

1. Programme title(s) and UCAS code(s):

- BA Marketing N500
- BA Marketing with Year Abroad N500
- BA Marketing with a Year in Industry N500

2. Awarding body or institution:

University of Leicester

3. a) Mode of study:

Full time

b) Type of study:

Campus-based

4. Registration periods:

The normal period of registration is three years, or four years on the Year Abroad or Year in Industry variants.

The maximum period of registration is five years, or six years on the Year Abroad or Year in Industry variants.

5. Typical entry requirements:

ABB at A level/320 points /International Baccalaureate: Pass Diploma with 32 points/GCSE Mathematics and GCSE English Language at grade C/European Baccalaureate: Pass Diploma with 77% overall.

For the Year Abroad variants, students will not be admitted directly to these programmes but will be able to transfer to the programme on application for a year abroad during the second year of the BA Marketing or the Major in Management programmes under the following conditions:

- Have an overall average of 55 or higher in the first year
- Must obtain at least an overall average of 60 or higher in semester one of the second year.
- Must not be carrying any failed modules at the end of the summer examination period of the second year
- Must be able to attend the full year abroad (at the host institution until August and may be required to start there mid-September the previous year)
- Accept responsibility as an ambassador of the University.

For the Year in Industry variants, students will not be admitted directly to these programmes but will be able to transfer to the programme during the second year BA Marketing or the Major in Management programmes under the following conditions:

- Have an overall average of 55 or higher in the first year
- Must not carry any failed modules forward into year 2
- Must have secured a role and the required due diligence has been completed by ULSB to formally confirm that the placement is suitable

6. Accreditation of Prior Learning:

Not applicable.

7. Programme aims:

The BA Marketing programme aims to

- Develop a critical understanding of modern marketing analysis, ideas and practices and their relevance to a variety of institutional and organisational contexts; to develop quantitative, communications and information technology skills, and the ability to apply these in organisational contexts
- Increase a graduate's marketability by: encouraging intellectual development, critical ability, research skills, communication skills and confidence in problem recognition, formulation and solution; and by promoting awareness of the general business and financial environment and current marketing issues
- Prepare students for career and training opportunities in marketing in both the private and public sectors and voluntary organisations; and to prepare those interested in postgraduate study for the transition to an increasingly independent regime of study and research.

The Major in Marketing aims to:

- Develop a critical understanding of modern marketing analysis, ideas and practices and their relevance to a variety of institutional and organisational contexts; to develop quantitative, communications and information technology skills, and the ability to apply these in organisational contexts
- Increase a graduate's marketability by: encouraging intellectual development, critical ability, research skills, communication skills and confidence in problem recognition, formulation and solution; and by promoting awareness of the general business and financial environment and current management issues
- Prepare students for career and training opportunities in marketing in both the private and public sectors and voluntary organisations; and to prepare those interested in postgraduate study for the transition to an increasingly independent regime of study and research.

The Year Abroad variants also aim to:

- Enable students to experience contemporary marketing ideas from a European perspective in a supportive environment.
- Develop students' working knowledge of a European language other than English.
- Encourage a thoughtful and mature approach to all aspects of study and life, creating graduates with broad experiences and horizons.
- Enhance employability of graduates by their knowledge of other contexts of marketing education, foreign languages and different business cultures.

The Year in Industry variants also aim to:

- Enable students to gain direct experience of working in relevant roles during their PY.
- Develop a better appreciation of both the application and the context of their academic studies.
- Provide students with career insights by enabling them to undertake a formal role within a professional organisation whilst contributing to its performance at the same time.

The Minor in Marketing aims to:

- Develop a critical understanding of modern marketing analysis, ideas and practices and their relevance to a variety of institutional and organisational contexts
- Increase a graduate's marketability by: encouraging intellectual development, critical ability, research skills, communication skills and confidence in problem recognition, formulation and solution; and by promoting awareness of current management issues.

8. Reference points used to inform the programme specification:

- University of Leicester Senate Regulations:
<http://www2.le.ac.uk/offices/sas2/regulations/general-regulations-for-taught-programmes>
- University of Leicester Learning & Teaching Strategy:
<http://www2.le.ac.uk/offices/sas2/quality/learnteach>
- QAA Benchmarking Statement for Business and Management:
[http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/GeneralBusiness Management.pdf](http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/GeneralBusinessManagement.pdf)
- QAA Frameworks for Higher Education Qualifications,
<http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/FHEQ08.pdf>
- Student Feedback (formally through questionnaires and Staff-Student Committees; informally, for example, through student contact with module tutors, personal tutors, and programme leaders)
- The requirements of the UK Race Relations Act 2000
- University of Leicester Learning and Teaching Strategy 2011-2016
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)

9. Programme Outcomes:

| BA Marketing; BA Marketing with Placement Year | | |
|---|--|---|
| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
| <i>(a) Discipline specific knowledge and competencies</i> | | |
| (i) Mastery of an appropriate body of knowledge | | |
| Demonstrate mastery of management as a field of study and of the body of knowledge associated with the range of subjects that it encompasses. | Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation. | Essay assignments examinations, oral presentations. dissertation research. |
| (ii) Understanding and application of key concepts and techniques | | |
| <p>Demonstrate understanding of principles and concepts, and their limitations, of marketing across the range of relevant subject areas.</p> <p>Ability to engage in critical debates on contemporary issues.</p> <p>Demonstrate the ability in to apply concepts and theories to clearly identified research problems.</p> | Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation. | <p>Essay assignments and examinations. Oral presentations. Problem-based exercises and case study work.</p> <p>Dissertation research.</p> |
| Real world application of theory and concepts to practice. | Year in Industry Year only | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |

BA Marketing; BA Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| (iii) Critical analysis of key issues | | |
| <p>Ability to apply understanding of concepts and techniques with independence, rigour and reflexivity.</p> <p>Ability to understand contextual influences on the generation and application of marketing concepts and techniques over time.</p> <p>Ability to reflect critically upon the nature of marketing as a discipline.</p> | <p>Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Essay assignments and examinations. Oral presentations. Dissertation research.</p> |
| <p>Critical analysis of the relevant issues in practice</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| (iv) Clear and concise presentation of material | | |
| <p>Ability to use a variety of written and oral formats to present issues and arguments related to marketing.</p> <p>Ability to organise and present material in a way that is appropriate to the medium being used.</p> <p>Ability to distinguish between relevant and non-relevant material.</p> | <p>Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Essay assignments and examinations. Oral presentations. Dissertation research.</p> |

BA Marketing; BA Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| <p>Presentation both orally and in writing to colleagues and managers, meeting appropriate professional standards including structure, reflective content, clarity, succinctness and comprehensive response to questions.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| (v) Critical appraisal of evidence with appropriate insight | | |
| <p>Ability to read, analyse and reflect critically upon management/organisation texts and other source materials, both theoretical and empirical.</p> <p>Ability to undertake independent research, involving the formulating of appropriate questions and the use of evidence.</p> | <p>Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Essay assignments and examinations</p> |
| (vi) Other discipline specific competencies | | |
| <p>Ability to design, undertake and present an independent piece of work focused on a particular marketing issue.</p> | <p>Final year dissertation.</p> | <p>Dissertation research.</p> |

BA Marketing; BA Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| <i>(b) Transferable skills</i> | | |
| (i) Oral communication | | |
| <p>Ability to make oral presentations and to respond effectively to questioning.</p> <p>Ability to participate effectively in group discussions with other students and tutors.</p> | <p>Seminars, group problem-solving exercises, case studies and presentations.</p> | <p>Oral presentations.</p> |
| <p>Ability to make oral presentations and to respond effectively to questioning during PY.</p> <p>Ability to participate effectively in group discussions with managers and colleagues during PY.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| (ii) Written communication | | |
| <p>Ability to use language in a written format in a manner appropriate for academic audiences.</p> <p>Ability to be clear, fluent and coherent in written expression of marketing issues and debates.</p> | <p>Seminars, independent research.</p> | <p>Essay assignments, examinations and dissertation research.</p> |

BA Marketing; BA Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|--|---|
| <p>Ability to use language in a written format in a manner appropriate for professional audiences during PY.</p> <p>Ability to be clear, fluent and coherent in written expression in a professional context during PY.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| (iii) Information technology | | |
| <p>Ability to source, analyse and present materials clearly and effectively using appropriate IT resources, including but not limited to Blackboard, search databases, etc</p> | <p>Lectures, practical classes, group work and independent research.</p> | <p>Oral presentations, essay assignments, and dissertation research.</p> |
| <p>Ability to source, analyse and present materials clearly and effectively using appropriate IT resources in a professional context.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| (iv) Numeracy | | |
| <p>Ability to construct, analyse and interpret quantitative data including accounts, in an academic context.</p> | <p>Lectures, practical classes, group work and independent research.</p> | <p>Oral presentations, essay assignments, and dissertation research.</p> |

BA Marketing; BA Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|--|---|
| <p>Ability to construct, analyse and interpret quantitative data including accounts, in a professional context.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| (v) Team working | | |
| <p>Ability to work collaboratively, effectively and responsibly in groups.</p> <p>Ability to know how and when to draw on the knowledge and expertise of others.</p> <p>Ability to contribute and comment on ideas when involved in group work.</p> | <p>Tutorials, group problem-solving exercises, case studies and presentations. Self-directed group work.</p> | <p>Group assignments.</p> |
| <p>Ability to work well in groups, to draw appropriately on others' knowledge and expertise and to contribute and comment on ideas during group work in a professional context.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |

BA Marketing; BA Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|--|--|---|
| (vi) Problem solving | | |
| <p>Ability to refine problems into researchable questions.</p> <p>Ability to identify and locate relevant data and source material.</p> <p>Ability to use material to address problem and come up with answers or solutions.</p> | <p>Tutorials, group problem-solving exercises, case studies and presentations. Research methods classes and independent research, particularly that supported by dissertation supervision.</p> | <p>Oral presentations, essay assignments, independent research work and dissertation research.</p> |
| (vii) Information handling | | |
| <p>Ability to locate, organise and marshal evidence and relevant data, report on findings, analyse complex ideas/knowledge and understand critical arguments in an academic context.</p> | <p>Lectures, tutorials, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Oral presentations, essay assignments, independent research work and dissertation research.</p> |
| <p>Ability to locate, organise and marshal evidence and relevant data, report on findings, analyse complex ideas/knowledge and understand critical arguments in a professional context.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |

BA Marketing; BA Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|--|--|---|
| (viii) Skills for lifelong learning | | |
| <p>Demonstrate intellectual independence through successfully conducting independent study and research tasks.</p> | <p>Lectures, tutorials, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Independent research work, dissertation research. Curriculum vitae.</p> |
| <p>Ability to reflect upon behaviour and skills with a view to personal and professional development.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |

Major in Marketing; Major in Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|--|---|
| <i>(a) Discipline specific knowledge and competencies</i> | | |
| (i) Mastery of an appropriate body of knowledge | | |
| Demonstrate mastery of marketing as a field of study and of the body of knowledge associated with the range of subjects that it encompasses. | Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation. | Essay assignments examinations, oral presentations. dissertation research. |
| (ii) Understanding and application of key concepts and techniques | | |
| <p>Demonstrate understanding of principles and concepts, and their limitations, of management and organisation across the range of relevant subject areas.</p> <p>Ability to engage in critical debates on contemporary issues.</p> <p>Demonstrate the ability in to apply concepts and theories to clearly identified research problems.</p> | Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation. | <p>Essay assignments and examinations. Oral presentations. Problem-based exercises and case study work.</p> <p>Dissertation research.</p> |
| Real world application of theory and concepts to practice. | Year in Industry Year only | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |

Major in Marketing; Major in Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| (iii) Critical analysis of key issues | | |
| <p>Ability to apply understanding of concepts and techniques with independence, rigour and reflexivity.</p> <p>Ability to understand contextual influences on the generation and application of marketing concepts and techniques over time.</p> <p>Ability to reflect critically upon the nature of Marketing as a discipline.</p> | <p>Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Essay assignments and examinations. Oral presentations. Dissertation research.</p> |
| <p>Critical analysis of the relevant issues in practice</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| (iv) Clear and concise presentation of material | | |
| <p>Ability to use a variety of written and oral formats to present issues and arguments related to marketing.</p> <p>Ability to organise and present material in a way that is appropriate to the medium being used.</p> <p>Ability to distinguish between relevant and non-relevant material.</p> | <p>Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Essay assignments and examinations. Oral presentations. Dissertation research.</p> |

Major in Marketing; Major in Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|---|---|
| <p>Presentation both orally and in writing to colleagues and managers, meeting appropriate professional standards including structure, reflective content, clarity, succinctness and comprehensive response to questions.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| (v) Critical appraisal of evidence with appropriate insight | | |
| <p>Ability to read, analyse and reflect critically upon marketing texts and other source materials, both theoretical and empirical.</p> <p>Ability to undertake independent research, involving the formulating of appropriate questions and the use of evidence.</p> | <p>Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Essay assignments and examinations</p> |
| (vi) Other discipline specific competencies | | |
| <p>Ability to design, undertake and present an independent piece of work focused on a particular marketing issue.</p> | <p>Final year dissertation.</p> | <p>Dissertation research.</p> |

Major in Marketing; Major in Marketing with Placement Year

Intended Learning Outcomes

Teaching and Learning Methods

How Demonstrated?

(b) Transferable skills

(i) Oral communication

Ability to make oral presentations and to respond effectively to questioning.

Ability to participate effectively in group discussions with other students and tutors.

Seminars, group problem-solving exercises, case studies and presentations.

Oral presentations.

Ability to make oral presentations and to respond effectively to questioning during PY.

Ability to participate effectively in group discussions with managers and colleagues during PY.

Year in Industry Year only

Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.

2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.

Formative feedback via Personal Tutor at 4 points during the year.

Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.

(ii) Written communication

Ability to use language in a written format in a manner appropriate for academic audiences.

Ability to be clear, fluent and coherent in written expression of management issues and debates.

Seminars, independent research.

Essay assignments, examinations and dissertation research.

Major in Marketing; Major in Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|--|---|
| <p>Ability to use language in a written format in a manner appropriate for professional audiences during PY.</p> <p>Ability to be clear, fluent and coherent in written expression in a professional context during PY.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| (iii) Information technology | | |
| <p>Ability to source, analyse and present materials clearly and effectively using appropriate IT resources, including but not limited to Blackboard, search databases, etc</p> | <p>Lectures, practical classes, group work and independent research.</p> | <p>Oral presentations, essay assignments, and dissertation research.</p> |
| <p>Ability to source, analyse and present materials clearly and effectively using appropriate IT resources in a professional context.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| (iv) Numeracy | | |
| <p>Ability to construct, analyse and interpret quantitative data including accounts, in an academic context.</p> | <p>Lectures, practical classes, group work and independent research.</p> | <p>Oral presentations, essay assignments, and dissertation research.</p> |

Major in Marketing; Major in Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|--|---|
| <p>Ability to construct, analyse and interpret quantitative data including accounts, in a professional context.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |
| <p>(v) Team working</p> | | |
| <p>Ability to work collaboratively, effectively and responsibly in groups.</p> <p>Ability to know how and when to draw on the knowledge and expertise of others.</p> <p>Ability to contribute and comment on ideas when involved in group work.</p> | <p>Tutorials, group problem-solving exercises, case studies and presentations. Self-directed group work.</p> | <p>Group assignments.</p> |
| <p>Ability to work well in groups, to draw appropriately on others' knowledge and expertise and to contribute and comment on ideas during group work in a professional context.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |

Major in Marketing; Major in Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|--|--|---|
| (vi) Problem solving | | |
| <p>Ability to refine problems into researchable questions.</p> <p>Ability to identify and locate relevant data and source material.</p> <p>Ability to use material to address problem and come up with answers or solutions.</p> | <p>Tutorials, group problem-solving exercises, case studies and presentations. Research methods classes and independent research, particularly that supported by dissertation supervision.</p> | <p>Oral presentations, essay assignments, independent research work and dissertation research.</p> |
| (vii) Information handling | | |
| <p>Ability to locate, organise and marshal evidence and relevant data, report on findings, analyse complex ideas/knowledge and understand critical arguments in an academic context.</p> | <p>Lectures, tutorials, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Oral presentations, essay assignments, independent research work and dissertation research.</p> |
| <p>Ability to locate, organise and marshal evidence and relevant data, report on findings, analyse complex ideas/knowledge and understand critical arguments in a professional context.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |

Major in Marketing; Major in Marketing with Placement Year

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|--|--|---|
| (viii) Skills for lifelong learning | | |
| <p>Demonstrate intellectual independence through successfully conducting independent study and research tasks.</p> | <p>Lectures, tutorials, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Independent research work, dissertation research. Curriculum vitae.</p> |
| <p>Ability to reflect upon behaviour and skills with a view to personal and professional development.</p> | <p>Year in Industry Year only</p> | <p>Completion of weekly learning log recording skills development, major achievements, key areas of work, learning points and challenges overcome.</p> <p>2500 word reflective essay which is formally assessed on pass or fail basis. This assesses the depth of reflection, review of skill development and areas of strength, links between practice, theory and concepts.</p> <p>Formative feedback via Personal Tutor at 4 points during the year.</p> <p>Formative feedback from employer regarding reflection on skills development, areas of strength and weakness and contribution to the workplace.</p> |

| Minor in Marketing | | |
|---|--|---|
| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
| <i>(a) Discipline specific knowledge and competencies</i> | | |
| (i) Mastery of an appropriate body of knowledge | | |
| Demonstrate mastery of marketing as a field of study and of the body of knowledge associated with the range of subjects that it encompasses. | Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation. | Essay assignments examinations, oral presentations. dissertation research. |
| (ii) Understanding and application of key concepts and techniques | | |
| <p>Demonstrate understanding of principles and concepts, and their limitations, of marketing across the range of relevant subject areas.</p> <p>Ability to engage in critical debates on contemporary issues.</p> <p>Demonstrate the ability in to apply concepts and theories to clearly identified research problems.</p> | Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation. | <p>Essay assignments and examinations. Oral presentations. Problem-based exercises and case study work.</p> <p>Dissertation research.</p> |
| (iii) Critical analysis of key issues | | |
| <p>Ability to apply understanding of concepts and techniques with independence, rigour and reflexivity.</p> <p>Ability to understand contextual influences on the generation and application of marketing concepts and techniques over time.</p> <p>Ability to reflect critically upon the nature of Marketing as a discipline.</p> | Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation. | Essay assignments and examinations. Oral presentations. Dissertation research. |

Minor in Marketing

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|--|---|---|
| (iv) Clear and concise presentation of material | | |
| <p>Ability to use a variety of written and oral formats to present issues and arguments related to marketing.</p> <p>Ability to organise and present material in a way that is appropriate to the medium being used.</p> <p>Ability to distinguish between relevant and non-relevant material.</p> | <p>Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Essay assignments and examinations. Oral presentations. Dissertation research.</p> |
| (v) Critical appraisal of evidence with appropriate insight | | |
| <p>Ability to read, analyse and reflect critically upon marketing texts and other source materials, both theoretical and empirical.</p> <p>Ability to undertake independent research, involving the formulating of appropriate questions and the use of evidence.</p> | <p>Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Essay assignments and examinations</p> |
| (vi) Other discipline specific competencies | | |
| <p>Ability to design, undertake and present an independent piece of work focused on a particular marketing issue.</p> | <p>Final year dissertation.</p> | <p>Dissertation research.</p> |

Minor in Marketing

Intended Learning Outcomes

Teaching and Learning Methods

How Demonstrated?

(b) Transferable skills

(i) Oral communication

Ability to make oral presentations and to respond effectively to questioning.

Seminars, group problem-solving exercises, case studies and presentations.

Oral presentations.

Ability to participate effectively in group discussions with other students and tutors.

(ii) Written communication

Ability to use language in a written format in a manner appropriate for academic audiences.

Seminars, independent research.

Essay assignments, examinations and dissertation research.

Ability to be clear, fluent and coherent in written expression of management issues and debates.

(iii) Information technology

Ability to source, analyse and present materials clearly and effectively using appropriate IT resources, including but not limited to Blackboard, search databases, etc

Lectures, practical classes, group work and independent research.

Oral presentations, essay assignments, and dissertation research.

(iv) Numeracy

Ability to construct, analyse and interpret quantitative data including accounts, in an academic context.

Lectures, practical classes, group work and independent research.

Oral presentations, essay assignments, and dissertation research.

Minor in Marketing

| Intended Learning Outcomes | Teaching and Learning Methods | How Demonstrated? |
|---|--|--|
| (v) Team working | | |
| <p>Ability to work collaboratively, effectively and responsibly in groups.</p> <p>Ability to know how and when to draw on the knowledge and expertise of others.</p> <p>Ability to contribute and comment on ideas when involved in group work.</p> | <p>Tutorials, group problem-solving exercises, case studies and presentations. Self-directed group work.</p> | <p>Group assignments.</p> |
| (vi) Problem solving | | |
| <p>Ability to refine problems into researchable questions.</p> <p>Ability to identify and locate relevant data and source material.</p> <p>Ability to use material to address problem and come up with answers or solutions.</p> | <p>Tutorials, group problem-solving exercises, case studies and presentations. Research methods classes and independent research, particularly that supported by dissertation supervision.</p> | <p>Oral presentations, essay assignments, independent research work and dissertation research.</p> |
| (vii) Information handling | | |
| <p>Ability to locate, organise and marshal evidence and relevant data, report on findings, analyse complex ideas/knowledge and understand critical arguments in an academic context.</p> | <p>Lectures, tutorials, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.</p> | <p>Oral presentations, essay assignments, independent research work and dissertation research.</p> |

Minor in Marketing

Intended Learning Outcomes

Teaching and Learning Methods

How Demonstrated?

(viii) Skills for lifelong learning

Demonstrate intellectual independence through successfully conducting independent study and research tasks.

Lectures, tutorials, exercises (including computer-based), group work, directed reading, independent study and final year dissertation.

Independent research work, dissertation research. Curriculum vitae.

10. Excluded combinations and course transfers

a) Excluded combinations

The common first year model for BA Management, BA Marketing, BA Human Resource Management means that it is not possible to register in year 1 on any combination of the minor/major pathways offered within these discipline areas. However, students can proceed with any combination of major/minor pathways from the outset of year 2. This does not impact the first-year availability of pathways to students outside the school or Accounting and Finance pathways.

b) Course transfers

Our policy is to accept student transfers into our BA Management Studies programme where they have successfully completed a first year on a similar programme at another university. This will also apply to students seeking transfers into the major. We will vary this slightly for students wishing to transfer into the minor, so that they will need to have successfully completed modules elsewhere which map to Foundations of Management and Introduction to Marketing. Any transfers will be done on a case by case basis and obviously are also numbers dependent.

11. Criteria for award and classification

As defined in [Senate Regulation 5](#): Regulations governing undergraduate programmes of study.

12. Progression points:

Senate Regulation 5: Regulations governing undergraduate programmes of study:

<http://www2.le.ac.uk/offices/sas2/regulations/documents/2012-13/senatereg5-undergraduates.pdf>

In cases where a student has failed to meet a requirement to progress he or she will be required to withdraw from the course.

For the Year Abroad variants, students will not be admitted directly to these programmes but will be able to transfer to the programme on application for a year abroad during the second year of the BA Marketing or the Major in Management programmes under the following conditions:

- Have an overall average of 50 or higher in the first year
- Must obtain at least an overall average of 60 or higher in the second year.
- Must not be carrying any failed modules at the end of the summer examination period of the second year
- Must be able to attend the full year abroad (at the host institution until August and may be required to start there mid-September the previous year)
- Accept responsibility as an ambassador of the University.

Students will not be admitted directly onto the Year in Industry variants but will transfer over during the second year of the BA Marketing or Major in Marketing once they have achieved an average of 55% or above in Year 1 with no module failures carried forward into year 2.

Students will revert back to the degree without YI if:

- They fail to pass the assessment (reflective report) related to the Year in Industry
- The YI ends early due to the behaviour of the student not being in accordance with the University's Regulations for Students, Student Responsibilities. The student will need to suspend for the remainder of the academic year. To prevent such an incident from happening processes will be put in place to identify any possible problems at an early stage including Week 1 contact with student and employer, monthly ongoing contact, one site visit

plus a Skype visit, clear instructions in placement briefing for student and employer to contact School should issues arise. This follows the established good practice and the documentation in the College of Science and Engineering

- If they discontinue their YI. A student can return to their campus-based studies no later than the end of teaching week 2 should they decide to discontinue their YI as per the Change of Degree Form. If a student decides to discontinue their YI after this point they will need to suspend their studies for the remainder of the academic year.
- Nine months is the minimum time required for a placement to be formally recognised. If the placement is terminated through no fault of the student earlier than 9 months the following process will be adopted:
 - If the student has completed 1 – 6 months they will be fully supported to search for another placement to take them up to the 9 months required for the Year in Industry to be formally recognised. If students do not find a placement to meet this criteria they will be required to suspend and transferred onto the normal variant
 - If the student has completed 7-8 months they will be fully supported to search for another placement to take them up to the 9 months required for the Year in Industry to be formally recognised. If students cannot source an additional placement to take them to 9 months, assessments related to the placement will be set for the student to make it possible for the individual learning objectives for the placement year to be met. This will allow the PY to be recognised in the degree certificate
- Students will not be permitted to undertake a placement which runs across two academic years
- To minimise the risk of early termination of placement processes will be put in place to identify any possible problems at an early stage including Week 1 contact with student and employer, monthly ongoing contact, one site visit plus a Skype visit, clearing instructions in placement briefing for student and employer to contact School should issues arise. This will follow the established good practice which the College of Computer Science and Engineering have established and will adopt their formal documentation to support this.

13. Scheme of Assessment

The primary teaching methods are lectures and seminars across BA Marketing (and associated variants and pathways); the programme provides foundational material via lectures and allow students to discuss, analyse, expand on and query this material in seminars. Regarding assessment, we use a combination of individual and group assignments of various types, including oral presentations, and examinations to ensure that we are able to assess all learning outcomes including those relating to transferable skills. Students on the single honours and the major pathways are required to complete a dissertation, which allows them to demonstrate research methods and skills acquired in previous modules as well as the subject expertise acquired throughout the programme

14. Special features:

None applicable.

15. Indications of programme quality

External Examiner Reports

First Destination careers statistics

16. External Examiner(s) reports

The details of the External Examiner(s) for this programme and the most recent External Examiners' reports for this programme can be found [here](#).

Appendix 1: Programme structure

BA MARKETING

FIRST YEAR MODULES

SEMESTER 1

| Core Modules | | Credits |
|--------------|---------------------------------|----------|
| MN1000 | MANAGEMENT THEORY AND DEBATE | 15 |
| MN1009 | MANAGEMENT INQUIRY AND ANALYSIS | 15 |
| MN1014 | ECONOMY AND SOCIETY | 15 |
| MN1024 | INFORMATION MANAGEMENT | 15 |
| | | Total 60 |

SEMESTER 2

| Core Modules | | Credits |
|--------------|--------------------------------|----------|
| MN1002 | PRINCIPLES OF MARKETING | 15 |
| MN1010 | BUSINESS FINANCE AND REPORTING | 15 |
| MN1013 | WORK AND SOCIETY | 15 |
| MN1012 | EMPLOYMENT RELATIONS | 15 |
| | | Total 60 |

YEAR 1 TOTAL 120

SECOND YEAR MODULES

SEMESTER 1

| Core Modules | | Credits |
|--------------|----------------------------|----------|
| MN2121 | CONSUMER BEHAVIOUR | 15 |
| MN2107 | STRATEGIC BRAND MANAGEMENT | 15 |
| MN2120 | THE BUSINESS ENVIRONMENT | 15 |
| MN2108 | STRATEGY | 15 |
| | | Total 60 |

SEMESTER 2

| Core Modules | | Credits |
|--------------|--|----------|
| MN2105 | CONSULTANCY CHALLENGE | 15 |
| MN2103 | RESEARCH METHODS | 15 |
| MN2106 | MARKETING COMMUNICATIONS AND DIGITAL MEDIA | 15 |
| MN2116 | CORPORATE SOCIAL RESPONSIBILITY: THEORY AND PRACTICE | 15 |
| | | Total 60 |

YEAR 2 TOTAL 120

THIRD YEAR MODULES

SEMESTER 1

| Core Modules | | Credits |
|--------------|-----------------|----------|
| MN3109 | BUSINESS ETHICS | 15 |
| | OPTION A | 15 |
| | OPTION B | 15 |
| | | Total 60 |

SEMESTER 2

| Core Modules | | Credits |
|--------------|-------------------------|---------|
| MN3117 | INTERNATIONAL MARKETING | 15 |
| | OPTION C | 15 |
| | OPTION D | 15 |

SEMESTER 1 AND SEMESTER 2

| | | |
|--------|--------------|----------|
| MN3101 | DISSERTATION | 30 |
| | | Total 60 |

YEAR 3 TOTAL 120

OPTION A + B

MN3114 ADVANCED MARKET INTELLIGENCE
 MN3144 PLACE BRANDING AND TOURISM
 MN3115 BUSINESS IN THE DIGITAL ECONOMY
 MN31XX MANAGING IN A POST-CRISIS WORLD
 MN3111 UNDERSTANDING WORKPLACE DYNAMICS: CRITICAL PERSPECTIVES AND PRACTICES
 MN3122 ADVANCED QUANTITATIVE TECHNIQUES
 MN3123 ADVANCED QUALITATIVE TECHNIQUES
 MN3126 CYBERPSYCHOLOGY AT WORK
 MN3133 THE MANAGEMENT AND SHAPING OF INNOVATION

OPTION C + D

MN3106 THE PRODUCTION AND CONSUMPTION OF CULTURE
 MN3119 SERVICES MARKETING
 MN3102 CRITICAL ANALYSIS FOR MANAGEMENT

MN3110 MANAGING KNOWLEDGE IN ORGANISATIONS
MN3127 ORGANISATIONS IN ECONOMIC CONTEXT
MN3131 ECOLOGY AND SUSTAINABILITY

Appendix 2: Module specifications

See module specification database <http://www.le.ac.uk/sas/courses/documentation>

Marketing (minor)

| MN1000 | MN1002 | SBRAND | MCOMMS | MN3111 | MN3126 | MN3133 | MN3102 | MN3106 | MN3109 | MN3110 | MN3127 | MN3131 | INTMARK | AINTEL | PBTOUR | SERVMAR | DIGITAL | CRISIS |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|--------|--------|---------|---------|--------|
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|--------|--------|---------|---------|--------|

(a) Discipline specific knowledge and competencies

| | | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|---|---|--|--|--|--|--|--|
| <i>(vi) Other discipline specific competencies</i> | | | | | | | | | | | x | x | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|---|---|--|--|--|--|--|--|

(b) Transferable skills

| | | | | | | | | | | | | | | | | | | |
|--|---|---|---|---|---|---|---|--|---|---|---|---|---|---|---|---|---|---|
| <i>(i) Oral communication</i> | | x | | | x | | | | | | | x | | | | | x | x |
| <i>(ii) Written communication</i> | x | x | x | x | x | x | x | | x | x | x | | x | | x | x | x | x |
| <i>(iii) Information technology</i> | | | | x | | | | | | | | | | | | | x | |
| <i>(iv) Numeracy</i> | | | | | | | | | x | | | | | | | | | |
| <i>(v) Team working</i> | | x | | | | x | | | | | | x | | | x | | | |
| <i>(vi) Problem solving</i> | | | | | x | | x | | x | x | | | | | | | | |
| <i>(vii) Information handling</i> | | | | | x | | x | | x | x | | | | x | | | | |
| <i>(viii) Skills for lifelong learning</i> | x | | | | x | | x | | x | x | | | | | | | | |

| Programme Learning Outcomes NN25/NN2? with a placement year | |
|--|---|
| (a) Discipline specific knowledge and competencies | |
| (ii) Understanding and application of key concepts and techniques | |
| Real world application of theory and concepts to practice | X |
| (iii) Critical analysis of key issues | |
| Critical analysis of the relevant issues in practice | X |
| (iv) Clear and concise presentation of material | |
| Presentation both orally and in writing to colleagues and managers, meeting appropriate professional standards including structure, reflective content, clarity, succinctness and comprehensive response to questions. | X |
| (b) Transferable skills | |
| (i) Oral communication | |
| Ability to make oral presentations and to respond effectively to questioning during Placement Year (PY) | X |
| Ability to participate effectively in group discussions with managers and colleagues during PY | X |
| (ii) Written communication | |
| Ability to use language in a written format in a manner appropriate for professional audiences during PY. | X |
| Ability to be clear, fluent and coherent in written expression in a professional context during PY | X |
| (iii) Information technology | |
| Ability to source, analyse and present materials clearly and effectively using appropriate IT resources, including but not limited to Bloomberg, Blackboard, search databases etc. | X |
| (iv) Numeracy | |
| Ability to construct, analyse and interpret quantitative data in a professional context. | X |
| (v) Team working | |
| Ability to work well in groups, to draw appropriately on others' knowledge and expertise and to contribute and comment on ideas during group work in a professional context. | X |
| (vi) Problem solving | |
| Ability to use material to address problem and come up with answers or solutions. | X |
| (vii) Information handling | |
| Ability to locate, organise and marshal evidence and relevant data, report on findings, analyse complex ideas/knowledge and understand critical arguments in a professional context. | X |
| (viii) Skills for lifelong learning | |
| Ability to reflect upon behaviour and skills with a view to personal and professional development. | X |