

Course Specification

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Produced By:	Laura Clode
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	LI035J01UV LI035J31UV	Full-time Part-time	3 Years 6 Years
Course Title:	BA (Hons) Tourism and Marketing Management		
Hierarchy of Awards:	Bachelor of Arts with Honours Tourism and Marketing Management Bachelor of Arts Tourism and Marketing Management Diploma of Higher Education Tourism and Marketing Management Certificate of Higher Education Tourism and Marketing Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	25/Jan/2018		
Last Review:	2017/8		
Course Specification valid from:	2017/8		
Course Specification valid to:	2023/4		

Academic Staff

Course Leader:	Dr Crispin Dale
Head of Department:	Dr Janet Firth

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

Distinctive Features of the Course:

The Marketing, Innovation, Leisure and Enterprise (MiLE) department has strong reputations in the subject disciplines of tourism management and marketing, based on a combination of the industry expertise and experience of MiLE department staff who have delivered a number of consultancy projects on behalf of organisations such as The NEC Group, further demonstrating our expertise around the management of venues.

Courses are informed and endorsed by our research, publications, and engagement with professional bodies such as the Association for Events Management Education (AEME) and Chartered Institute of Marketing (CIM).

We have forged strong links with industry partners including The Tourism Society and The Tourism Management Institute (TMI). We also work closely with large travel and tourism businesses such as TUI UK Plc and the European Tour Operators Association, and are the department are members of The Association for Tourism in Higher Education (ATHE), the Association of Event Management Education (AEME), The Institute of Travel and Tourism (ITT) and The Council for Hospitality Management Education (CHME).

As well as being an institutional member of the CIM, the University is an Institute of Travel and Tourism (ITT) Centre of Excellence. These accreditations recognise leading universities who maintain high professional standards throughout marketing and travel and tourism industries.

Students of this course will gain the opportunity to engage in industry specific work placements, gain access to high level industry speakers, gain access to senior industry figures for research purposes and have the opportunity to be awarded the annual ITT Centre of Excellence Student of the Year award. Furthermore, our relationship with University venues: The Arena Theatre and The Performance Hub provide an alternative classroom which you will access as part of your course. Learning with us, you will engage with industry through application of learning to live events, field trips and guest lecturers. These resources and developments place MiLE in a very strong position to provide both practical experiences which underpin theoretical understanding and prepare you for the challenges of working in the dynamic event marketing environment.

Teaching at the University is designed to meet the needs of a wide variety of learners, and benefits from technology supported learning so that you can develop your IT skills whilst developing and presenting exciting and industry-relevant assessments.

The University of Wolverhampton continues to develop state of the art facilities which will greatly enhance your learning experience. A new purpose built facility has been built to house the University of Wolverhampton Business School. Designed to nurture talents and provide platform for engagement with the business community in the region, the University of Wolverhampton Business School building will provide state of the art facilities such as executive education suite, innovative teaching and learning spaces, an IT suite, consulting rooms and a central social space and café. This building and facilities will provide a conducive environment for learning and HE experience.

You can develop the skills and knowledge that you need to study at undergraduate level, building on your

strengths and working on your weaknesses, so that you can feel confident that by the end you are ready to commence a degree course, and to apply the skills to undertake the directed and independent learning which will help you to achieve your potential. This will allow you to embark on Level 4 study in an appropriate undergraduate discipline or combined award, confident that you have developed the skills and chosen the most relevant subject area(s) to specialise in, which will allow you to perform strongly at degree level and enhance your career aims.

There are many internal and external initiatives which have been developed to support students' employability development and to boost your career prospects with real life business experience. For example the Challenge Academy, organised and delivered by the university, is a network of students who undertake short-term projects on behalf of businesses. During the first and second year of the degree students take a module which gives them an opportunity to undertake a placement, in the final year there are opportunities to undertake real life consultancy projects. Between the second and third year of the degree students have an opportunity to take a sandwich placement, which is a ten months paid placement in the industry. The University's Careers Centre provides assistance in finding suitable placements and making successful applications, from identifying a job role to CV writing, applications, interviews and assessment centres. Every module delivered as part of this course aims to give students exposure to the industry, this is either through a field trip or an industry speaker guest talk. All university students are eligible for the ERASMUS+ EU Placements. These are paid or unpaid placements organised in the area of students' study or interest in a number of European Union countries. There are two to twelve months summer or yearlong placements which are organised and funded by the scheme (flights, insurance, accommodation, transfers, etc.). The University has a team of careers consultants and employability advisers who offer help with the above opportunities. There is also a virtual jobs boards called the Workplace which advertises a multitude of casual and permanent roles. These may be of interest to you whilst studying with us or as you look for your first post-university graduate job.

Educational Aims of the Course:

A degree in Tourism and Marketing Management will prepare you for career opportunities in the tourism sector where you will be able to use a portfolio of marketing expertise and skills to inform the management of tourist destinations and attractions.

During your studies you will learn a range of academic and applied practical skills which will support you in progressing toward an academic career, employment in industry, or support you in developing your own business. There will be opportunities to learn theories and academic perspectives in the specialism of Tourism Management, as well as apply topics learnt in applied modules, providing you with practical skills upon graduation. You will learn about all aspects of tourism from travel and tourism to dark tourism. You will also learn about effective marketing, covering topics from customer acquisition to applied marketing strategy. You will be given the opportunity to work with real businesses and gain access to managers and executive officers, as well as put your skills into practise. Upon graduation students can expect to enter a number of roles in the tourism sector within the public, private or voluntary sectors, or continue on to postgraduate study. Career opportunities include travel agents, destination management and marketing organisations, visitor attractions, heritage sites, local authorities, cultural organisations, travel operators, transport organisations and travel industry suppliers.

Intakes:

September
January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00

PSRB:

None

Course Structure:

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4LI005	Tourism Placemaking	20	SEM2	Core
4MK005	Marketing Performance Management	20	SEM2	Core
4MK006	Introduction to Brand Communication	20	SEM2	Core
4MK007	Principles of Marketing	20	SEM1	Core
4LI003	Introduction to Tourism	20	SEM1	Core
4LI011	Academic Skills	20	SEM1	Core

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5MK012	Integrated Marketing Communications	20	SEM2	Core
5LI011	Research Themes in Leisure	20	SEM2	Core
5MK011	Customer Acquisition and Retention	20	SEM2	Core

5MK006	Marketing Planning	20	SEM1	Core
5LI014	Business Travel and Tourism	20	SEM1	Core
5HR002	Leading and Managing in Organisations	20	SEM1	Core

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6LI022	Research, Interpretation and Analysis	20	SEM2	Core
6MK007	Managing Corporate Reputation	20	SEM2	Core
6LI018	Tourism in Emerging Markets	20	SEM2	Core

6MK001	International Marketing	20	SEM1	Core
6LI020	Destination Marketing & Management	20	SEM1	Core
6BU013	Independent Project	20	SEM1	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4MK007	Principles of Marketing	20	SEM1	Core
4LI003	Introduction to Tourism	20	SEM1	Core
4LI011	Academic Skills	20	SEM1	Core
4LI005	Tourism Placemaking	20	SEM2	Core
4MK005	Marketing Performance Management	20	SEM2	Core
4MK006	Introduction to Brand Communication	20	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each

academic calendar year.

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5MK006	Marketing Planning	20	SEM1	Core
5LI014	Business Travel and Tourism	20	SEM1	Core
5HR002	Leading and Managing in Organisations	20	SEM1	Core
5MK012	Integrated Marketing Communications	20	SEM2	Core
5LI011	Research Themes in Leisure	20	SEM2	Core
5MK011	Customer Acquisition and Retention	20	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6MK001	International Marketing	20	SEM1	Core
6LI020	Destination Marketing & Management	20	SEM1	Core
6LI022	Research, Interpretation and Analysis	20	SEM1	Core
6MK007	Managing Corporate Reputation	20	SEM2	Core
6LI018	Tourism in Emerging Markets	20	SEM2	Core
6BU013	Independent Project	20	SEM2	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

None.

Reference Points:

Quality Code - [Part A: Setting and Maintaining Academic Standards](#). Including;

[Qualifications Frameworks](#)

[Characteristics Statements](#)

[Credit Frameworks](#)

[Subject Benchmark Statements](#)

Quality Code - [Part B: Assuring and Enhancing Academic Quality](#)

[University Policies and Regulations](#)

Equality Act (2010).

Learning Outcomes:

CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with tourism and event management within the tourism sector, and an ability to evaluate and interpret these within the context of that area of study.

CertHE Course Learning Outcome 2 (CHECLO2)

Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of tourism and events management within the tourism sector.

DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of tourism and event management within the tourism sector, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

DipHE Course Learning Outcome 2 (DHECLO2)

Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context.

DipHE Course Learning Outcome 3 (DHECLO3)

Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to tourism and event management within the tourism sector, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study.

DipHE Course Learning Outcome 4 (DHECLO4)

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.

Ordinary Course Learning Outcome 1 (ORDCLO1)

Demonstrate a systematic understanding of key aspects of tourism and events management within the tourism sector, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline with an appreciation of the uncertainty, ambiguity and limits of knowledge.

Ordinary Course Learning Outcome 2 (ORDCLO2)

Demonstrate an ability to deploy accurately established techniques of analysis and enquiry within the tourism and events management discipline and apply the methods and techniques that they have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects.

Ordinary Course Learning Outcome 3 (ORDCLO3)

Demonstrate conceptual understanding that enables the student: (a) to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline (b) to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline.

Ordinary Course Learning Outcome 4 (ORDCLO4)

Demonstrate the ability to manage your own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline) and communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

Ordinary Course Learning Outcome 5 (ORDCLO5)

Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem.

Honours Course Learning Outcome 1 (DEGCLO1)

Demonstrate a systematic understanding of key aspects of tourism and events management within the tourism sector, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline with an appreciation of the uncertainty, ambiguity and limits of knowledge.

Honours Course Learning Outcome 2 (DEGCLO2)

Demonstrate an ability to deploy accurately established techniques of analysis and enquiry within the tourism and events management discipline and apply the methods and techniques that they have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects.

Honours Course Learning Outcome 3 (DEGCLO3)

Demonstrate conceptual understanding that enables the student: (a) to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline (b) to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline.

Honours Course Learning Outcome 4 (DEGCLO4)

Demonstrate the ability to manage your own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline) and communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

Honours Course Learning Outcome 5 (DEGCLO5)

Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem.

Honours Course Learning Outcome 6 (DEGCLO6)

Propose, undertake and present an independent study project that analyses a key issue in the area of business and human resource management.

Overview of Assessment:

Module	Title	Course Learning Outcomes
4LI003	Introduction to Tourism	CHECLO1, CHECLO2
4LI005	Tourism Placemaking	CHECLO1, CHECLO2
4LI011	Academic Skills	CHECLO1, CHECLO2
4MK005	Marketing Performance Management	CHECLO1, CHECLO2
4MK006	Introduction to Brand Communication	CHECLO1, CHECLO2
4MK007	Principles of Marketing	CHECLO1, CHECLO2
5HR002	Leading and Managing in Organisations	DHECLO1, DHECLO2, DHECLO3
5LI011	Research Themes in Leisure	DHECLO1, DHECLO2, DHECLO3
5LI014	Business Travel and Tourism	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MK006	Marketing Planning	DHECLO1, DHECLO2, DHECLO3
5MK011	Customer Acquisition and Retention	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MK012	Integrated Marketing Communications	DHECLO1, DHECLO2, DHECLO3, DHECLO4
6BU013	Independent Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6
6LI018	Tourism in Emerging Markets	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6LI020	Destination Marketing & Management	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6LI022	Research, Interpretation and Analysis	DEGCLO1, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO4, ORDCLO5
6MK001	International Marketing	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6MK007	Managing Corporate Reputation	DEGCLO1, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO3, ORDCLO4

Teaching, Learning and Assessment:

Teaching and learning will include;

- Reading – both core and supplementary reading from books, journals and electronic sources.
- Case Analysis – to look at the application of theory and practice, to identify problems and recommend solutions.
- Group discussions – on provided themes to draw out and share personal experiences and learning amongst the wider group.
- Student presentations/student led seminars.

- Problem-based learning approaches.
- Lectures and workshops.
- Group and individual tutorials.
- Personal reflection.
- Group role play and project work.
- Assessment preparation and feedback.
- Individual and group presentations.
- Peer feedback.
- Virtual Learning Environment (VLE) supported learning.

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
 Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
 Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

General University Support:

[University Learning Centres](#) are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs, etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, eJournals and subject databases.

Learning Centres also provide students with academic skills support via the [Skills for Learning programme](#). Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills

The [University Student Support website](#) offers advice on a variety of matters (careers, counselling, student union advice, etc.) Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

Course Specific Support:

A core strand through this course is the development of skills appropriate to both general study at HE and for lifelong learning, and specific study in a chosen specialist subject. In some modules the development of these skills are explicit in others they are embedded within the curriculum.

Students will be able to access the learning services of the University of Wolverhampton.

For example:

- University Learning Centres provide general academic skills support to all students. Individual appointments are available with a study skills advisor. They can offer advice on areas such as, academic writing, assignment planning, exam preparation, and time management. In addition, there is a regular timetable of drop-in and bookable workshops covering information and digital literacy skills, including academic referencing.
- The Faculty Student Support Office will be able to provide more generic international advice and guidance

for example visa's. In addition, the Centre will be able to provide regulatory guidance and any such other support to signpost students to enhance their learning.

You will receive support and guidance from personal tutors, so that you: can understand better your learning process, have the skills and understanding to act on the feedback, so as to become more effective and successful, collect evidence on your achievement to enhance your employability.

Feedback - tutors provide personalised written feedback following all summative assessments. The mechanism for feedback from formative tasks varies between assessments, but will always be provided in some form. On occasions tutors may provide generalised verbal feedback to the whole group on points relating to an assessment. You may also be asked to give feedback to your peers and to your tutors. There are also four hours a week available for tutors to meet with tutors in study groups or on a one to one basis. This four hours is made up of appointments are bookable via the University tutor booking system; SAMS, and there are drop-in times available each week.

Employability in the Curriculum:

A degree in Tourism and Marketing Management will prepare you for career opportunities in the tourism sector where you will be able to use a portfolio of marketing expertise and skills to inform the management of tourist destinations and attractions. During your studies there will be opportunities to gain employability support such as CV writing, applying for job vacancies and writing personal statements. There will be opportunities to engage with Alumni who have gained successful careers in the Tourism sectors. Challenge Academy provides a link between students and real life projects which can be undertaken alongside study, and are often integrated into modules. This gives students many opportunities to network with industry professionals and gain hands on experience which will give our students a competitive advantage when they graduate. There is also business start-up support available for those wanting to run their own business. There are also opportunities to engage in careers fairs, as well as the Career Development Week initiative. Upon graduation students can expect to enter a number of roles in the tourism sector within the public, private or voluntary sectors, or continue on to postgraduate study. Career opportunities include travel agents, destination management and marketing organisations, visitor attractions, heritage sites, local authorities, cultural organisations, travel operators, transport organisations and travel industry suppliers.



THE UNIVERSITY OF OPPORTUNITY