University of Huddersfield

**Programme Specification**

## This document does not form part of the student contract

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| --- | --- | --- |
| **1.** | **Awarding institution** | University of Huddersfield |
| **2.** | **Teaching institution** | University of Huddersfield |
| **3.** | **School and Department** | Huddersfield Business School  Department of Logistics, Marketing, Hospitality and Analytics |
| **4.** | **Course accredited by** | Courses Accredited by CIM (The Chartered institute of Marketing)  BA (Hons) Marketing  BSc (Hons) Digital Marketing  BA (Hons) Business and Marketing  BA (Hons) Business and Digital Marketing Management  Course accredited by CMI (Chartered Management Institute)    BA (Hons) Business and Digital Marketing Management  BA (Hons) Business and Marketing |
| **5.** | **Mode of Delivery** | All courses in the Marketing suite:  Three years full-time or four years with sandwich placement. |
| **6.** | **Final Award** | BA (Hons) Marketing  BSc (Hons) Digital Marketing  BA (Hons) Business and Marketing  BA (Hons) Business and Digital Marketing Management |
| **7.** | **Course Title** | Marketing (BK100/ B112 SW/B312 FT)  Digital Marketing (BK100/B269 SW/B270 FT)  Business and Marketing (BK100/ B170 SW/B392 FT)  Business and Digital Marketing Management (BK100/B271 SW/B272 FT) |
| **8.** | **UCAS Code** |  |
| **9.** | **Subject benchmark statement** | There is no benchmark programme for Marketing, so it was therefore considered against the benchmark for General Business and Management 2019 |
| **10.** | **Date of Programme Specification Approval** | 27/07/2020 |

**11. Educational Aims of the Course**

The Marketing undergraduate suite is designed to equip students with a comprehensive knowledge of marketing, as well as professional and transferrable skills essential to organisations looking for tomorrow’s leaders. In the highly competitive global business environment, marketing is recognised as an essential aspect of successful management. Likewise, in interconnected global societies, marketing is appreciated as an important part of positive exchanges. The Marketing suite seeks to reflect the needs of employers in addition to catering for the academic and vocational interests of students. These courses are designed to develop critical, responsible, resilient and adaptable marketing professionals, in line with Huddersfield Business School’s vision of enriching lives, enhancing organisations and engaging communities.

By building four named courses into the suite, students will achieve and benefit from distinctive intellectual and professional identity from the title of the degree. **Marketing** contains a majority of marketing modules, giving students a more specialist discipline focus. **Digital Marketing** contains a 60:20:20 split of marketing, business, and analytics modules, giving students a thorough understanding of the synthesis of these subjects. The focus of this course on more quantitative, data analysis-led marketing, is reflected in the award of a BSc (Hons). **Business and Marketing** contains a 40:60 split of business and marketing modules. This course gives students a broad background in marketing leadership and management within contemporary business. Finally, **Business and Digital Marketing Management** contains an equal number of marketing and business modules selected for their relevance to the digital domain. This course gives students a contextualised understanding of the role and application of digital marketing within contemporary business.

Alongside staff expertise across the wider marketing subject discipline, this approach draws on particular specialist areas of expertise at Huddersfield Business School in terms of consumer behaviour, digital and social media, marketing communications and marketing analysis. This approach thus harnesses internal resource strengths of the school to capture external employability opportunities. Underpinned by the ethos of an integrated approach to teaching, learning, research and employability, this suite is designed to emphasise graduate attributes and transferrable skills. This will be achieved through a spine of designated Professional and Academic Development modules as well as through a wide range of modules and assessments.

Another key consideration of this suite is to build responsible marketing into its curriculum. Inspired by the UN’s Sustainable Development Goals (SDG), teaching and learning of sustainability, ethics and other responsibility issues has been woven into a wide range of core and optional modules. By studying on this suite, students will be equipped for contemporary global challenges.

The main aims of the Marketing suite are to:

1. Develop appropriate practical and professional skills to facilitate the pursuit of a career in the field of marketing and within wider business and management,
2. Deliver current key concepts, theories and frameworks in marketing within the context of a global business environment,
3. Encourage and foster the ability to apply knowledge in an innovative, creative and reflective manner,
4. Adopt a strategic perspective in order to reflect the need for organisations to adapt strategies to dynamic and often short-term market conditions,
5. Encourage and support students to facilitate a commitment to personal and professional development and lifelong learning,
6. Prepare students for relevant supervised work experience and support them through this experience (sandwich students only),
7. Equip students with the flexibility of transferable skills.

**12. Intended Learning Outcomes**

###### The learning outcomes for these courses primarily reflect the QAA subject benchmark statement (2019) for General Business and Management. It also draws from the Qualifications and Credit Framework (QCF), AACSB standard 9 for curriculum content (2018), and the requirements of the Chartered Management Institute (CMI). Mapping of the QAA subject benchmark statement and these learning outcomes is shown in Appendix 1.

###### The intended learning outcomes of the courses also reflect the mission and vision of the University of Huddersfield and Huddersfield Business School. They provide opportunities for students to develop and demonstrate knowledge and understanding, intellectual abilities, professional skills and transferrable graduate attributes in the following areas.

###### 3 letters denote different levels of learning according to FHEQ. F: Foundation, I: Intermediate, H: Honours. In foundation year 1, the overarching aim of module delivery is to develop thinking and inquiry skills. During intermediate year 2, the overall aim is to develop and consolidate theoretical knowledge of core marketing themes and to embed professional skills alongside critical evaluation capabilities. At honours year 3 level, the principal aim is to demonstrate skills developed at foundation and intermediate level with a critical application and reflective practice orientation.

* 1. **Knowledge and Understanding**
* **c**

1. Develop and demonstrate awareness and knowledge of the integrated, global, and evolving, nature of marketing theory and practice (F, I, H).
2. Develop and demonstrate understanding of the social, ecological, economic, political, legal, and technological, contexts in the global, regional, and local, environments, in which marketing organisations and professionals operate in (F, I H).
3. Develop and demonstrate general knowledge of marketing functional roles and appreciate the interlinkages between different functional and strategic issues of marketing. (F, I H).
4. Develop knowledge and understanding of key and contemporary theories, models and practical tools for marketing problems (F, I, H).
5. Recognise, understand and critically assess the role of marketing in enhancing organisations (F, I, H).
6. Develop detailed conceptual and functional knowledge of marketing analysis, communications and strategy, in line with contemporary organisational needs (I, H).
7. Demonstrate contemporary and critical understanding of creative marketing communications practices to applied market contexts (I, H).
8. Demonstrate a well-informed and critical understanding of the importance of individual, professional, and organisational, responsibility and sustainability, in a variety of subject and issue areas (F, I, H).

The knowledge and understanding outcomes K1-K8 address all courses through 1st year modules and suite cores in the second and final years. In addition, knowledge and understanding outcomes K9-K12 indicate the distinctive knowledge orientation on the named routes within the suite through delivery of course core modules and options.

**BA (Hons) Marketing**

1. Present work in a variety of marketing formats (report, client brief, creative portfolio) in line with industry expectations, standards and ethical guidelines (F, I, H).

**BSc (Hons) Digital Marketing**

1. Develop knowledge of data and research analysis for business and digital marketing, including software, techniques and statistical tools (F, I, H).

**BA (Hons) Business and Marketing**

1. Demonstrate integrated knowledge of the external and global business context, and their implications for marketing leadership and management (F, I, H).

**BA (Hons) Business and Digital Marketing Management**

1. Demonstrate integrated knowledge of digital marketing leadership, strategy, and management in relation to the global business context (F, I, H).

* **Intellectual Abilities:**

Intellectual abilities learning outcomes are underpinned by the knowledge outcomes. These are abilities to think critically, see connections between disciplines and problem solve in new or changing marketing situations.

On completing named courses, it is expected that students will be able to demonstrate:

**A13** The ability to apply critical thinking through a logical and disciplined process, to identify the key drivers for marketing success and causes of failure, to identify marketing problems and issues, and develop meaningful solutions (F, I, H).

**A14** The ability to develop ideas, plans and solutions to create and deliver commercial and social outcomes that meet market and consumer demands (F, I, H).

**A15** The ability to conduct original research tasks through appropriate methodology and use of numerical, textual and multi-media data for a range of business purposes (F, I, H).

**A16** The ability to identify, analyse and put forward solutions to organisational and managerial problems, especially involving marketing analysis, communications, and processes (I, H).

**A17** The ability to express ideas and recommendations in a variety of formats that are evidence-based, analytical and context sensitive (I, H).

**A18** The ability to apply a responsible mind-set that underpins decision making and actions, and to explore issues of responsibility and sustainability in marketing contexts (F, I, H).

The intellectual abilities outcomes A13-A18 cover all courses in 1st year modules and suite cores inthe second and final years. In addition, outcomes A19 – A22 indicate the distinctive abilities on the named routes within the suite through delivery of course core modules and options:

**BA (Hons) Marketing**

**A19** The ability to identify, analyse and interpret market and consumer information, and support marketing decisions and solutions in organisations (I, H).

**BSc (Hons) Digital Marketing**

**A20** The ability to apply data analytics and utilisation of techniques for value creation and decision making in the global business context (F, I, H).

**BA (Hons) Business and Marketing**

**A21** The ability to apply a variety of marketing theories, techniques and tools as part of organisations' strategy formulation and implementation (F, I, H).

**BA (Hons) Business and Digital Marketing Management**

**A22** The ability to identity and apply relevant digital tools for organisational needs including effective leadership and management (I, H).

* **Professional/Practical Skills**

On completing any of the four named courses, it is expected that graduates will be able to demonstrate professional and practical skills that enable them to fulfil their professional potential and enrich the organisation they interact with.

**P23** Skills to use a range of techniques pertaining to the marketing context to support independent learning.

**P24** Skills to communicate in a variety of manners, via different media and to a range of target audiences. For example, to be able to write an essay, produce a business report, to make verbal presentations with visual aids, to negotiate, debate, sell, persuade and to deploy social / digital media for professional uses.

**P25** Skills to network within one’s profession. Such as, use of professional terminology and language when appropriate; having the skills to search, identify and establish contacts with the wider professional community.

* **Transferrable graduate attributes**

Students will be expected to develop and/or demonstrate the following transferable attributes and skills (based upon those identified in the benchmark for General Business and Management and in the University’s graduate attributes):

**T26** To understand and assess people’s behaviour and attributes and demonstrate interpersonal skills

**T27** To demonstrate a readiness to accept responsibility and flexibility, to be resilient, self-motivated and appropriately assertive, to plan, organise and manage time.

**T28** To develop the ability to enthuse a group and motivate them to work towards an identified goal, and the ability to take direction well, be part of a team and deliver what is expected of oneself.

**13. Course Structure and Requirement, Levels, Modules, Credits and Awards**

All marketing suite courses are offered either as a three-year full-time course or as a four-year sandwich degree with a business or enterprise placement in year three. All students are encouraged to go on the 48-week work placement. The Placement Unit provides dedicated advice, which enables students to understand the advantages of the placement and how to apply for one.

The suite of courses has been based on the core knowledge and understanding required for Marketing. Each year of full-time study is designed to prepare students for the next level of study.

**The first year**, has a suite of modules, covering key aspects of marketing, business and management in a contemporary and global context. The syllabus and pedagogy are designed to engage interest, induce curiosity, encourage independent and reflective thinking and broaden horizons. Assessments in the first year are designed to develop students’ ability to work in a group as well as individually, to demonstrate knowledge and comprehension through projects, assignments and presentations.

**The second year** will develop students detailed theoretical knowledge and critical evaluation capabilities in the corresponding subject areas. Table 1 illustrates the subject and expertise orientations of the courses. The BSc (Hons) course will provide modules with greater quantitative content, and BA (Hons) course will provide modules with greater qualitative content.

**The placement year** gives students an opportunity to integrate their learning experiences in the first two years and apply them in a real-world environment. Experience shows that students returning from placement year appear to be more reflective in their approach to learning and exhibit a stronger exit velocity in the final year.

**The final year** modules are designed to develop students’ advanced knowledge in core and specialised subject areas, and their ability to integrate, synthesize, analyse and evaluate. Formative and summative assessments in this year place more emphasis on applied and reflexive learning outcomes, as well as further building critical and analytical learning outcomes. Furthermore, as depicted in Table 1, methodological orientations of the BSc and BA degrees established since the second year will continue to consolidate. This reflects the learning requirement of an Honours degree set out by FHEQ.

**Personal development planning.** The suite will have a 20-credit module in each year that will provide a coherent and progressive structure to develop students’ personal and academic skills. Designed around the University of Huddersfield’s Graduate Attributes framework, the ASPIRE modules will provide dedicated support to students to facilitate their academic progress and bolster their employability potential. The syllabus is mapped horizontally against the teaching and learning strategies within other modules to optimise opportunities for students to apply new knowledge and skills within different academic and assessment contexts. Vertical mapping against the undergraduate journey ensures that the ASPIRE modules support adjustment to higher education in the first year, facilitate the exploration of career options and placement preparation in the second year and prepare students for the transition to the workplace in the final year. Input from different teams across the university will allow students to take full advantage of expertise and resources that are readily available. In addition, contributions from external stakeholders including professional bodies, employer-led forums and businesses will ensure that students gain an insight into the range of post-graduation opportunities.

**Table 1. Summary of relationship between BSc (Hons) and BA (Hons) Marketing Suite Courses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Title of Award** | **BA (Hons) Marketing** | **BSc (Hons) Digital Marketing** | **BA (Hons) Business and Marketing** | **BA (Hons) Business and Digital Marketing Management** |
| **Degree orientation** | Bachelor of Arts | Bachelor of Science | Bachelor of Arts | Bachelor of Arts |
| **Methodological orientation** | Stronger focus on qualitative ability and skills | Stronger focus on quantitative ability and skills | Stronger focus on qualitative ability and skills | Stronger focus on qualitative ability and skills |
| **Subject and expertise orientation** | This degree has a majority of marketing modules plus contextualising business modules selected for their synergies with the marketing. Development of knowledge of consumers, content and communications complement the specialist nature of the marketing degree. | This degree is a 60:20:20 split (as far as possible) between marketing, business and analytics modules. A marketing curriculum with marketing modules selected for their relevance to/synergies with digital marketing. Contextualising business modules selected for their relevance to/synergies with digital marketing. An analytics strand complements the data driven nature of digital marketing. | This degree is a 40:60 split (as far as possible) between business and marketing modules which have been selected carefully to reflect and support the overall degree title. | This degree is a 50:50 split (as far as possible) between business and marketing modules which have been selected carefully to reflect and support the overall degree title. |
| **Illustrative[[1]](#footnote-2) career and professional orientation** | A graduate career leading towards managing and leading marketing functions of business or non-business organisations  Further study or research in the above subject areas. | A graduate career leading towards strategic roles utilising data analytics in globally integrated business or non-business organisations  Further study or research in the above subject areas. | A graduate career leading towards leadership roles in a broad variety of management, marketing and entrepreneurship associated roles.  Further study or research in the above subject areas. | A graduate career leading towards managing and leading marketing functions of business or non-business organisations, in particular those relating to digital applications.  Further study or research in the above subject areas. |

**Table 2. Exit** **Awards within the Course**

|  |  |  |
| --- | --- | --- |
| **Title of Award** | **Usual Duration of Study** | **Academic Credits** |
| Certificate of Higher Education (CertHE)   * Marketing * Digital Marketing * Business and Marketing * Business and Digital Marketing Management | 1 Year | 120F |
| Diploma of Higher Education (DipHE)   * Marketing * Digital Marketing * Business and Marketing * Business and Digital Marketing Management | 2 Years | 120F/120I |
| * BA Marketing * BSc Digital Marketing * BA Business and Marketing * BA Business and Digital Marketing Management | 3 Years / 4 Years | 120F/120I/60H |

**Tables 3 – 6. Marketing Suite Course Structures**

**BA (Hons) Marketing**

**This course is a progression course from ISC – International Foundation Year and This course is a progression course from ISC – International Year 1**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Year 1 Foundation Level** | | | | | | |
| **Term 1** | | | **Term 2** | | | |
| BFO0243  ASPIRE 1  20 Credits | BFS1003  Understanding Global Dynamics  20 Credits | BFK0001  Principles of Marketing  20 Credits | BFK0020  Marketing and Society  20 Credits | BFK0021  Creative Marketing Communications  20 Credits | | BFK0018  Digital Marketing in the Contemporary World  20 Credits |
| **Year 2 Intermediate Level** | | | | | | |
| **Term 1** | | | **Term 2** | | | |
| BIO0259  ASPIRE 2  20 Credits | BIK0027  Services Marketing  20 Credits | BIK0028  Consumers and Consumption  20 Credits | BIO0260  Business Research Skills  20 Credits | BIK0029  Developing Creative Marketing Content  20 Credits | | BIK0026  Social Media Marketing  20 Credits |
| **Optional Placement year (BSS0001 Placement Module OR BSS0002 Enterprise Placement)** | | | | | | |
| **Final Year Honours Level** | | | | | | |
| **Term 1** | | | **Term 2** | | | |
| BHO0269  ASPIRE 3  20 Credits | BHK0021  Strategic Marketing Planning  20 Credits | 1 x 20 credit option if  BHO0201 not chosen | BHK0046  Creative Consultancy Project  20 Credits | BHK0045  Digital Campaigns and Communications  20 Credits | 1 x 20 credit option if BHO0201 not chosen | |
| **Year Long Option BHO0201 Undergraduate Dissertation 40 credits**  **This module cannot be chosen if taking 2 x 20 credit options** | | | | | | |

**Optional H level modules (to be take in place of dissertation/project) No prerequisites**

Where offered, the available higher-level option modules will be reviewed on an annual basis to reflect current developments in marketing. Proposed options include:

**Final Year Term 1 Options (If taking 2 x 20 credit options BHO0201 cannot be chosen)**

BHK0031 International Marketing (20 credits)

BHO0010 People Resourcing (20 credits)

**Final Year term 2 Options**

BHH4011 Global Events and Festivals (20 credits)

BHK0015 Marketing for Small Business (20 credits)

OR

**Final Year Long option (**This module cannot be chosen if taking 2 x 20 credit options)

BHO0201 Undergraduate Dissertation (40 credits)

**BSc (Hons) Digital Marketing**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Year 1 Foundation Level** | | | | | | | |
| **Term 1** | | | | **Term 2** | | | |
| BFO0243  ASPIRE 1  20 Credits | BFS1003  Understanding Global Dynamics  20 Credits | | BFK0001  Principles of Marketing  20 Credits | BFD0003  Understanding Business Analytics  20 Credits | BFK0021  Creative Marketing Communications  20 Credits | | BFK0018  Digital Marketing in the Contemporary World  20 Credits |
| **Year 2 Intermediate Level** | | | | | | | |
| **Term 1** | | | | **Term 2** | | | |
| BIO0259  ASPIRE 2  20 Credits | BIK0026  Social Media Marketing  20 Credits | | BIK0028  Consumers and Consumption  20 Credits | BID0001  Data Visualisation  20 Credits | BIK0029  Developing Creative Marketing Content  20 Credits | | BIO0260  Business Research Skills  20 Credits |
| **Optional Placement year (BSS0001 Placement Module OR BSS0002 Enterprise Placement)** | | | | | | | |
| **Final Year Honours Level** | | | | | | | |
| **Term 1** | | | | **Term 2** | | | |
| BHO0269  ASPIRE 3  20 Credits | | 2x 20 credit option if  BHO0201  not chosen | | BHK0045  Digital Campaigns and Communications  20 Credits | BHK0046  Creative Consultancy Project  20 Credits | BHD0001  Data Analytics and Creating Value  20 credits | |
| **Year Long Option BHO0201 Undergraduate Dissertation 40 credits**  **This module cannot be chosen if taking 2 x 20 credit options** | | | | | | | |

**Optional H level modules (to be take in place of dissertation/project) No prerequisites**

Where offered, the available higher-level option modules will be reviewed on an annual basis to reflect current developments in marketing. Proposed options include:

**Final Year Term 1 Options (If taking 2 x 20 credit options BHO0201 cannot be chosen)**

BHK0031 International Marketing 20 credits

BHO0010 People Resourcing 20 credits

BHS0039 Responsible Business 20 credits

**Final Year Long option (**This module cannot be chosen if taking 2 x 20 credit options)

BHO0201 Undergraduate Dissertation 40 credits

**BA (Hons) Business and Marketing**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Year 1 Foundation Level** | | | | | | |
| **Term 1** | | | **Term 2** | | | |
| BFO0243  ASPIRE 1  20 Credits | BFS1003  Understanding Global Dynamics  20 Credits | BFK0001  Principles of Marketing  20 Credits | BFD0003  Understanding Business Analytics  20 Credits | BFK0021  Creative Marketing Communications  20 Credits | | BFK0020  Marketing and Society  20 Credits |
| **Year 2 Intermediate Level** | | | | | | |
|  | | |  | | | |
| BIO0259  ASPIRE 2  20 Credits | BIK0028  Consumers and Consumption  20 Credits | BIK0027  Services Marketing  20 Credits | BIK0029  Developing Creative Marketing Content  20 Credits | BIO0260  Business Research Skills  20 Credits | | BIO0262  Managing People  20 Credits |
| **Optional Placement year (BSS0001 Placement Module OR BSS0002 Enterprise Placement)** | | | | | | |
| **Final Year Honours Level** | | | | | | |
| **Term 1** | | | **Term 2** | | | |
| BHO0269  ASPIRE 3  20 Credits | 1 x 20 credit  Optional module | BHS0039  Responsible Business  20 Credits | BHS0038  Strategy and Business Transformation  20 Credits | BHK0046  Creative Consultancy  20 Credits | 1 x 20 credit option if BHO0201 not chosen | |
| **Year Long Option BHO0201 Undergraduate Dissertation 40 credits**  **This module cannot be chosen if taking 2 x 20 credit options** | | | | | | |

**Optional H level modules (to be take in place of dissertation/project) No prerequisites**

Where offered, the available higher-level option modules will be reviewed on an annual basis to reflect current developments in marketing. Proposed options include:

**Final Year Term 1 Options (If taking 2 x 20 credit options BHO0201 cannot be chosen)**

BHK0031 International Marketing 20 credits

BHO0010 People Resourcing 20 credits

**Final Year Term 2 Options**

BHH4011 Global Events and Festivals 20 credits

BHK0015 Marketing for Small Business 20 credits

**Final Year Long option (**This module cannot be chosen if taking 2 x 20 credit options)

BHO0201 Undergraduate Dissertation 40 credits

**BA (Hons) Business and Digital Marketing Management**

**This course is a progression course from ISC – International Foundation Year**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Year 1 Foundation Level** | | | | | | |
| **Term 1** | | | **Term 2** | | | |
| BFO0243  ASPIRE 1  20 Credits | BFS1003  Understanding Global Dynamics  20 Credits | BFK0001  Principles of Marketing  20 Credits | BFO0242  Understanding Organisational Behaviour  20 Credits | BFD0003  Understanding Business Analytics  20 Credits | | BFK0018  Digital Marketing in the Contemporary World  20 Credits |
| **Year 2 Intermediate Level** | | | | | | |
| **Term 1** | | | **Term 2** | | | |
| BIO0259  ASPIRE 2  20 Credits | BIK0028  Consumers and Consumption  20 Credits | BIK0027  Services Marketing  20 Credits | BIO0260  Business Research Skills  20 Credits | BIK0026  Social Media Marketing  20 Credits | | BIO0262  Managing People  20 Credits |
| **Optional Placement year (BSS0001 Placement Module OR BSS0002 Enterprise Placement)** | | | | | | |
| **Final Year Honours Level** | | | | | | |
| **Term 1** | | | **Term 2** | | | |
| BHO0269  ASPIRE 3  20 Credits | BHS0039  Responsible Business  20 Credits | 1 x 20 credit option if BHO0201 not chosen | BHK0045  Digital Campaigns and Communications  20 Credits | BHS0038  Strategy and Business Transformation  20 credits | 1 x 20 credit option  if BHO0201 not chosen | |
| **Year Long Option BHO0201 Undergraduate Dissertation 40 credits**  **This module cannot be chosen if taking 2 x 20 credit options** | | | | | | |

**Optional H level modules to be taken in place of dissertation/project) No prerequisites**

Where offered, the available higher-level option modules will be reviewed on an annual basis to reflect current developments in marketing. Proposed options include:

**Final Year Term 1 Options (If taking 2 x 20 credit options BHO0201 cannot be chosen)**

BHK0031 International Marketing 20 credits

BHO0010 People Resourcing 20 credits

**Final Year Term 2 Options**

BHH4011 Global Events and Festivals 20 credits

BHK0015 Marketing for Small Business 20 credits

**Final Year Long option (**This module cannot be chosen if taking 2 x 20 credit options)

BHO0201 Undergraduate Dissertation 40 credits

1. **Teaching, Learning and Assessment**

A one-week induction programme – ‘Flying Start’ - will be held at the beginning of the course to orientate the students towards studying **independently** in an HE context. Use will be made of ILPs (Individual Learning Profiles) in order to identify students deemed at risk.

University education features ***independent study***, which requires students to make use of a wide range of core skills that are essential in a variety of different situations. The programme will support students to develop their independent study strategies. This would include developing appropriate approaches to learning, finding resources and support, being organised, keeping motivation, asking for help, etc.

An integrated and experiential approach to teaching, learning and assessment will be used to achieve the outcomes specified in Section 12. These will include, for example, lectures, seminars, tutorials, workshops, computer aided learning packages, directed study and project work making use of the latest technology where appropriate, such as VLE, podcasts, interactive learning, social media or video conferencing. The teaching and learning strategy adopted will reflect the distinctive characteristics of different subjects and the appropriate learning styles and strategies.

Seminars and tutorials form a vital part of teaching and learning as they support students to progress intellectually through the course. They give students an opportunity to discuss topics and issues with other students, teaching staff and other members of academic staff. This sort of critical debate and argument is very useful in developing understanding of a subject, and to practice applications and receive formative feedback. Learning through small group discussion will also help students develop essential skills for later life.

Tutorial and seminar activities reflect differences between F, I and H levels. Below are examples of benefits of tutorials and seminars for each year:

* Year 1 - clarify any concepts that students might not have understood; check understanding; learn from other people’s approaches and ideas through discussion and Q&A;
* Year 2 – formulate and present an argument; develop group skills (e.g. listening to and supporting others)
* Final year – apply knowledge from lectures and background reading; solve problems; develop new insights.

Assessment will similarly vary depending on module focus and outcomes and may include the following: unseen examinations, oral presentations, individual or group essays or reports, case studies, in-class tests, peer assessment, individual reflective learning portfolios, time constrained assignments, group projects and management and marketing projects or dissertations for final year students. Individual contributions within group assessments will be monitored through peer assessment or individual work logs.

Module assessment will follow Huddersfield Business School’s assessment guidelines which reflects differences between module levels (F/I/H). Students are expected to develop and demonstrate increasing autonomy when completing assessments from F, through I and to H level.

Formative assessment will be incorporated at a modular level for all modules. This will allow students to gain self, peer and/or tutor feedback on their work before formal summative assessment takes place. Personal Development Planning (PDP) is built into this suite in two ways. A set of dedicated ASPIRE modules (ASPIRE level 1, 2 and 3) has been developed and dedicated to PDP. This part of the courses (years 1, 2 and 3) will involve the input of different teams across the University including: Careers and Employability Service, Computing and Library Services, Student Services/Wellbeing, the Employability and Placements Team within Huddersfield Business School. Additionally, skills and learning development components are embedded within core modules within the course with additional support from the Academic Librarian, the Learning Innovation and Development Centre and - for international students - the international support tutors. The PDP process is also supported via the personal academic tutor system.

The sandwich aspect provides a clear opportunity for personal development in the third year as does the final year project/dissertation. During their course all students access the online Employable Me resource which is organised through the Careers and Employability Service.

The Main Course Assessment Board (CAB) for each intake will take place in the summer of each year. This is usually in June.

For the Sandwich year only, the marks for the placement will go to a Main CAB after the opportunity for a 36-48 week placement has been concluded. This is usually in July.

Appendix 4 maps PDP activities against ASPIRE modules.

N.B. the marketing course suite follows inclusive practice in learning, teaching and assessment. Inclusive practice allows all students to access and engage with modules and courses and participate fully in learning activities and demonstrate their knowledge and strengths through assessment. Inclusive practice values the diversity of both staff and students as a resource that enhances the learning experience. Course staff coordinate with school and university guidelines and support services to promote inclusive practice.

**15. Support for Students and their Learning**

The University of Huddersfield provides a range of central facilities to support students and course tutors refer students as appropriate. The main facilities are as follows:

* The Library (library and computing facilities) provides induction and ongoing support for all students; <https://library.hud.ac.uk/>
* Student Hub
* A distributed network of learning support units that are open to all students.
* Student Services provides specialist advice in the areas of careers advice, pastoral care and chaplaincy, counselling, accommodation and welfare, financial support, disability support, a job shop for part time work, sports facilities; <https://www.hud.ac.uk/uni-life/support/>
* The International Office provides help and support for all overseas students. <https://www.hud.ac.uk/international/>
* Students’ Union Advice Centre

**School-based support**

* Huddersfield Business School has a Learning Innovation and Development Centre which offers ongoing learning support to students;
* Student survival guide;
* IT support – Computing Services helpdesk
* Modular and course VLE sites;
* An International Learning Development module is provided for all international students.
* Year Tutors, who are responsible for the overall academic running of the modules and activities that take place during the year. They also work closely with the Course Leader and Module Tutors on the course in gathering information regarding the students on their year.
* Personal academic tutor system: all students will be allocated a personal academic tutor within Huddersfield Business School. Personal academic tutoring for these students will be proactive and skills and learning focused, whilst also accommodating those with more specific difficulties: For further information on PATs please visit: <https://www.hud.ac.uk/media/policydocuments/Personal-Academic-Tutoring-Policy.pdf>
* Where students have special educational needs alternative assessment strategies or documentation formats may be provided. Student support is also available through Huddersfield Business School’s Learning Innovation and Development Centre. The Learning Innovation and Development Centre (LIDC) provides students with support in understanding and using information and resources around their course and modules. The LIDC supports students’ understanding, helping them to follow assignment briefs and manage time & processes to produce work efficiently and effectively. In addition to this the LIDC also supports students in their oral presentations and writing, using academic business English in a professional manner

**Course-level support**

Students will be supported by a number of staff associated with the course, as indicated below:

* Module tutors and module leaders, in the context of module-specific problems
* Year tutors: each year cohort will have a year tutor with specific responsibility for matters affecting the year group as a whole.
* Course leader, with responsibility for course-level issues and as an alternative source of support to year tutors
* Employability and Placement Team, which supports students in placement activity. Staff from the unit run a series of seminars at the beginning of the second year on the placement process, CV design, covering letters and interview techniques
* Placement supervisor: students are allocated a placement supervisor who visits the students in the company. The role of the supervisor is to meet the line manager, establish the nature of work assigned to the student, discuss progress of the student, assess and give formal and informal feedback and identify any problems

In compliance with the Equality Act (2010) reasonable adjustments will be made to accommodate individual needs based on a student’s assessment with the University Disabilities Office

**16. Criteria for Admission**

The University’s policy for Admissions is outlined in the Student Handbook of Regulations <https://www.hud.ac.uk/registry/regulations-and-policies/studentregs/>

In addition to the standard University requirements, candidates must meet the following criteria for admission to the Business and Management suite. Currently entry requirements for courses in the Marketing suite would be set at the standard entry tariff for Business School courses.

* There are no specific entry requirements at an individual marketing course level (standard tariffs with no pre-requisites apply to all 4 courses within the suite)
* Specific entry requirements will be reviewed annually. Students should consult the UCAS website for current requirements ([www.ucas.ac.uk](http://www.ucas.ac.uk))
* Mature students are considered on an individual basis
* Candidates from other countries are expected to offer qualifications equivalent to the UK entry points on the UCAS tariff
* In addition, candidates whose first language is not English are required to provide evidence of fluency through IELTS (minimum score 6.0), TOFEL (minimum score 550) or offer an equivalent qualification
* An accreditation of Prior Learning (APL) process may be used to assess and formally recognise learning which has taken place in the past. This may include learning completed at another educational institution where qualifications and academic credits were achieved, prior experiential learning achieved from experiences outside the formal education and training systems (e.g. work/life experience), or learning achieved via non-credit bearing courses (e.g. in-house training)
* For students with lower entry qualification types, Huddersfield Business School provide additional support for quantitative skills via the academic skills tutors in the Learning Innovation and Development Centre (LDG); in addition, the PDP modules would also encourage students to engage with the available support as well as allowing staff to identifying those who may need additional support

**17. Methods for Evaluating and Improving the Quality and Standards of Teaching and Learning**

* Quality assurance procedures at a school level include course and module evaluation, questionnaires, regular student panels and student representation on committees
* Full details of the methods for evaluating and improving the quality and standards of learning and teaching can be found in the University of Huddersfield’s Quality Assurance Procedures for Taught Courses handbook. This can be viewed online at   
  <http://www.hud.ac.uk/registry/regulationsandpolicies/qa/>

**18. Regulation of Assessment**

Full details of the regulations of assessment can be found in the University of Huddersfield’s Students’ Handbook of Regulations. This can be viewed online at:

<https://www.hud.ac.uk/policies/registry/regs-taught/>

At undergraduate level the minimum pass mark in each module is 40%. A total of 120 credits is awarded at each level and students must meet university regulations in order to progress onto the next stage of their qualification. Modules can be condoned and students are permitted to trail modules in line with university regulations. Classifications are awarded in accordance with university regulations upon successful completion of 360 credits (480 for sandwich placement students).

For students wishing to take the option of a dissertation in their final year a pre-requisite level of attainment is required. This will be completing the I level year with an average of 2:1 (60%) or above from 120 credits.

**19. Indicators of Quality and Standards**

Full details of the methods for evaluating and improving the quality and standards of learning and teaching can be found in the University of Huddersfield’s Quality Assurance Procedures for Taught Courses handbook. This can be viewed online at

<http://www.hud.ac.uk/registry/regulationsandpolicies/qa/>

Further information about the University of Huddersfield can be found on the website:

[www.hud.ac.uk](http://www.hud.ac.uk)

**20. Other Required or Recommended Information**

The course is delivered on-campus and students are expected to attend the taught delivery sessions (largely classroom/library based). The course requires substantial reading of academic materials (e.g. journal articles, books etc.). Students are required to make an oral contribution to in-class discussion and prepare written work.

To support their studies, students are able to access a substantial range of support materials via the VLE system and the electronic resources of Computing and Library Services online.

Students with disabilities will be considered on an individual basis and the school will make reasonable adjustment to accommodate individual needs depending on their assessment with the University Disabilities Office.

**APPENDICES**

|  |  |
| --- | --- |
| **Appendix 1** | Mapping of QAA Subject benchmark statements to course learning outcomes |
| **Appendix 2** | PDP Mapping |
| **Appendix 3** | Assessment Schedule |
| **Appendix 4** | CAB Model |
| **Appendix 5** | Knowledge, Ability, Professional and Transferrable Skills by Marketing Suite Modules |

**Appendix 1: Course Learning Outcomes / QAA Subject Benchmarks**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| QAA Benchmark Statements | K1 | K2 | K3 | K4 | K5 | K6 | K7 | K8 | K9 | K10 | K11 | K12 | A13 | A14 | A15 | A16 | A17 | A18 | A19 | A20 | A21 | A22 | P23 | P24 | P25 | T26 | T27 | T28 |
| Knowledge and Understanding |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A1. Integrated nature of  business and  management | X | X | X |  | X |  |  |  | X | X |  |  | X |  |  |  |  |  |  | X | X | X |  |  |  |  |  |  |
| A2. Dynamic and  changing nature of business | X | X |  |  |  |  |  | X | X | X |  | X | X | X |  | X |  | X |  |  |  |  |  |  |  |  |  |  |
| A3. Inter-relationship between different areas of business | X | X | X |  | X |  |  |  |  | X |  |  |  | X |  |  |  |  |  | X |  |  |  |  |  |  |  |  |
| A4. Aspects of organisations | X |  | X |  | X | X |  |  |  | X |  |  |  |  |  |  |  |  |  | X |  |  |  |  |  |  |  |  |
| A5. The business environment |  | X |  |  |  |  |  | X |  | X |  |  |  | X |  | X |  |  |  | X |  |  |  |  |  |  |  |  |
| A6. Management of organisations |  |  | X |  | X | X |  | X |  | X |  |  | X | X |  | X |  |  |  | X |  |  |  |  |  |  |  |  |
| A7. Exhibit knowledge and understanding: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 7.1 Markets |  | X |  | X |  |  | X |  | X |  |  |  | X | X | X | X | X |  |  |  | X |  |  |  |  |  |  |  |
| * 7.2 Marketing and Sales | X | X | X | X | X |  | X |  | X |  | X |  | X | X | X | X | X |  |  |  | X |  |  |  |  |  |  |  |
| * 7.3 Customers | X | X |  | X | X |  | X |  | X |  | X |  | X | X | X | X | X |  |  |  | X |  |  |  |  |  |  |  |
| * 7.4 Finance | X | X |  |  |  |  |  |  |  | X |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 7.5 People | X | X |  | X |  |  | X |  | X |  |  |  | X | X |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| * 7.6 Organisational Behaviour |  |  |  | X |  | X |  | X |  | X |  |  |  | X |  |  |  |  |  | X |  |  |  |  |  |  |  |  |
| * 7.7 Operations |  |  | X | X | X | X |  |  | X | X |  |  | X | X |  |  |  |  |  | X | X |  |  |  |  |  |  |  |
| * 7.8 Information systems & business intelligence |  |  |  |  |  |  | X |  | X |  |  | X | X |  |  |  |  |  | X |  | X | X |  |  |  |  |  |  |
| * 7.9 Communications | X |  |  | X |  |  | X |  |  |  | X |  | X | X |  | X | X |  |  |  | X |  |  |  |  |  |  |  |
| * 7.10 Digital Business | X |  |  | X |  |  | X |  | X |  | X | X |  | X |  |  |  |  | X |  | X | X |  |  |  |  |  |  |
| * 7.11 Business Policy and Strategy |  | X |  | X |  | X |  | X | X | X |  |  | X | X | X |  | X |  |  | X |  |  |  |  |  |  |  |  |
| * 7.12 Business innovation and enterprise development |  |  |  |  |  |  |  |  | X | X |  |  | X | X |  |  |  |  |  |  | X |  |  |  |  |  |  |  |
| * 7.13 Social responsibility |  |  |  | X |  |  |  | X |  |  |  |  | X | X |  |  | X | X |  |  |  |  |  |  |  |  |  |  |
| Skills of relevance to business and management |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B1 People management |  |  | X | X |  | X |  |  |  | X |  |  |  | X |  |  | X |  |  |  | X |  |  |  |  |  |  | X |
| B2 Problem solving and critical analysis |  | X | X | X |  |  |  | X | X |  |  | X | X | X | X | X | X | X |  |  | X |  |  |  |  |  |  |  |
| B3 Research | X | X | X | X |  |  |  |  | X |  |  | X | X | X | X | X | X |  | X |  |  |  |  |  |  |  |  |  |
| B4 Commercial acumen | X |  |  |  |  |  | X |  |  |  |  |  | X |  | X |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B5 Innovation, creativity and enterprise | X |  | X | X |  |  |  |  |  |  |  |  |  | X | X |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B6 Numeracy |  |  |  |  |  |  |  |  | X |  |  | X |  |  |  |  |  |  | X |  |  |  | X |  |  |  |  |  |
| B7 Networking |  |  |  |  |  |  | X |  |  |  | X |  |  |  |  |  |  | X |  |  |  |  |  |  | X |  |  |  |
| Other generic skills and attributes | K1 | K2 | K3 | K4 | K5 | K6 | K7 | K8 | K9 | K10 | K11 | K12 | A13 | A14 | A15 | A16 | A17 | A18 | A19 | A20 | A21 | A22 | P23 | P24 | P25 | T26 | T27 | T28 |
| Work collaboratively | X |  |  |  |  |  | X |  |  |  | X |  |  |  | X |  |  | X | X |  |  |  |  | X | X | X |  | X |
| Work with people from a range of cultures | X |  |  |  |  |  | X | X |  |  | X |  |  |  | X |  |  | X | X |  |  |  |  | X | X | X |  | X |
| Articulate and effectively explain information | X |  |  | X |  |  | X |  |  |  | X |  | X | X | X | X | X |  | X |  | X |  | X | X |  |  |  | X |
| Building and maintain relationships |  |  |  |  |  |  |  |  |  |  | X |  |  |  |  |  |  |  |  |  |  |  | X | X | X | X |  | X |
| Communication and listening |  | X |  |  |  |  |  |  |  |  | X |  |  | X | X |  | X |  | X |  | X |  | X | X | X | X |  | X |
| Emotional intelligence and empathy | X |  |  |  |  |  |  | X |  |  | X |  | X |  |  |  |  | X |  |  |  |  | X | X | X | X |  | X |
| Conceptual and critical thinking | X |  |  | X |  |  | X |  |  |  | X |  | X | X | X |  | X |  |  |  |  |  |  |  |  |  |  |  |
| Self-management |  |  |  |  |  |  |  |  |  |  |  |  |  | X | X |  |  |  |  |  | X |  | X |  |  |  | X |  |
| Self-reflection |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | X |  | X |  |  |  |  |  |  |  |

**Appendix 2: PDP Mapping**

**BA (Hons) Marketing Suite**

|  |  |  |  |
| --- | --- | --- | --- |
| **Aspect of PDP** | **YEAR ONE** | | |
|  | Modules/area PDP delivery | How is PDP achieved | Process |
| **Personal Reflection** | BFO0243: ASPIRE 1 | Students will reflect on how they have applied and developed skills, knowledge and behaviours that support academic and personal development. There is a particular emphasis on academic skill development in year 1. | There will be time for reflections in lectures/tutorials and students will be asked to complete reflections as part of guided independent study. |
| **EVIDENCE** | BFO0243: ASPIRE 1 Module assessments. | Reflections will be integrated into their individual portfolios | Integrated into individual portfolio |
| **Career Planning** | BFO0243: ASPIRE 1 module assessment | Complete online activity - | Career health check in first term |
| **EVIDENCE** |  | Online careers questionnaire - results will be included in individual portfolio | Integrated into individual portfolio |
| **Developing independence / confidence** | BFO0243: ASPIRE 1 | Opportunity to work independently and in small groups and reflect individually on the process. | Students will undertake group tasks in tutorials |
| **EVIDENCE** | BFO0243: ASPIRE 1 module assessments | Opportunity to work on a group task and reflect independently on the process and outcomes | Group research report and written reflections and assessments |
|  | **YEAR TWO** | | |
| **Personal Reflection** | BIO0259  ASPIRE 2 | Students will reflect on how they have applied and developed skills, knowledge and behaviours that support academic and personal development. There is a particular emphasis on advancing commercial awareness and enterprise in year 2 as student consider placement opportunities. | There will be time for reflections in lectures/tutorials and students will be asked to complete reflections as part of guided independent study. |
| **EVIDENCE** | BIO0259  ASPIRE 2  Module Assessment | Reflections will be integrated into individual portfolios and group project reports | Individual portfolio and group project report |
| **Career Planning** | Placement Preparation  CV review and development  Network building | CV and letter preparation; Interviews skill practice; | Individual portfolio |
| **EVIDENCE** | BIO0259  ASPIRE 2  Module Assessment | Portfolio will include career-related documents, such as CVs and interview evaluations | Individual portfolio |
| **Developing independence / confidence** | BIO0259  : ASPIRE 2  Module Assessment | Development of independent research skills to explore placement opportunities, the graduate labour market and career choices | Individual portfolio |
| **EVIDENCE** | BIO0259  Module Assessment | Individual portfolio | Individual portfolio |
|  | **PLACEMENT YEAR** | | |
| **Personal Reflection** |  | Consolidation/reflection from over the year | Critical Evaluation of Development |
| **EVIDENCE** | Assignment | Placement Report | Placement Report |
| **Career Planning** | Discussion with Supervisor | Placement Report | Placement Report |
| **EVIDENCE** | Performance Reviews | Placement Report/log | Placement Report/log |
| **Developing independence / confidence** | Performance Reviews | Placement Report/log | Placement Report/log |
| **EVIDENCE** | Performance Reviews | Placement Report/ log | Placement Report/ log |
|  | **FINAL YEAR** | | |
| **Personal Reflection** | BHO0269 ASPIRE 3 | Students will reflect on how they have applied and developed skills, knowledge and behaviours that support personal development. There is a particular emphasis on global and social awareness and confident leadership in year 3 | There will be time for reflections in lectures/tutorials and students will be asked to complete reflections as part of guided independent study. |
| **EVIDENCE** | BHO0269 ASPIRE 3  Assessments | Reflections will be integrated into individual portfolios | Individual portfolio |
| **Career Planning** | Mock interview prep  Mock interviews  Assessment centre practice  Careers fairs | Simulations during seminars  Opportunities to prepare for and reflect on real experiences of recruitment and selection processes; careers fair attendance. | Individual portfolio |
| **EVIDENCE** | BHO0269 ASPIRE 3  Assessments | Individual portfolio | Individual portfolio |
| **Developing independence / confidence** | BHO0269 ASPIRE 3  Module | Mentoring and coaching others  Assertive communication training  Independent research about global and social context of career options | Individual portfolio and group presentation |
| **EVIDENCE** | BHO0269 ASPIRE 3  Module Assessment | Individual portfolio and group presentation | Individual portfolio and group presentation |

**Appendix 3: Assessment Overview Core Modules Marketing Suite**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year 1** **Modules** | **Exam** | **Individual Assignment** | **Group Assignment** | **Presentation** | **Project** |
| Marketing and Society  BFK0020 |  | 100% 2,000 words individual assignment  (Week 42) |  |  |  |
| Digital Marketing in the Contemporary World  BFK0018 |  | 1,500 Word group report (40%)  500 Word individual reflection (10%) | Group presentation 5 minutes (50%)  1,500 Word group report (40%)  500 Word individual reflection (10%) |  |  |
| Creative Marketing Communications  BFK0021 |  | Individual portfolio  2000 words  (Week 42) |  |  |  |
| Principles of Marketing  BFK0001 |  | Individual assignment – 2,000-word report |  |  |  |
| Understanding Global Dynamics BFS1003 |  |  | 40% Group presentation 10 minutes (week 18) |  | 60% Individual portfolio of coursework 1000 words (week 40) |
| Understanding Organisational Behaviour BFO0242 |  |  | 100% Group Report (3000 words) |  |  |
| Understanding Business Analytics BFD0003 | 50% In Class Test (60 Minutes) | 50% Individual Analytic Report (1000 words) |  |  |  |
| ASPIRE 1  BFO0243 | 20% in class test | 80% Individual coursework |  |  |  |
| **Year 2 Modules** | **Exam** | **Individual Assignment** | **Group Assignment** | **Presentation** | **Project** |
| Consumers and Consumption BIK0028 |  | 100% Individual assignment  2,500 words  (Week 41) |  |  |  |
| Services Marketing  BIK0027 |  | 50% Individual assignment  2,000 words  (Week 40) | 50% Group presentation  (Week 18) |  |  |
| Social Media Marketing  BIK0026 |  |  | 40% Group presentation  (Week 21) |  | 60% Online portfolio  2,000 words  (Week 42) |
| Developing  Creative Marketing Content  BIK0029 |  | 50%  1,500-word project report  (Week 42) |  | 50% Individual  Poster presentation (3 minutes)  (Week 42) |  |
| Business Research Skills BIO0260 |  | Individual coursework 2000 words 80%  Individual Presentation3 Minutes 20% |  |  |  |
| BIO0262 Managing People |  | Individual case study assignment 1,000 words 50% | 50% Group presentation  (15 mins) |  |  |
| Data Visualisation  BID0001 |  | Individual presentation 40% (6 mins)  Individual Project 60% (1,500 words) |  |  |  |
| ASPIRE 2  BIO0259 |  | 100% Individual reflective report and portfolio evidence |  |  |  |
| **Year 3 Modules** | **Exam** | **Individual Assignment** | **Group Assignment** | **Presentation** | **Project** |
| BHS0039 Responsible Business |  | 40% Individual report  1500 words  week 19  60% Individual report  2000 words  week 41 |  |  |  |
| BHS0038  Strategy and Business Transformation | 40% 2hrs (week 48) | 60% Individual report  2500 words)  week 39 |  |  |  |
| BHO0266  Data Analytics and Creating Value |  | 40% Individual  10-minute presentation (week 21)  60% Individual practical project equivalent to 2500 words (week 40) |  |  |  |
| BHS00269  ASPIRE 3 |  | 100% Individual Report 3,000 words |  |  |  |
| BHK0046  Creative Consultancy Project |  | 100%  Consultancy Portfolio  3,000 words  (Week 42) |  |  |  |
| BHK0021 Strategic Marketing Planning |  | 50% Individual Assignment 3,500 words  (Week 39) |  | 50% Group Presentation (20mins)  (Week 19) |  |
| BHO0201  Business and Management Dissertation |  |  |  |  | 100% Dissertation (15000 words) |
| BHK0045  Digital Campaigns and Communications |  | 40% Individual Reflection 1500 words  (Week 40) |  | 60% Group portfolio  2,500 words  (Week 38) |  |
| **Optional Modules** |  |  |  |  |  |
| BHH4011 Global Events and Festivals | 50% 2 hrs (week 48) | 50% Individual Assessment (week 40) |  |  |  |
| BHK0031 International Marketing |  | 100% Individual Coursework (3000 words) |  |  |  |
| BHK0015 Marketing for Small Business |  | 40% Individual poster presentation  Week 41 | 60% 3,000-word group ‘live’ SME case study/business report (week 21) |  |  |

An assignment submission schedule is prepared on an annual basis and distributed to students. Timings may vary slightly from year to year due to term dates and course/ modular developments.

**Appendix 4: CAB Model**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model** | **Mode of Study** | **Course Start Month** | **Length before Main CAB** | **Expected Month for Main CAB** |
| A | UGT FT | September | 9 months | June |

**Appendix 5: Knowledge, Ability, Professional and Transferrable Skills by Marketing Suite Modules**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **BA Marketing** | | | | | | | | | | | | |
| **Year 1 Modules** | **K1** | **K2** | **K3** | **K4** | **K5** | **K6** | **K7** | **K8** | **K9** |  |  |  |
| Principles of Marketing BFK0001 | X | X | X | X | X |  |  |  |  |  |  |  |
| Digital Marketing in the Contemporary World BFK0018 | X | X | X | X | X |  |  |  | X |  |  |  |
| Marketing and Society BFK0020 | X | X | X | X | X |  |  | X |  |  |  |  |
| Creative Marketing Communications BFK0021 | X | X | X | X | X |  |  |  | X |  |  |  |
| Understanding Global Dynamics BFS1003 |  | X |  | X |  |  |  |  |  |  |  |  |
| ASPIRE 1 BFO0243 |  |  |  |  |  |  |  |  |  |  |  |  |
| Year 2 Modules | | | | | | | | | | | | |
| Developing Creative Marketing Content BIK0029 | X | X | X | X | X | X | X |  | X |  |  |  |
| Services Marketing BIK0027 | X | X | X | X | X | X |  |  | X |  |  |  |
| Social Media Marketing BIK0026 | X | X | X | X | X | X | X |  | X |  |  |  |
| Business Research Skills BIO0260 |  |  |  | X |  | X |  |  |  |  |  |  |
| Consumers and Consumption BIK0028 | X | X |  | X | X | X |  | X |  |  |  |  |
| ASPIRE 2 BIO0259 |  |  |  |  |  |  |  |  |  |  |  |  |
| Year 3 Modules | | | | | | | | | | | | |
| Digital Campaigns and Communications BHK0045 | X | X | X | X | X | X | X |  | X |  |  |  |
| Creative Consultancy Project BHK0046 | X | . X | X | X | X | X | X |  | X |  |  |  |
| Strategic Marketing Planning BHK0021 | X | X | X | X | X | X |  | X | X |  |  |  |
| Business and Management Dissertation BHO0201 | X | X | X | X | X |  |  | X | X |  |  |  |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |  |  |  |  |  |  |
| BHH4011 Global Events and Festivals | X |  |  |  |  |  |  |  |  |  |  |  |
| BHK0031 International Marketing | X |  |  | X | X |  |  |  |  |  |  |  |
| BHK0015 Marketing for Small Business |  |  | X | X | X |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Year 1 Modules** | **A13** | **A14** | **A15** | **A16** | **A17** | **A18** | **A19** |  |  |  |
| Principles of Marketing BFK0001 | X | X | X |  |  |  |  |  |  |  |
| Digital Marketing in the Contemporary World BFK0018 | X | X | X |  |  |  |  |  |  |  |
| Marketing and Society BFK0020 | X |  |  |  |  | X |  |  |  |  |
| Creative Marketing Communications BFK0021 | X | X | X |  |  |  |  |  |  |  |
| Understanding Global Dynamics BFS1003 | X |  |  |  |  |  |  |  |  |  |
| ASPIRE 1 BFO0243 |  |  |  |  |  |  |  |  |  |  |
| **Year 2 Modules** |  |  |  |  |  |  |  |  |  |  |
| Developing Creative Marketing Content BIK0029 | X | X | X | X | X |  |  |  |  |  |
| Services Marketing BIK0027 | X | X |  | X | X |  | X |  |  |  |
| Social Media Marketing BIK0026 | X | X | X | X | X |  |  |  |  |  |
| Business Research Skills BIO0260 | X |  |  | X |  |  |  |  |  |  |
| Consumers and Consumption BIK0028 | X |  |  | X | X | X | X |  |  |  |
| ASPIRE 2 BIO0259 |  |  |  |  |  |  |  |  |  |  |
| **Year 3 Modules** |  |  |  |  |  |  |  |  |  |  |
| Digital Campaigns and Communications BHK0045 | X | X | X | X | X |  |  |  |  |  |
| Creative Consultancy Project BHK0046 | X | X | X | X | X |  | X |  |  |  |
| Strategic Marketing Planning BHK0021 | X | X | X | X | X |  | X |  |  |  |
| Business and Management Dissertation BHO0201 | X | X | X | X | X | X | X |  |  |  |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |  |  |  |  |
| BHH4011 Global Events and Festivals |  | X |  |  | X |  |  |  |  |  |
| BHK0031 International Marketing | X | X |  | X | X |  |  |  |  |  |
| BHK0015 Marketing for Small Business | X | X |  | X | X |  |  |  |  |  |

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| **Year 1 Modules** | **P23** | **P24** | **P25** | **T26** | **T27** | **T28** |
| Principles of Marketing BFK0001 | X | X | X | X | X | X |
| Digital Marketing in the Contemporary World BFK0018 | X | X | X | X | X | X |
| Marketing and Society BFK0020 | X | X | X | X | X | X |
| Creative Marketing Communications BFK0021 | X | X | X | X | X | X |
| Understanding Global Dynamics BFS1003 |  | X | X | X | X | X |
| ASPIRE1 BFO0243 | X | X | X | X | X | X |
| **Year 2 Modules** | | | | | | |
| Developing Creative Marketing Content BIK0029 | X | X | X | X | X | X |
| Services Marketing BIK0027 | X | X | X | X | X | X |
| Social Media Marketing BIK0026 | X | X | X | X | X | X |
| Business Research Skills BIO0260 |  | X | X | X | X | X |
| Consumers and Consumption BIK0028 | X | X | X | X | X | X |
| ASPIRE2 BIO0259 | X | X | X | X | X | X |
| **Year 3 Modules** | | | | | | |
| Digital Campaigns and Communications BHK0045 | X | X | X | X | X | X |
| Creative Consultancy Project BHK0046 | X | X | X | X | X | X |
| Strategic Marketing Planning BHK0021 | X | X | X | X | X | X |
| ASPIRE 3 BHO0269 | X | X | X | X | X | X |
| Business and Management Dissertation BHO0201 | X | X | X | X | X | X |
| BHH4011 Global Events and Festivals |  | X |  | X |  | X |
| BHK0031 International Marketing |  | X |  |  |  |  |
| BHK0015 Marketing for Small Business |  | X |  | X |  | X |

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| **BSc Digital Marketing** | | | | | | | | | | | | |
| **Year 1 Modules** | **K1** | **K2** | **K3** | **K4** | **K5** | **K6** | **K7** | **K8** |  | **K10** |  |  |
| Principles of Marketing BFK0001 | X | X | X | X | X |  |  |  |  |  |  |  |
| Digital Marketing in the Contemporary World BFK0018 | X | X | X | X | X |  |  |  |  | X |  |  |
| BFD0003 Understanding Business Analytics |  |  |  |  |  | X |  |  |  | X |  |  |
| Creative Marketing Communications BFK0021 | X | X | X | X | X |  |  |  |  |  |  |  |
| Understanding Global Dynamics BFS1003 |  | X |  | X |  |  |  |  |  |  |  |  |
| ASPIRE 1 BFO0243 |  |  |  |  |  |  |  |  |  |  |  |  |
| **Year 2 Modules** | | | | | | | | | | | | |
| Developing Creative Marketing Content BIK0029 | X | X | X | X | X | X | X |  |  |  |  |  |
| Consumers and Consumption BIK0028 | X | X |  | X | X | X |  | X |  |  |  |  |
| Social Media Marketing BIK0026 | X | X | X | X | X | X | X |  |  | X |  |  |
| Business Research Skills BIO0260 |  |  |  | X |  | X |  |  |  |  |  |  |
| Data Visualisation BID0001 |  |  |  |  |  |  |  |  |  | X |  |  |
| ASPIRE 2 BIO0259 |  |  |  |  |  |  |  |  |  |  |  |  |
| **Year 3 Modules** | | | | | | | | | | | | |
| Digital Campaigns and Communications BHK0045 | X | X | X | X | X | X | X |  |  | X |  |  |
| Creative Consultancy Project BHK0046 | X | . X | X | X | X | X | X |  |  |  |  |  |
| BHD0001 Data Analytics and Creating Value |  |  |  |  |  | X |  |  |  | X |  |  |
| Business and Management Dissertation BHO0201 | X | X | X | X | X |  |  | X |  |  |  |  |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |  |  |  |  |  |  |
| BHH4011 Global Events and Festivals | X |  |  |  |  |  |  |  |  |  |  |  |
| BHK0031 International Marketing | X |  |  | X | X |  |  |  |  |  |  |  |
| BHK0015 Marketing for Small Business |  |  | X | X | X |  |  |  |  |  |  |  |
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| **Year 1 Modules** | **A13** | **A14** | **A15** | **A16** | **A17** | **A18** |  | **A20** |  |  |
| Principles of Marketing BFK0001 | X | X | X |  |  |  |  |  |  |  |
| Digital Marketing in the Contemporary World BFK0018 | X | X | X |  |  |  |  |  |  |  |
| Marketing and Society BFK0020 | X |  |  |  |  | X |  |  |  |  |
| Creative Marketing Communications BFK0021 | X | X | X |  |  |  |  |  |  |  |
| Understanding Global Dynamics BFS1003 | X |  |  |  |  |  |  |  |  |  |
| ASPIRE 1 BFO0243 |  |  |  |  |  |  |  |  |  |  |
| **Year 2 Modules** |  |  |  |  |  |  |  |  |  |  |
| Developing Creative Marketing Content BIK0029 | X | X | X | X | X |  |  |  |  |  |
| Consumers and Consumption BIK0028 | X | X |  | X | X | X |  | X |  |  |
| Social Media Marketing BIK0026 | X | X | X | X | X |  |  | X |  |  |
| Business Research Skills BIO0260 | X |  |  | X |  |  |  |  |  |  |
| Data Visualisation |  |  |  |  |  |  |  | X |  |  |
| ASPIRE 2 BIO0259 |  |  |  |  |  |  |  |  |  |  |
| **Year 3 Modules** |  |  |  |  |  |  |  |  |  |  |
| Digital Campaigns and Communications BHK0045 | X | X | X | X | X |  |  | X |  |  |
| Creative Consultancy Project BHK0046 | X | X | X | X | X |  |  |  |  |  |
| Strategic Marketing Planning BHK0021 | X | X | X | X | X |  |  |  |  |  |
| Business and Management Dissertation BHO0201 | X | X | X | X | X | X |  |  |  |  |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |  |  |  |  |
| BHH4011 Global Events and Festivals |  | X |  |  | X |  |  |  |  |  |
| BHK0031 International Marketing | X | X |  | X | X |  |  |  |  |  |
| BHK0015 Marketing for Small Business | X | X |  | X | X |  |  |  |  |  |

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| **Year 1 Modules** | **P23** | **P24** | **P25** | **T26** | **T27** | **T28** |
| Principles of Marketing BFK0001 | X | X | X | X | X | X |
| Digital Marketing in the Contemporary World BFK0018 | X | X | X | X | X | X |
| Marketing and Society BFK0020 | X | X | X | X | X | X |
| Creative Marketing Communications BFK0021 | X | X | X | X | X | X |
| Understanding Global Dynamics BFS1003 |  | X | X | X | X | X |
| ASPIRE1 BFO0243 | X | X | X | X | X | X |
| **Year 2 Modules** | | | | | | |
| Developing Creative Marketing Content BIK0029 | X | X | X | X | X | X |
| Consumers and Consumption BIK0028 | X | X |  | X | X | X |
| Social Media Marketing BIK0026 | X | X | X | X | X | X |
| Business Research Skills BIO0260 |  | X | X | X | X | X |
| Data Visualisation |  | X | X | X | X | X |
| ASPIRE2 BIO0259 | X | X | X | X | X | X |
| **Year 3 Modules** | | | | | | |
| Digital Campaigns and Communications BHK0045 | X | X | X | X | X | X |
| Creative Consultancy Project BHK0046 | X | X | X | X | X | X |
| Strategic Marketing Planning BHK0021 | X | X | X | X | X | X |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |
| Business and Management Dissertation BHO0201 | X | X | X | X | X | X |
| BHH4011 Global Events and Festivals |  | X |  | X |  | X |
| BHK0031 International Marketing |  | X |  |  |  |  |
| BHK0015 Marketing for Small Business |  | X |  | X |  | X |

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| **BA Business and Marketing** | | | | | | | | | | | | |
| **Year 1 Modules** | **K1** | **K2** | **K3** | **K4** | **K5** | **K6** | **K7** | **K8** |  |  | **K11** |  |
| Principles of Marketing BFK0001 | X | X | X | X | X |  |  |  |  |  |  |  |
| Marketing and Society BFK0020 | X | X | X | X | X |  |  | X |  |  |  |  |
| Creative Marketing Communications BFK0021 | X | X | X | X | X |  |  |  |  |  |  |  |
| Understanding Business Analytics BFD0003 |  |  |  | X |  |  |  |  |  |  | X |  |
| Understanding Global Dynamics BFS1003 |  | X |  | X |  |  |  |  |  |  | X |  |
| ASPIRE 1 BFO0243 |  |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | |
| Services Marketing BIK0027 | X | X | X | X | X | X |  |  |  |  |  |  |
| Consumers and Consumption BIK0028 | X | X |  | X | X | X |  | X |  |  |  |  |
| Developing Creative Marketing Content BIK0029 | X | X | X | X | X | X | X |  |  |  |  |  |
| Business Research Skills BIO0260 |  |  |  | X |  | X |  |  |  |  | X |  |
| Managing People BIO0262 |  |  |  | X |  |  |  |  |  |  | X |  |
| ASPIRE 2 BIO0259 |  |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | |
| Creative Consultancy Project BHK0046 | X | X | X | X | X | X | X |  |  |  |  |  |
| Responsible Business BHS0039 |  | X |  | X |  |  |  | X |  |  | X |  |
| Strategy and Business Transformation BHS0038 |  |  |  | X |  | X |  |  |  |  | X |  |
| Business and Management Dissertation BHO0201 | X | X | X | X | X |  |  | X |  |  | X |  |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |  |  |  |  |  |  |
| BHH4011 Global Events and Festivals | X |  |  |  |  |  |  |  |  |  | X |  |
| BHK0031 International Marketing | X |  |  | X | X |  |  |  |  |  | X |  |
| BHK0015 Marketing for Small Business |  |  | X | X | X |  |  |  |  |  | X |  |

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| **Year 1 Modules** | **A13** | **A14** | **A15** | **A16** | **A17** | **A18** |  |  | **A21** |  |
| Principles of Marketing BFK0001 | X | X | X |  |  |  |  |  |  |  |
| Marketing and Society BFK0020 | X |  |  |  |  | X |  |  |  |  |
| Creative Marketing Communications BFK0021 | X | X | X |  |  |  |  |  |  |  |
| Understanding Business Analytics BFD0003 | X |  |  |  |  |  |  |  | X |  |
| Understanding Global Dynamics BFS1003 | X |  |  |  |  |  |  |  | X |  |
| ASPIRE 1 BFO0243 |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | |
| Services Marketing BIK0027 | X | X |  | X | X |  |  |  |  |  |
| Developing Creative Marketing Content BIK0029 | X | X | X | X | X |  |  |  |  |  |
| Business Research Skills BIO0260 | X |  |  | X |  |  |  |  | X |  |
| Consumers and Consumption BIK0028 | X |  |  | X | X | X |  |  |  |  |
| Managing People BIO0262 | X |  |  |  |  |  |  |  | X |  |
| ASPIRE 2 BIO0259 |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | |
| Creative Consultancy Project BHK0046 | X | X | X | X | X |  |  |  |  |  |
| Responsible Business BHS0039 | X |  |  | X | X | X |  |  | X |  |
| Strategy and Business Transformation BHS0038 | X |  |  | X | X |  |  |  | X |  |
| Business and Management Dissertation BHO0201 | X | X | X | X | X | X |  |  | X |  |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |  |  |  |  |
| BHH4011 Global Events and Festivals |  | X |  |  | X |  |  |  | X |  |
| BHK0031 International Marketing | X | X |  | X | X |  |  |  | X |  |
| BHK0015 Marketing for Small Business | X | X |  | X | X |  |  |  | X |  |

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| **Year 1 Modules** | **P22** | **P23** | **P24** | **T25** | **T26** | **T27** |
| Principles of Marketing BFK0001 | X | X | X | X | X | X |
| Marketing and Society BFK0020 | X | X | X | X | X | X |
| Creative Marketing Communications BFK0021 | X | X | X | X | X | X |
| Understanding Global Dynamics BFS1003 |  | X | X | X | X | X |
| Understanding Business Analytics BFD0003 |  | X | X | X | X | X |
| ASPIRE 1 BFO0243 | X | X | X | X | X | X |
| **Year 2 Modules** | | | | | | |
| Managing People BIO0262 |  | X | X | X | X | X |
| Services Marketing BIK0027 | X | X | X | X | X | X |
| Developing Creative Marketing Content BIK0029 | X | X | X | X | X | X |
| Business Research Skills BIO0260 |  | X | X | X | X | X |
| Consumers and Consumption BIK0028 | X | X | X | X | X | X |
| ASPIRE 2 BIO0259 | X | X | X | X | X | X |
| **Year 3 Modules** | | | | | | |
| Creative Consultancy Project BHK0046 | X | X | X | X | X | X |
| Responsible Business BHS0039 |  | X | X | X | X | X |
| Strategy and Business Transformation BHS0038 |  | X | X | X | X | X |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |
| Business and Management Dissertation BHO0201 | X | X | X | X | X | X |
| BHH4011 Global Events and Festivals |  | X |  | X |  | X |
| BHK0031 International Marketing |  | X |  |  |  |  |
| BHK0015 Marketing for Small Business |  | X |  | X |  | X |

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| **BA Business and Digital Marketing Management** | | | | | | | | | | | | |
| **Year 1 Modules** | **K1** | **K2** | **K3** | **K4** | **K5** | **K6** | **K7** | **K8** |  |  |  | **K12** |
| Principles of Marketing BFK0001 | X | X | X | X | X |  |  |  |  |  |  |  |
| Digital Marketing in the Contemporary World BFK0018 | X | X | X | X | X |  |  |  |  |  |  | X |
| Understanding Business Analytics BFD0003 |  |  |  | X |  |  |  |  |  |  |  |  |
| Understanding Organisational Behaviour BFO0242 |  |  |  | X |  |  |  |  |  |  |  | X |
| Understanding Global Dynamics BFS1003 |  | X |  | X |  |  |  |  |  |  |  | X |
| ASPIRE 1 BFO0243 |  |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | |
| Services Marketing BIK0027 | X | X | X | X | X | X |  |  |  |  |  |  |
| Social Media Marketing BIK0026 | X | X | X | X | X | X | X |  |  |  |  | X |
| Business Research Skills BIO0260 |  |  |  | X |  | X |  |  |  |  |  | X |
| Consumers and Consumption BIK0028 | X | X |  | X | X | X |  | X |  |  |  |  |
| Managing People BIO0262 |  |  |  | X |  |  |  |  |  |  |  | X |
| ASPIRE 2 BIO0259 |  |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | |
| Digital Campaigns and Communications BHK0045 | X | X | X | X | X | X | X |  |  |  |  | X |
| Responsible Business BHS0039 |  | X |  | X |  |  |  | X |  |  |  | X |
| Strategy and Business Transformation BHS0038 |  |  |  | X |  | X |  |  |  |  |  | X |
| Business and Management Dissertation BHO0201 | X | X | X | X | X |  |  | X |  |  |  | X |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |  |  |  |  |  |  |
| BHH4011 Global Events and Festivals | X |  |  |  |  |  |  |  |  |  |  | X |
| BHK0031 International Marketing | X |  |  | X | X |  |  |  |  |  |  | X |
| BHK0015 Marketing for Small Business |  |  | X | X | X |  |  |  |  |  |  | X |

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| **Year 1 Modules** | **A13** | **A14** | **A15** | **A16** | **A17** | **A18** |  |  |  | **A22** |
| Principles of Marketing BFK0001 | X | X | X |  |  |  |  |  |  |  |
| Digital Marketing in the Contemporary World BFK0018 | X | X | X |  |  |  |  |  |  |  |
| Understanding Organisational Behaviour BFO0242 | X |  |  |  |  |  |  |  |  |  |
| Understanding Business Analytics BFD0003 | X |  |  |  |  |  |  |  |  |  |
| Understanding Global Dynamics BFS1003 | X |  |  |  |  |  |  |  |  |  |
| ASPIRE 1 BFO0243 |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | |
| Services Marketing BIK0027 | X | X |  | X | X |  |  |  |  |  |
| Social Media Marketing BIK0026 | X | X | X | X | X |  |  |  |  | X |
| Business Research Skills BIO0260 | X |  |  | X |  |  |  |  |  | X |
| Consumers and Consumption BIK0028 | X |  |  | X | X | X |  |  |  |  |
| Managing People BIO0262 | X |  |  |  |  |  |  |  |  | X |
| ASPIRE 2 BIO0259 |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | |
| Digital Campaigns and Communications BHK0045 | X | X | X | X | X |  |  |  |  | X |
| Responsible Business BHS0039 | X |  |  | X | X | X |  |  |  | X |
| Strategy and Business Transformation BHS0038 | X |  |  | X | X |  |  |  |  | X |
| Business and Management Dissertation BHO0201 | X | X | X | X | X | X |  |  |  |  |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |  |  |  |  |
| BHH4011 Global Events and Festivals |  | X |  |  | X |  |  |  |  | X |
| BHK0031 International Marketing | X | X |  | X | X |  |  |  |  | X |
| BHK0015 Marketing for Small Business | X | X |  | X | X |  |  |  |  | X |

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| **Year 1 Modules** | **P23** | **P24** | **P25** | **T26** | **T27** | **T28** |
| Principles of Marketing BFK0001 | X | X | X | X | X | X |
| Digital Marketing in the Contemporary World BFK0018 | X | X | X | X | X | X |
| Understanding Global Dynamics BFS1003 |  | X | X | X | X | X |
| Understanding Organisational Behaviour BFO0242 |  | X | X | X | X | X |
| Understanding Business Analytics BFD0003 |  | X | X | X | X | X |
| ASPIRE 1 BFO0243 | X | X | X | X | X | X |
| **Year 2 Modules** | | | | | | |
| Managing People BIO0262 |  | X | X | X | X | X |
| Services Marketing BIK0027 | X | X | X | X | X | X |
| Social Media Marketing BIK0026 | X | X | X | X | X | X |
| Business Research Skills BIO0260 |  | X | X | X | X | X |
| Consumers and Consumption BIK0028 | X | X | X | X | X | X |
| ASPIRE 2 BIO0259 | X | X | X | X | X | X |
| **Year 3 Modules** | | | | | | |
| Digital Campaigns and Communications BHK0045 | X | X | X | X | X | X |
| Responsible Business BHS0039 |  | X | X | X | X | X |
| Strategy and Business Transformation BHS0038 |  | X | X | X | X | X |
| ASPIRE 3 BHO0269 |  |  |  |  |  |  |
| Business and Management Dissertation BHO0201 | X | X | X | X | X | X |
| BHH4011 Global Events and Festivals |  | X |  | X |  | X |
| BHK0031 International Marketing |  | X |  |  |  |  |
| BHK0015 Marketing for Small Business |  | X |  | X |  | X |

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|  | Name | Date |
| Updates Complete | Carol Smith | 20.12.22 |
| Approved by SGL |  |  |
| Approved by DoTL |  |  |

1. This table is illustrative of potential career destinations. Graduates from all courses still have a wide range of career and professional options [↑](#footnote-ref-2)