

Programme Title: BSc Marketing and Management



Programme Specification (UG)

Awarding body / institution:	Queen Mary University of London
Teaching institution:	Queen Mary University of London
Name of final award and programme title:	BSc Marketing and Management
Name of interim award(s):	Cert He, Dip HE
Duration of study / period of registration:	3 Years
QMUL programme code / UCAS code(s):	4G44
QAA Benchmark Group:	N200 Management studies
FHEQ Level of Award :	Level 6
Programme accredited by:	Chartered Institute of Marketing (CIM)
Date Programme Specification approved:	
Responsible School / Institute:	School of Business and Management

Schools / Institutes which will also be involved in teaching part of the programme:

n/a

Collaborative institution(s) / organisation(s) involved in delivering the programme:

n/a

Programme outline

The BSc Marketing Management examines the marketing function, its interaction with the organisation, and the rest of society. In the first year (level 4), students study a broad range of subjects, essential because marketers' work influences and is influenced by the other parts of the organisation, and the broader context. The first year includes functional subjects, such as marketing and accounting, as well as more socially oriented subjects, such as business and society.

In the second and third years (levels five and six), students must study four compulsory modules each year, broadly divided between business and managerialist approaches to marketing and critical, consumer society perspectives (including advertising and communications).

To ensure that students are adequately equipped to work with other functions in organisations, the remaining eight modules, four each year, are drawn from the broad choice offered to undergraduates within the School of Business and Management. The content of the modules will be informed by research within the school, with its traditional emphasis on the connections between economic, social, political and cultural aspects of modern business and management.

Aims of the programme

The BSc Marketing and Management builds on the existing BSc Business Management. The existing programme is broad-based, for students wishing to be generalists or who are unsure of their career path. The marketing and management programme is designed for students seeking a career in marketing practice, or those who seek to use the lens of marketing to inform policy. Marketing practitioners are valued in corporate, public and third sector organisations.

What will you be expected to achieve?

In the compulsory modules, students will be expected to:

- 1) develop an understanding of marketing practice, as applied to business, consumer and political markets;
- 2) develop an understanding of some of the techniques and methods of marketing practice and research.
- 3) develop an understanding of the critiques and debates about the suitability of that practice and the consequences of it for individuals and society.

In the elective modules, students will be expected to develop a range of knowledge and skills that are relevant to the practice and study of management more generally. In keeping with the tradition at the School of Business and Management, these modules have a strong emphasis on the social and political context in which business is practiced.

Please note that the following information is only applicable to students who commenced their Level 4 studies in 2017/18, or 2018/19

In each year of undergraduate study, students are required to study modules to the value of at least 10 credits, which align to one or more of the following themes:

- networking
- multi- and inter-disciplinarity
- international perspectives
- enterprising perspectives.

These modules will be identified through the Module Directory, and / or by your School or Institute as your studies progress.

Academic Content:

A1	Understand the core theories of mainstream marketing management.
A2	Be able to critique conventional practice, both in terms of its practical application and social consequences.
A3	Understand how new social practices or technologies influence marketing practice.

A 4	Develop an understanding theory and practice of marketing communication.
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Disciplinary Skills - able to:	
B 1	Understand the technical language of marketing, consumer behaviour and communications.
B 2	Be able to undertake and evaluate basic marketing research.
B 3	Be able to make or guide practical marketing decisions -- such as implementing a marketing plan, deciding a marketing research strategy.
B 4	Be able to communicate effectively (oral and in writing), using a range of media which are widely used in business such as the preparation and presentation of business reports.

Attributes:	
C 1	Apply analytical skills to investigate problems. Identify information needs appropriate to different situations whilst also grasping theoretical principles and practices in the field of marketing.
C 2	Develop knowledge and analytical skills that are transferable into employment. Produce analyses grounded in appropriate marketing theories. Critically evaluate the reliability of different sources of marketing information.
C 3	Acquire new learning in a range of ways, both individually and in collaboration and possess the skills to influence, negotiations and respond appropriately to criticism.

How will you learn?

The School promotes active learning within a context of clear learning objectives. Students are encouraged to take responsibility for their own learning. Most modules have a weekly course element and in some this will require collaborative group work. We expect informal work groups to emerge particularly in the more numerically based subjects. Clear guidance on basic and supplementary reading is given.

We recognise the value of independent work at final year level for undergraduates. We consider it important to develop the critical and evaluative abilities of students to undertake basic research through both practical and theoretical means and to develop the ability to write sustained, coherent narratives.

In order to enable students to develop their skills we will offer modules that require independent work using written and presentational skills.

How will you be assessed?

The School schedules an annual examination board which considers all student academic profiles and agrees classifications and progression routes. Modules are assessed by a combination of coursework, presentation and final examinations.

Clear guidance on coursework requirement is given in module handbooks which emphasise approaches to coursework of various types. Students are made aware at induction, within the UG student handbook and from their module tutors, how to avoid plagiarism, together with rules and procedures. Examinations are typically of a two hour paper undertaken in the May/June diet of exams.

Examination papers are reviewed by an Internal Moderator and then by External Examiners. All exam papers go through a moderation marking procedure. All first class and fail scripts together with a representative sample of intermediate scripts are

sent to the External examiners for quality control. Undergraduates have two opportunities to re-sit failed modules: for first and second year students the first opportunity is the summer. Re-sit marks are capped at 40%.

How is the programme structured?

Please specify the structure of the programme diets for all variants of the programme (e.g. full-time, part-time - if applicable). The description should be sufficiently detailed to fully define the structure of the diet.

BSc Marketing and Management is a three year degree, taught within the University's modular system.

Each academic year comprises of eight modules per year, each of which is normally assessed by a combination of coursework and/or an examination in May/June. To complete the degree each student will need to have taken twenty-four modules.

At level 4 students take a compulsory set of 8 modules (4 per semester).

At level 5 students take 4 compulsory modules (2 per semester) and 4 Electives (2 per semester). Students must take a minimum of 15 QMUL Model credits. A maximum of 15 QMUL Model credits can be taken from any school or institute outside of SBM.

At level 6 students take 4 compulsory modules (2 per semester) and 4 Electives (2 per semester).

Students taking the dissertation module will take 2 compulsory modules and 1 elective in each semester.

At levels 5 and 6 students can choose from a wide variety of elective modules in Levels 5 and 6 but the range of modules available each year can vary from year to year.

This programme is also structured following the Chartered Institute of Marketing (CIM) Graduate Gateway accreditation scheme. Students will be exempt on an Accredited Prior Learning (APL) basis from L4 Certificate in Professional Marketing modules 'Marketing' & 'Integrated Communications'. They will be required to pass one elective module to obtain the L4 Certificate in Professional Marketing qualification. Students will also be exempt on an APL basis from L6 Diploma in Professional Marketing module 'Strategic Marketing'. They will be required to pass two modules, Mastering Metrics (Mandatory) plus one elective module to obtain the L6 Diploma in Professional Marketing qualification.

Students to take three 15 credit elective marketing modules from the list below to be awarded the L6 exemption. If a student takes the 30 credit dissertation module and it is Marketing based, they then only need to take one further 15 credit elective module from the list below:

1. Market Research Methodology 2. Entrepreneurial Learning 3. Creative Industries 4. Corporation and Social Responsibilities 5. European Business Context 6. Innovation and Entrepreneurship 7. Dissertation (marketing based) 8. Business and Social Approaches to Social Media 9. Global Supply Chain 10. Social Network Analysis 11. Marketing Group Projects involving an External Organisation.

Academic Year of Study FT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Accounting for Business	BUS106	15	4	Compulsory	1	Semester 1
Applied Economics	BUS128	15	4	Compulsory	1	Semester 1
Business in Social and Historical Context	BUS130	15	4	Compulsory	1	Semester 1
Marketing Principles	BUS136	15	4	Compulsory	1	Semester 1

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Work and Employment in Context	BUS132	15	4	Compulsory	1	Semester 2
Organisation Studies	BUS133	15	4	Compulsory	1	Semester 2
Quantitative Analysis for Business	BUS135	15	4	Compulsory	1	Semester 2
Fundamentals of Management Studies & Skills	BUS141	15	4	Compulsory	1	Semester 2

Academic Year of Study FT - Year 2

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Strategic Marketing	BUS226	15	5	Compulsory	2	Semester 1
Services Marketing	BUS240	15	5	Compulsory	2	Semester 1
Advertising	BUS213	15	5	Compulsory	2	Semester 2
International Marketing	BUS227	15	5	Compulsory	2	Semester 2
Research Methodology	BUS007	15	5	Elective	2	Semester 1
Business Law	BUS205	15	5	Elective	2	Semester 1
Persuasive Strategies in Marketing	BUS220	15	5	Elective	2	Semester 1
Entrepreneurial Learning	BUS230	15	5	Elective	2	Semester 1
Evidence-Based Management	BUS242	15	5	Elective	2	Semester 1
Creative Industries	BUS233	15	5	Elective	2	Semester 2
Corporations and Social Responsibility	BUS237	15	5	Elective	2	Semester 2

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
European Business Context	BUS244	15	5	Elective	2	Semester 2

Academic Year of Study FT - Year 3

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Consumer Psychology	BUS318	15	6	Compulsory	3	Semester 1
Creative Brand Marketing	BUS348	15	6	Compulsory	3	Semester 1
Business to Business and Relationship Marketing	BUS335	15	6	Compulsory	3	Semester 2
Digital Marketing	BUS345	15	6	Compulsory	3	Semester 2
Managing Diversity	BUS305	15	6	Elective	3	Semester 1
Global Supply Chains	BUS326	15	6	Elective	3	Semester 1
Marketing Group Project Involving an External Organisation	BUS347	15	6	Elective	3	Semester 1
Dissertation	BUS314	30	6	Elective	3	Semesters 1 & 2
Innovation & Entrepreneurship	BUS300	15	6	Elective	3	Semester 2
Business and Social Approaches to Social Media	BUS321	15	6	Elective	3	Semester 2
Business Computing	BUS337	15	6	Elective	3	Semester 2
Social Network Analysis	BUS346	15	6	Elective	3	Semester 2
Business Internship Project	BUS351	15	6	Elective	3	Semester 3

What are the entry requirements?

A/AS-levels

Tariff/grades requirement: 144 points. You should aim to get, for example, AAA at A2. However, if you do not perform as well in

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one subject and do better in others, then that is acceptable, providing you gain the minimum number of points overall required for the degree programme.

Additional information: AS-level subjects are not counted towards the 144 point requirement. You must have 5 GCSEs at grades A to C, including B in English and B in Mathematics.

Excluded subjects: General studies and Critical Thinking.

We require an IELTS 7.0 overall band score or Internet-based TOEFL 100 Total Score

How will the quality of the programme be managed and enhanced? How do we listen to and act on your feedback?

The programme is to be annually reviewed, and also via the regular Teaching and Learning Committee meetings and with the Dean and Associate Deans as relevant. Annual student feedback on dedicated action plans via the regular methods and also via personal feedback will also be taken into consideration to enhance and manage the programme.

The Staff-Student Liaison Committee provides a formal means of communication and discussion between schools/institutes and its students. The committee consists of student representatives from each year in the school/institute together with appropriate representation from staff within the school/institute. It is designed to respond to the needs of students, as well as act as a forum for discussing programme and module developments. Staff-Student Liaison Committees (SSLC) meet regularly throughout the year.

The Business and Management School operates a Learning and Teaching Committee which advises the School/Institute Director of Taught Programmes on all matters relating to the delivery of taught programmes at school level including monitoring the application of relevant QM policies and reviewing all proposals for module and programme approval and amendment before submission to Taught Programmes Board.

Student views are incorporated in the committee's work in a number of ways, such as through student membership of the SSLC, or consideration of student surveys and module feedback reports.

All schools/institutes operate an Annual Programme Review of their taught undergraduate and postgraduate provision. APR is a continuous process of reflection and action planning which is owned by those responsible for programme delivery; the main document of reference for this process is the Taught Programmes Action Plan (TPAP) which is the summary of the school/institute's work throughout the year to monitor academic standards and to improve the student experience. Students' views are considered in this process through analysis of the NSS and module evaluations.

What academic support is available?

The induction week before the start of Semester A provides introductory talks on all the services and support mechanisms available within the school and college. The plasma screens within the school also update on time-tabling, events and support services within the school. Students are assigned an academic advisor for them to consult on academic related support.

The school also provides support services through a student advisor for non-academic matters and from our Undergraduate Director, deputy Undergraduate Director, and UG Marketing & Management programme director they obtain academic support in addition to the office hours also posted by all staff and specifically also a students module leader.

The QMPlus virtual learning environment has information on the different modules and supervisory advice for dissertations. Students are also advised on the support services available in the Language and Learning Unit. Students are assigned a dedicated supervisor if they decide to take the dissertation module.

Programme-specific rules and facts

All first year (level 4) students are automatically registered for first year modules. In April/May, first and second year students will receive module information and will be required to register their module choices for the following year.

Second year students must study 8 level 5 modules (4 compulsory and 4 elective 8 modules). Any second year student wishing to

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study the BUS314 Dissertation module in their 3rd year must also study BUS007 Research Methodology in the second year, achieve above 60% on the module and above 65% across all second year module assessments (where module assessments have been completed and marks are available at the time of enrollment).

Students must take a minimum of 15 QMUL Model credits. A maximum of 15 QMUL Model credits can be taken from any school or institute outside of SBM.

Third year students can take any 4 of the level 6 modules on offer in addition to the 4 compulsory modules or 6 modules, 3 in each semester plus the BUS314 Dissertation module.

The School has locked academic levels to developmental years (L4 in Y1, L5 in Y2 and L6 in Y3). This restricts third year students from taking any level 5 modules in the third year.

Students in years 2 and 3 only may take credit bearing language modules which substitute one or two of their business modules (a maximum of 30 credits) in any developmental year. Students who opt to take a language module may elect to opt for a lower level language module i.e. 3rd year student taking level 5 language module instead of level 6. This would ensure that the students are studying languages at the correct level based on competency.

Specific support for disabled students

Queen Mary has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning difficulties and mental health issues. The DDS supports all Queen Mary students: full-time, part-time, undergraduate, postgraduate, UK and international at all campuses and all sites.

Students can access advice, guidance and support in the following areas:

- Finding out if you have a specific learning difficulty like dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need
- Special arrangements in examinations
- Accessing loaned equipment (e.g. digital recorders)
- Specialist one-to-one "study skills" tuition
- Ensuring access to course materials in alternative formats (e.g. Braille)
- Providing educational support workers (e.g. note-takers, readers, library assistants)
- Mentoring support for students with mental health issues and conditions on the autistic spectrum.

Links with employers, placement opportunities and transferable skills

Graduates from this programme will have developed a range of cognitive and practical skills together which will be applicable to be different context beyond academia.

The School offers a range of internships available to students throughout their academic programme of study. The School also works closely with the Careers Service to locate possible placements, internships and in creating an effective CVs to reach potential employers.

Throughout each academic year, the School invites a series of external speakers from a range of employers and these invitations will integrate with programme.

Programme Specification Approval

Person completing Programme Specification:

Dr Nima Heirati

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Person responsible for management of programme:

Dr Nima Heirati

**Date Programme Specification produced / amended by
School / Institute Learning and Teaching Committee:**

12 December 2018

**Date Programme Specification approved by Taught
Programmes Board:**