

Course Specification

Published Date:	15-Aug-2017
Produced By:	Haiden Novis
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	MK010H01UV MK010H31UV	Full-time Part-Time	3 Years 6 Years
Course Title:	BA(Hons) Marketing Management		
Hierarchy of Awards:	Bachelor of Arts with Honours Marketing Management Bachelor of Arts Marketing Management Diploma of Higher Education Marketing Management Certificate of Higher Education Combined Studies University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	17/May/2017		
Last Review:	2016/7		
Course Specification valid from:	2009/0		
Course Specification valid to:	2022/3		

Academic Staff

Course Leader:	Mrs Elizabeth Heyworth
Head of Department:	Dr Peter Robinson

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)

Applicants will apply through UCAS and will be required to meet the standard-entry requirements for degrees within UWBS:

- 'A' Levels at grade BBC - CCC
- BTEC QCF Extended Diploma grade MMM, BTEC QCF Diploma grade DD
- Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction).
- AAT Level 3 Accounting
- For other qualifications or relevant experience, please contact The Gateway for further advice before applying.

Part-time students must apply directly to the University's centralised admissions unit.

In the case of international students competency in English Language with a minimum of IELTS 6 or equivalent where first language is not English.

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process.

All applicants will be processed through the university's centralised admissions units, with any UK non-standard applicants being referred to the Faculty Student Office.

Students may apply for RPL and receive credit, subject to the guidelines set out in the University of Wolverhampton RPL guidelines.

Distinctive Features of the Course:

- Strong team of dedicated professional Marketing lecturers who have many years of teaching experience and expertise in the subject.
- The course places a strong emphasis on employability skills by building skills and confidence employers require e.g. IT skills, project management skills.
- Opportunity to gain the Dual Award scheme of Recognition of Prior Learning (RPL) offered by the CIM.

Educational Aims of the Course:

The BA (Hons) Marketing Management course aims to provide the student with an underpinning knowledge and understanding of business and how marketing theories and their strategic applications to organisations operating within a highly digitised and challenging global business environment can be applied.

Through the use of a wide range of approaches and e-learning forums students will learn varied aspects of marketing principles essential to the work of marketing professionals including: marketing planning and strategy, digital marketing techniques, consumer behaviour, advertising, communication with customers, pricing, distribution, selling techniques, building relationships with stakeholders and researching markets. Throughout the course students will learn practical skills, including IT, numerical and communication skills,

much of this will be underpinned by real life examples.

Intakes:

September

Major Source of Funding:

HE FUNDING COUNCIL FOR ENGLAND (HEFCE)

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
2017/8	H	Full Time / Sandwich	£9250.00
2017/8	EU	Full Time / Sandwich	£9250.00
2017/8	Overseas	Full Time / Sandwich	£11475.00
2017/8	H	Part Time	£2835.00
2017/8	EU	Part Time	£2835.00
2017/8	Overseas	Part Time	£5738.00

PSRB:

MK010H01UV (Full-time)

Professional Accreditation Body:
Chartered Institute of Marketing (CIM)

Accrediting Body:
Chartered Institute of Marketing (CIM)

Accreditation Statement:
Accredited by the Chartered Institute of Marketing (CIM) for the purpose of gaining CIM qualifications through the Graduate Gateway.

Approved	Start	Expected End	Renewal
01/Sep/2011	01/Sep/2011	31/Dec/2017	31/Dec/2017

MK010H31UV (Part-Time)

Professional Accreditation Body:
Chartered Institute of Marketing (CIM)

Accrediting Body:
Chartered Institute of Marketing (CIM)

Accreditation Statement:
Accredited by the Chartered Institute of Marketing (CIM) for the purpose of gaining CIM qualifications through the Graduate Gateway.

Approved	Start	Expected End	Renewal
01/Sep/2011	01/Sep/2011	31/Dec/2017	31/Dec/2017

Course Structure:

January (Full-Time)

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

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

Module	Title	Credits	Period	Type
4HR002	Introduction to People at Work	20	SEM2	Core
4MK006	Introduction to Brand Communication	20	SEM2	Core
4MK005	Marketing Performance Management	20	SEM2	Core
4MK002	Marketing Principles	20	SEM1	Core
4AC012	Finance and Accounting for Managers	20	SEM1	Core
4BU006	Learning for Business Success	20	SEM1	Core
5MK011	Customer Acquisition and Retention	20	SEM2	Core
5MK014	Marketing Research Methods	20	SEM2	Core
5MK012	Integrated Marketing Communications	20	SEM2	Core
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core
5LI018	Services Marketing	20	SEM1	Core
5MK006	Marketing Planning	20	SEM1	Core
6BU013	Independent Project	20	SEM2	Core
6MK010	Consumer Behaviour	20	SEM2	Core
6MK007	Managing Corporate Reputation	20	SEM2	Core
6MK001	International Marketing	20	SEM1	Core
6MK005	Personal Selling and Sales Management	20	SEM1	Core
6MK002	Marketing Strategy	20	SEM1	Core

September (Full-Time)

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

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

Module	Title	Credits	Period	Type
4MK002	Marketing Principles	20	SEM1	Core
4AC012	Finance and Accounting for Managers	20	SEM1	Core
4BU006	Learning for Business Success	20	SEM1	Core
4HR002	Introduction to People at Work	20	SEM2	Core
4MK006	Introduction to Brand Communication	20	SEM2	Core
4MK005	Marketing Performance Management	20	SEM2	Core
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core
5MK006	Marketing Planning	20	SEM1	Core
5LI018	Services Marketing	20	SEM1	Core
5MK011	Customer Acquisition and Retention	20	SEM2	Core
5MK014	Marketing Research Methods	20	SEM2	Core
5MK012	Integrated Marketing Communications	20	SEM2	Core
6MK002	Marketing Strategy	20	SEM1	Core
6MK001	International Marketing	20	SEM1	Core
6MK005	Personal Selling and Sales Management	20	SEM1	Core
6BU013	Independent Project	20	SEM2	Core
6MK010	Consumer Behaviour	20	SEM2	Core
6MK007	Managing Corporate Reputation	20	SEM2	Core

Continuing students will follow the programme indicated below:

January (Full-Time)

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

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

Module	Title	Credits	Period	Type
6MK001	International Marketing	20	SEM1	Core
6MK002	Marketing Strategy	20	SEM1	Core
6MK008	Business Research Methods (Marketing)	20	SEM1	Core
6BU013	Independent Project	20	SEM2	Core
6MK010	Consumer Behaviour	20	SEM2	Core
6MK007	Managing Corporate Reputation	20	SEM2	Core

Continuing students will follow the programme indicated below:

September (Full-Time)

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

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

Module	Title	Credits	Period	Type
6MK001	International Marketing	20	SEM1	Core
6MK002	Marketing Strategy	20	SEM1	Core
6MK008	Business Research Methods (Marketing)	20	SEM1	Core
6BU013	Independent Project	20	SEM2	Core
6MK010	Consumer Behaviour	20	SEM2	Core
6MK007	Managing Corporate Reputation	20	SEM2	Core

Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

- QAA Qualification Descriptors
- QAA Subject Benchmarks for Business and Management
- Chartered Institute of Marketing (CIM) Professional Qualification Syllabi – Professional Certificate in Marketing and Professional Diploma in Marketing
- Equality Act 2010

Learning Outcomes:

CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, 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 your subject(s) of study.

DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, 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 the named award, 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 Degree Course Learning Outcome 1 (ORDCLO1)

Develop and apply research, writing, numerical, digital and personal skills within a business context

Ordinary Degree Course Learning Outcome 2 (ORDCLO2)

Apply relevant transferable skills to a career in business and management (for example, managing projects, communication, working in teams, research and appropriate technologies and critically reflect on the effectiveness of their own skills and knowledge in such application).

Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

Examine contemporary and strategic issues through the application of relevant analytical concepts, models and theories.

Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

Evaluate and demonstrate an informed understanding of ethical responsibilities contributing to their professional values and their role in organisations and society in the 21st century.

Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

Critically appraise relevant knowledge and understanding of organisations, the external environment in which they operate and marketing management theory when assessing and solving problems in different business scenarios.

Honours Degree Course Learning Outcome 1 (DEGCLO1)

Develop and apply research, writing, numerical, digital and personal skills within a business context

Honours Degree Course Learning Outcome 2 (DEGCLO2)

Develop skills of independent learning, analysis, synthesis and critical thinking through the application of marketing management concepts and principles and the related underpinning theories appropriate to a wide range of business organisations and situations.

Honours Degree Course Learning Outcome 3 (DEGCLO3)

Apply relevant transferable skills to a career in marketing management (for example, managing projects, communication, working in teams, research and appropriate technologies and critically reflect on the effectiveness of their own skills and knowledge).

Honours Degree Course Learning Outcome 4 (DEGCLO4)

Examine contemporary and strategic marketing issues through the application of relevant analytical

concepts, models and theories.

Honours Degree Course Learning Outcome 5 (DEGCLO5)

Evaluate and demonstrate an informed understanding of ethical responsibilities contributing to their professional values and their role in organisations and society in the 21st century.

Honours Degree Course Learning Outcome 6 (DEGCLO6)

Critically appraise relevant knowledge and understanding of organisations, the external environment in which they operate and management theory when assessing and solving problems in different business scenarios.

Overview of Assessment:

Module	Title	Course Learning Outcomes
4AC012	Finance and Accounting for Managers	CHECLO1, CHECLO2
4BU006	Learning for Business Success	CHECLO1, CHECLO2
4HR002	Introduction to People at Work	CHECLO1, CHECLO2
4MK002	Marketing Principles	CHECLO1, CHECLO2
4MK005	Marketing Performance Management	CHECLO1, CHECLO2
4MK006	Introduction to Brand Communication	CHECLO1, CHECLO2
5BE001	Entrepreneurial Creativity and Innovation	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5BU005	Supervised Work Experience	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI018	Services Marketing	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MK006	Marketing Planning	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MK007	Export Marketing	
5MK011	Customer Acquisition and Retention	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MK012	Integrated Marketing Communications	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MK014	Marketing Research Methods	DHECLO1, DHECLO2, DHECLO3, DHECLO4
6BU001	Researching Business and Management Issues	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4
6BU013	Independent Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6MK001	International Marketing	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6MK002	Marketing Strategy	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6MK005	Personal Selling and Sales Management	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6MK007	Managing Corporate Reputation	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6MK008	Business Research Methods (Marketing)	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6MK010	Consumer Behaviour	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5

Teaching, Learning and Assessment:

Knowledge and Understanding

- Reading – both core and supplementary reading from books, journals and electronic sources and keeping abreast of current affairs and business news.
- Case Study Analysis – looking at the application of theory and practice, to identify problems and recommend solutions.

- Group Discussions – on identified themes to draw out and share personal experiences and learning amongst the wider group through various digitised forums.
- Student Presentations/Student led Seminars are to encourage creativity and develop own understandings of taking roles and leading others.
- Problem-based learning approaches to enhance students' knowledge in an enterprising way.
- Lectures and Workshops.
- Group and Individual Tutorials.

Subject-specific

- Undertaking research for projects/dissertation and class exercises
- Case study analysis
- Assessment preparation and feedback
- Group discussion and role-playing

Assessment Methods

The course's modules employ variety of assessment methods, including report writing, time-constrained assignments, presentations, in-class tests, portfolios, essays, and dissertation. Procedures for submission and feedback will be made available for all assessment and communicated to students electronically via the VLE. In brief, indicative assessment could include:

- Writing reports and essays to show breadth and depth of understanding.
- Case study analysis.
- Making presentations, both individual and group.
- Creating digital advertising materials.
- Multi-choice tests.
- Dissertations / Projects.
- Timed constrained assignments.
- Portfolios and learning log/journals
- Assessed group activity (including peer appraisal).
- Role-play assessments.

Teamwork is a key employability skill and is at the heart of effective management and organisational functioning. It is also a powerful learning strategy that is used throughout these courses. Where the module assessment method involves group work it is normal practice to award all members of a group an identical grade. The difficulty with this approach is that it can lead to unfairness and "free-riding" students taking advantage of others. Extensive research has been conducted locally and several alternative methods of arriving at individual grades for group work have been successfully trialed. Where a module involves assessed group work the module leader will review these methods and determine the approach for arriving at individual grades. This will be articulated to students in the detailed assessment briefing.

The overarching aim at each level is:

Level 4: Students will gain team-work experience from group presentations and group reports, and self-work experience from individual tests. Development of independent study skills.

Level 5: Formative and summative assessments are designed to develop the student's ability in terms of enterprising of knowledge and providing tactical solutions at the operational level.

Level 6: Formative and summative assessments are designed to develop the student's ability in terms of thinking strategically and making strategic marketing decisions.

Learning and Teaching Methods:

This data indicates the proportion of time in each year of study that students can expect to engage in the following activities (expressed as a percentage for each level).

Level	Teaching	Independent	Placement
4	24	76	0
5	22	78	0
6	20	80	0

Assessment Methods:

This data indicates the proportion of summative assessment in each year of study that will derive from the following: (expressed as a percentage for each level).

Level	Written Exams	Practical Exams	Coursework
4	25	8	67
5	0	7	93
6	25	8	67

Student Support:

There are a number of levels of support available for learning.

Each student will be allocated a personal tutor. Personal tutors maintain regular communication (virtual and/or face-to-face) with each of their designated tutees. Follow up meetings are arranged with students who are not making satisfactory progress or who are at risk of withdrawal. Personal tutors assist students in their personal and academic development, planning and progression, as well as offering students advice and guidance to help them to liaise with other staff and support facilities in their school and the University, including study skills support.

The course leader will monitor the academic and experiential quality of the course through Award Boards, focus groups and other channels. The course leader also supports and directs students proactively on the course, both collectively and individually, and responds to inquiries and requests from students with regard to the academic programme of study.

The Faculty Enabling Tutor liaises with the Student Enabling Centre (SEC) regarding provision for specific disabled students & disseminates information from the SEC on the needs of specific disabled students. The Faculty Enabling Tutors also monitor requests for, and provision of, specific examination and assessment arrangements, publicise 'surgery' arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The tutor takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

In-class assessments are arranged by the module tutor, who will, where appropriate, ensure that any arrangements made for students requiring special consideration are checked by the University Student Enabling Centre to ensure fairness and equality, and that the provisions of the University Equal Opportunities policy are met. These arrangements will apply to those students who have identified special learning requirements.

Members of the Learning Centres are invited to speak to students about accessing printed and electronic resources and provide support for research. LIS also provide a number of electronic resources including podcasts, which can support distance learners in these areas. The 'skills for learning' skills support facility can be accessed electronically via www.wlv.ac.uk/lib/skills

Employability in the Curriculum:

Students who successfully complete the course are expected to enhance their job prospects and strengthen their employment opportunities. The course is designed to prepare students for career opportunities in a variety of marketing-related areas including product & brand management, account management, sales promotion, marketing research, advertising, interactive marketing and customer relationships within manufacturing, retailing and service sectors.

The course has been designed to obtain maximum exemptions from the Chartered Institute of Marketing (CIM). On successful completion of the BA (Hons) Marketing Management course graduates will be able to get exemption from the CIM Professional Certificate in Marketing and the CIM Professional Diploma in Marketing and with the relevant work experience can progress onto the CIM Professional Postgraduate Diploma in Marketing or study our MSc Marketing Management course. The wide range of relevant skills gained by the end of the course would provide students with opportunities to progress into various marketing management positions



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