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<tr>
<td>5</td>
<td>2008MKT</td>
<td>Digital Analytics</td>
<td>20</td>
<td>M</td>
<td>3,4,7,8,10</td>
<td>1005MKT</td>
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<tr>
<td>5</td>
<td>Add+Vantage</td>
<td>XXXXXXXXXXXXXXXX</td>
<td>10</td>
<td>M</td>
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<tr>
<td>Sandwich Mode. Optional year abroad (study and/or work abroad). Optional UK placement.</td>
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<tr>
<td>5</td>
<td>5001SMM</td>
<td>Study/Work Placement Abroad Year</td>
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<td>O</td>
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<tr>
<td>5</td>
<td>5000SMM</td>
<td>UK Work Placement*</td>
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<td>O</td>
<td>4,5,10</td>
<td></td>
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<tr>
<td>Year 3. All Mandatory Modules (70 credits) plus Add+Vantage (10 credits)</td>
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<tr>
<td>6</td>
<td>3007MKT</td>
<td>Career Development</td>
<td>10</td>
<td>M</td>
<td>4,10</td>
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<tr>
<td>6</td>
<td>3000MKT</td>
<td>Marketing Strategy</td>
<td>20</td>
<td>M</td>
<td>1,4,5,6,7,8,9,10</td>
<td>2005MKT</td>
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<td>6</td>
<td>3008MKT</td>
<td>Contemporary Marketing Issues</td>
<td>20</td>
<td>M</td>
<td>1,2,3,4,5,6,7,9,10</td>
<td>2005MKT</td>
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<td>Code</td>
<td>Module</td>
<td>Year</td>
<td>Credits</td>
<td>Mandatory/OPTIONAL</td>
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<tr>
<td>3004MKT</td>
<td>Digital and Social Media Strategy</td>
<td>20</td>
<td>M</td>
<td>2,3,4,7,8,10</td>
<td>2008MKT</td>
<td></td>
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<tr>
<td>Add+Vantage</td>
<td>XXXXXXXXXXXX</td>
<td>10</td>
<td>M</td>
<td>2008MKT</td>
<td></td>
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<tr>
<td>3001MKT</td>
<td>Advanced Marketing Study (Dissertation) **</td>
<td>20</td>
<td>O</td>
<td>1,3,4,5,6,7,10</td>
<td>2007MKT</td>
<td></td>
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<tr>
<td>3002MKT</td>
<td>Advanced Marketing Study (Portfolio) **</td>
<td>20</td>
<td>O</td>
<td>1,3,4,5,6,7,10</td>
<td>2007MKT</td>
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<tr>
<td>3005MKT</td>
<td>Sustainability Marketing***</td>
<td>20</td>
<td>O</td>
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<td>2005MKT</td>
<td></td>
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<td>3009MKT</td>
<td>Brand and Corporate Communications***</td>
<td>20</td>
<td>O</td>
<td>4,5,6,10</td>
<td>2005MKT</td>
<td></td>
</tr>
</tbody>
</table>

* Mandatory for study abroad/work placement students
** Students choose one from 3001MKT Advanced Marketing Study (Dissertation) or 3002MKT Advanced Marketing Study (Portfolio)
*** Students choose one option from 3009MKT Brand and Corporate Communications or 3005MKT Sustainability Marketing.
15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found at http://www.ucas.ac.uk/profiles/index.html

For students entering with advanced standing the AP(E)L procedure will be explained and applied in accordance with University Regulations.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 6.0 or equivalent.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Regulations
17 Indicators of Quality Enhancement

The following are key indicators of quality and standards:

- The course has been designed in accordance with the QAA Subject Benchmark Statement for Bachelor’s Degrees in Business and Management (QAA, 2015).

- Coventry Business School is ranked by EDUNIVERSAL in the 'Excellent Business School' (3 Palmes) worldwide category. EDUNIVERSAL provides a ranking and information system for students in order to help decide which Business School to study at (http://eduniversal-ranking.com/).

- Coventry Business School has signed up to ‘The Principles for Responsible Management Education’ (PRME) initiative http://www.unprme.org/. PRME has six principles, including; Purpose, Values, Method, Research, Partnership and Dialogue. All six principles of PRME are practised in the course.

- The School of Marketing and Management has a strong portfolio of active researchers who regularly publish in peer reviewed internationally-recognised publications.

- External Examiner reports point to the quality of the current courses offered within the School of Marketing and Management which have been strongly commended. This course complements the already successful suite of undergraduate courses offered within the School of Marketing and Management.

- A significant number of professional bodies (e.g. CIM and CIPD) have recognised degrees offered by the School of Marketing and Management.

- The Guardian University Guide 2016 ranked the University 15th overall (of 116 universities) and 11th for Business, Management and Marketing related subjects.

- The University was ranked in the top 4% of worldwide higher education institutions in 2014 by QS World University Rankings.

- University of the Year, 2015 at the Times Higher Education Awards (2015).


- National Student Survey (NSS), Destination of Leavers in Higher Education (DLHE) and Coventry University’s Module Evaluation Questionnaires (MEQs) provide regular measures of quality.

The QAA’s Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- setting and maintenance of the academic standards of awards.
- quality of student learning opportunities.
- quality of the information about learning opportunities.
- enhancement of student learning opportunities.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Faculty Undergraduate Student Handbook and Course Handbooks, available from the module web page
- Module Guides produced for all modules and are available on the Moodle Module page
- Module Information Directory

https://webapp.coventry.ac.uk/MidWebNext/Main.aspx

- Teaching plan and module resource documents produced for all modules available on Moodle
- Study Support information is accessible from the home page of the CU Student Portal

https://students.coventry.ac.uk/Pages/index.aspx