



## Course Information Form

This Course Information Form provides the definitive record of the designated course

### Section A: General Course Information

<b>Course Title</b>	BSc (Hons) Marketing
<b>Final Award</b>	BSc (Hons)
<b>Route Code</b>	BSMARAAF/ BSMKFAAF/ BSMKPAAF
<b>Intermediate Qualification(s)</b>	Certificate in Marketing Diploma in Marketing
<b>FHEQ Level</b>	6
<b>Location of Delivery</b>	University Square Campus, Luton
<b>Mode(s) and length of study</b>	Full-time over 3 years With Professional Practice Year over 4 years With Foundation Year over 4 years
<b>Standard intake points (months)</b>	October and February

**External Reference  
Points as applicable  
including Subject  
Benchmark**

Marketing does not enjoy a subject-specific benchmark statement, but is aligned to the general business and management statement of UK Quality Code for Higher Education. Further details are available by accessing QAA subject benchmarks statements: business and management (2023) available at:

FHEQ Descriptor for a higher education qualification (level 6) available at:

<http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>

The course has also been mapped by the Chartered Institute of Marketing (CIM) and The Institute of Data & Marketing (IDM) and has an accredited status. As a graduate, you qualify for exemptions from CIM courses at certificate and diploma levels.

<b>Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement</b>	<p>Your degree has been mapped against the CIM Certificate in Professional Marketing (Level 4) and Diploma in Professional Marketing (Level 6) and the exemptions available are detailed below. (Please refer to your original approval letter for details of any</p> <p>After graduating in your degree at an appropriate level (see below), students will be exempt on an Accredited Prior Learning (APL) basis from L4 Certificate in Professional Marketing modules Applied Marketing and Planning Campaigns They will be required to pass one further elective module to obtain the L4 Certificate in Professional Marketing or Certificate in Professional</p> <p>After graduating in your degree at an appropriate level (see below), students will be exempt on an Accredited Prior Learning (APL) basis from the L6 Diploma in Professional Marketing module Marketing &amp; Digital Strategy to which they will be required to pass, Innovation in Marketing (Mandatory) plus one elective module to obtain the L6 Diploma in Professional Marketing qualification or pass both Digital Optimisation and The Digital Customer Experience modules to gain the CIM Diploma in</p> <p style="text-align: center;">□ □</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>• Students need to sign up to study with CIM and need to pass the additional units within five years of graduation for</li> </ul> <p>This accreditation recognises that the IDM has evaluated the course structure and the content of the course modules provided by the accredited centre and acknowledge it to be of a professional standard and will prepare its graduates well, for work in a</p> <p>The accreditation enables students taking the specified content to sit an online 2-hour IDM exam and gain the IDM Certificate in</p>
<b>HECoS code(s)</b>	100075
<b>UCAS Course Code</b>	N500

	<p>Today s marketers need confidence in data, analytics, digital and understanding and predicting consumer behaviour, so these topics form the bedrock of the first year. The course also builds learner confidence in the basic principles of marketing in year one,</p>
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**Course Aims**

**Course Learning Outcomes**

Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below

	<b>Outcome</b>	<b>Award</b>
1	Demonstrate a wide understanding of the concepts and characteristics of marketing, the detailed relationships between these and their application and importance in an integrated framework.	Cert HE Marketing
2	Consistently demonstrate a command of marketing skills, including application of knowledge to practice to achieve outcomes.	Cert HE Marketing
3	Critically investigate and appraise a marketing situation independently and collaboratively to research; collect, evaluate and analyse qualitative and/or quantitative data in order to assess options, impact on society and wider economy and make recommendations.	Diploma HE Marketing
4	Develop and apply your own perspective to your course and inform professional practice, managing problem situations, and to demonstrate critical evaluation to propose alternative solutions.	Diploma HE Marketing
5	Demonstrate a clear sense of a personal, career-related brand based on learner-owned self-development planning which is stimulated by practice-orientation and employability.	BSc (Hons) Marketing
6	Demonstrate written and oral competency in a wide variety of tasks and relevant contexts consistent to manage an effective marketing strategy and persuasive nature of an integrated marketing communications.	BSc (Hons) Marketing
7	Demonstrate knowledge and analytical understanding of professional practice by successfully completing an approved period of approved work place practice.	BSc (Hons) Marketing (with Professional Practice Year)

You will experience a mixture of lectures, and seminars. Your learning will predominantly be on-campus and up to 25% of the scheduled learning can be online or other form of digital learning. Your participation and engagement both on-campus and online

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The approach to learning and teaching on this course is designed with a key focus on practice based education, research informed teaching and employability within various learning communities. Your learning experience which is embedded in the use of tu7fia-w [] 0 0 RG 1.0 w [r100.u 0 0 F6 10.999 0.999 Tfr100.u 0400550051k1gl100.u 0400550051k1gl100.u 0400550051k1gl100

**Teaching, learning and assessment strategies**

development at level 5, and to practice and implementation at level 5 underpinned by academic rigor in an interactive environment. You will be able to use these skills to develop marketing strategies for future and new products and services, via new channels and media.

This course will use various learning approaches, most importantly, the blended learning approach combining face-to-face interactions with online collaborative activities. The balance between classroom activities and digitally enabled activities provides flexibility and would enable you to develop self-directed learning skills and digital literacies. Outside the classroom, you are expected to actively engage in guided and independent learning according to the summary of learning hours indicated for each unit on the course.

As you progress through the course, you will master the skill to reflect on your own learning experience in order to equip you for life-long learning and embark on your working career as a career-ready professional.

As a university student you are now part of an academic community. The University has strict rules and regulations about academic integrity. Your lecturers will check that you are following these rules when they mark your assignments. If you fall foul of

that you understand what is meant by academic integrity and how to demonstrate this in your assignments. Completing the Academic Integrity Resource (AIR) will help you to do this. You are therefore expected to complete the AIR exercise by the end of

#### Assessment

The assessment strategy supports the course's focus on being an independent learner and employability.

Your subject knowledge and key skills such as team work, communication, information literacy, research and evaluation, creativity and critical thinking are tested throughout the course using various relevant assessments to meet the learning outcomes as well as your different learning styles. The key subject themes increase in intensity as you progress to the next level and then to the final year, allowing you to build on previous knowledge. The assessments are therefore designed to support you to work both in a team and independently. The assessments reflect incremental learning as well as focus on being a confident independent learner by providing more group work opportunities at the start of your course to build your team skills and engagement, and progress to more individual and guided assessments to challenge you academically and professionally. The variations of assessments you will engage with ensures that you accumulate all the skills necessary to interact efficiently within the world of marketing.

For all assessments, you will have an assignment brief which clearly sets out requirements and the criteria for grading your work; this develops your understanding of the assessment standards and what is needed to do well at a task.

For example, learners will have the opportunity to respond to an authentic assessment, making this to be a truly professional experience for students.

You will receive feedback on all your assessments to enable you to improve your learning. It is important that you use this feedback accordingly to maximise your performance on future assignments and to buttress your learning.



<b>Admissions Criteria</b>	<b>Approved Variations and Additions to Standard Admission</b>  NONE
<b>Assessment Regulations</b>	<a href="https://www.beds.ac.uk/about-us/our-university/academic-information">https://www.beds.ac.uk/about-us/our-university/academic-information</a> <b>Note: Be aware that our regulations change every year</b> <b>Approved Variations and Additions to Standard Assessment Regulations</b>  NONE



## **Section B: Course Structure**



MAR014-3 Marketing in a Global Context

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15

Core

A1,  
2 A1 A2





MAR042-2	5	SEM1	Core	WR-PR	6	CW-LR	12				
BSS032-2	5	SEM2	Core	WR-I	7	PJ-COL	12				
MAR039-2	5	SEM2	Option	WR-I	6	WR-PO	11				
MAR014-3	6	SEM 1	Core	CW-LR	8	WR-I	12				
MAR028-3	6	SEM 1	Core	CW-ESS	7	PR-OR	11				
MAR027-3	6	SEM 2	Core	WR-PO	7	CW-RW	12				
MAR013-3	6	SEM1	Core	WR-I	6	IT-PT	11				
SHR020-3	6	SEM1 &2	Core	WR-I	8	PJ-DIS	25				
BSS082-3	6	SEM2	Core	CW-RW	6	EX	13				

### Glossary of Terms for Assessment Type Codes

CW-CS	Coursework - Case Study
CW-ESS	Coursework - Essay
CW-LR	Coursework - Literature Review
CW-PO	Coursework - Portfolio
CW-RW	Coursework - Reflective Writing
EX	Exam (Invigilated)
EX-OT	Invigilated Exam-Other including open book
IT-PT	Summative in-class test or phase test
PJ-COL	Coursework - Collaborative Activitiy
PJ-DIS	Coursework - Dissertation Report
PR-OR	Practical - Oral Presentation
WR-I	Coursework - Individual Report

WR-PR	Coursework - Problem Based Report
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Administrative Information	
Faculty	University of Bedfordshire Business School
School	School of Aviation, Marketing, and Tourism
Head of School/Department	Annie Danbury
Course Coordinator	Giles Robertson