Programme Specification (Undergraduate) FOR ENTRY YEAR: 2024/25

Date created: 15/11/20 **Last amended:** 27/02/2026 **Version no.** 3

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

BA Marketing

BA Marketing with Year Abroad^

BA Marketing with a Year in Industry^

HE Diploma in Marketing*

HE Certificate in Marketing*

Notes

* An award marked with an asterisk is only available as an exit award and is not available for students to register onto.

^ Students may only enter this programme by approved transfer at the end of Year 1

a) HECOS Code

HECOS Code	%
100075	100%

b) UCAS Code (where required)

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:

BA Marketing

The normal period of registration is 3 years

The maximum period of registration 5 years

BA Marketing with a Year Aboard

The normal period of registration is 4 years

The maximum period of registration 6 years

BA Marketing with a Year in Industry

The normal period of registration is 4 years

The maximum period of registration 6 years

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 those on the year in industry, see additional programme specification content for Year in Industry programmes

For the aims, learning outcomes and application criteria for the GCSA Year Abroad please see https://le.ac.uk/study/undergraduates/courses/abroad

6. Accreditation of Prior Learning

n/a

7. Programme aims

. On completion of this programme students will be able to:

I. Demonstrate a systematic understanding of the key theories, concepts, and practices of marketing, including detailed knowledge informed by current trends, research, and advancements at the forefront of the discipline.

II. Demonstrate the ability to apply key techniques of analysis and enquiry to evaluate marketing strategies, solve problems, and develop innovative solutions within complex and dynamic business environments.

III. Critically evaluate arguments, assumptions, concepts, and data to make informed judgements and propose a range of solutions to marketing challenges, considering ethical, sustainable, social and cultural implications.

IV. Effectively communicate marketing ideas, strategies, and solutions to both specialist and non-specialist audiences, using appropriate formats, media, and language tailored to diverse stakeholders.

V. Demonstrate the ability to manage their own learning, work independently or collaboratively, and apply transferable skills to succeed in professional and unpredictable marketing contexts.

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.

For the aims, learning outcomes and application criteria for the GCSA Year Abroad please see link in section 5.

8. Reference points used to inform the programme specification

- QAA Benchmarking Statement
- Framework for Higher Education Qualifications (FHEQ)

- UK Quality Code for Higher Education
- University Education Strategy
- University Assessment Strategy [Login required]
- University of Leicester Periodic Developmental Review Report
- External Examiners' reports (annual)
- United Nations Education for Sustainable Development Goals
- Student Destinations Data

UNIVERSITY OF LEICESTER

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9. Programme Outcomes

c) Knowledge and Critical Understanding

i) Competence in an appropriate body of knowledge

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Demonstrate a detailed understanding of key marketing theories, concepts, and practices, applying them effectively to contemporary marketing and business contexts. (i)	Lectures, seminars, workshops, and formative feedback particularly on the core modules	Seminar discussions, workshop activities, case studies, group activities	Critical essays, case study analysis, group presentations, video assignment (MK2106) blueprinting (MK3119), digital media deliverables (MK2121)

ii) Breadth of knowledge

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Evaluate and integrate knowledge from diverse subject areas such as marketing strategy, consumer behaviour, brand management, marketing communications, digital marketing, international marketing, and marketing theory and analytics,	Lectures, seminars, workshops, and formative feedback particularly on the core modules	Seminar discussions, workshop activities, case studies, group activities	Critical essays (MK3106, MK3165), case study analysis (MK2121, MK3164), group presentations (MK2145), video assignment (MK2106), blueprinting (MK3119), digital media deliverable (MK2121),

considering their interdependencies. (I, iii)			developing marketing plan (MK2107, MK3171)
Students should be able to: Engage in critical debates on contemporary issues. (i, ii, iii, iv) (	Seminars and workshops	Debates, reflection, discussions (in class and online) and independent research	Critical evaluation of theory and practice, reflective essays (MK3171), case study analysis (MK3133) and dissertation research (MK3204)
Students should be able to: Demonstrate the ability to apply concepts and theories to clearly identified research problems and contemporary business problems. (i, ii, iii, v)	Lectures, seminars, workshops, and formative feedback particularly on the core modules	Case studies, debates, discussions(in class and online), quizzes, group work, reflection, simulation, revision sessions, team building, games, presentation rehearsals and tutorials	Critical essays, case analysis, group presentations, video assignment, digital media deliverables. Final dissertation (MK3204) /project (MK3205)

iii) Understanding of source materials

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Demonstrate a clear understanding of primary and secondary marketing sources, including academic literature, market research reports, and industry case studies, identifying their relevance to specific marketing challenges. (I, ii)	Lectures, seminars, workshops, and formative feedback particularly on the core modules	Case studies, debates, discussions(in class and online), group work, and reflection	Critical essays, case analysis, group presentations, video assignment, digital media deliverables. Final dissertation (MK3204) /project (MK3205)

d) Cognitive and Practical Skills

i) Selection and analysis of sources

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Critically select, evaluate, analyse sources of information, distinguish between relevant and non- relevant material, identifying reliable data to support marketing decisions and strategies.	Lectures, seminars, workshops, and formative feedback particularly on the core modules. Guided independent reading	Workshops, discussion (in class and online), exercises and tutorials	Critical essays, case analysis, group presentations, video assignment, digital media deliverables. Final dissertation (MK3204) /project (MK3205) Essays (expository, critical and descriptive), reports, group presentations (formative and summative), marketing plans, projects, individual digital production, group digital media deliverables, case study analysis and dissertation research

ii) Critical engagement

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Read, analyse and critically evaluate competing marketing theories, arguments, and perspectives, demonstrating an appreciation for uncertainty, ambiguity, and the limits of knowledge in the field. (ii, iii)	Lectures, seminars, workshops, and formative feedback particularly on the core modules. Guided independent reading	Case studies, debates, discussions, (in class and online), group work, workshops and tutorials	Critical essays, case study analysis (MK3164, MK3165), group presentations (MK2145), video assignment (MK2106), digital media deliverables. Final dissertation (MK3204) /project (MK3205)

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iii) Presentation of an argument

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Develop and present coherent and well-supported arguments, using a variety of written and oral formats, in relation to marketing issues, tailored to diverse audiences, including both academic and professional stakeholders. (ii, iii, iv)	Lectures, seminars, workshops, and formative feedback particularly on the core modules. Intensity of the problem solving sets increases over the course of the programme to ensure knowledge is cumulatively developed, retained and operationalised	Case studies, debates, discussions(in class and online), group work, workshops and tutorials	Assessed through a range of written reports and data analyses problem sets throughout years 1, 2 and 3
Students should be able to: Present both orally and in writing to colleagues and managers, meeting appropriate professional standards including structure, reflective content, clarity, succinctness and comprehensive response to questions.	Year in Industry Year only	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and assessment feedback: formative and summative	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

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iv) Independent research

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Independently design and execute research projects in marketing, using appropriate methodologies to investigate and address real-world problems. (I, ii, iii, v)	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and assessment feedback: formative and summative	Group discussions (in-class and online), independent research, tutorials and workshops	Through dissertation (MK3204)/project (MK3205) and a range of individual assignments (e.g. MN1002, MK2107, MK2121, MK2105, MK3119, MK3106)

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v) Relevant technical skills

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Apply technical skills, including but not limited to data analysis software, marketing analytics tools, and digital platforms, to support marketing decisions and strategies. (ii, v)	Seminars, exercises (including computer-based), group work, directed reading, independent study and assessment feedback: formative and summative	Workshops, computer based exercises, independent training on software, skills training on blackboard and tutorials	Marketing (MK3164), digital media evaluation (MK2106), data analysis (MK2026, MK3204, MK3205)

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vi) Autonomous working

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Manage their own learning and work autonomously on individual and group projects, demonstrating	Lectures, practical classes, group work and independent research.	Completion of independent study tasks, Blackboard activities, preparation for presentations and written assignments, and	Oral presentations, reflective essays, and independent research (dissertation/project)

initiative, personal responsibility, and time management. (iv, v)		engagement with feedback for continuous improvement.	

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vii) Presentation of research findings

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Demonstrate the ability to use appropriate language in a written format in a manner appropriate for academic audiences. (iv, v)	Seminars, exercises (including computer-based), group work, directed reading, independent study and assessment feedback: formative and summative	Workshops, computer based exercises, independent training on software, skills training on blackboard and tutorials	Essays reports, group presentations (formative and summative), marketing plans, case study analysis and dissertation research/project
Students should be able to: Present research findings effectively through written, oral, and digital communication, using formats and styles appropriate to professional and academic contexts. (iv, v)	Seminars, exercises (including computer-based), group work, directed reading, independent study and assessment feedback: formative and summative	Independent reading, workshops (literature review,analysis software training) and individual supervision.	Dissertation (MK3204) / Project (MK3205)
Students should be able to: Construct, analyse and interpret quantitative and qualitative data including accounts, in a professional context. (iv, v)	Year in Industry Year only	Independent reading, workshops (literature review,analysis software training) and individual Year in Industry tutor.	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. Project (Final Year)

e) Transferable skills

i) Verbal, written and digital communication

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Demonstrate communication skills by effectively conveying ideas, arguments, and solutions through	Seminars, group problem-solving exercises, group presentations and assessments (formative and summative)	Group discussions, self-directed group work, presentation rehearsals and tutorials	Group presentations (formative and summative), group video coursework, Individual video coursework and case study analysis.

verbal, written, and digital formats, tailored to diverse audiences and professional contexts. (iv)			
Ability to use language in a written format in a manner appropriate for professional audiences during PY. (iv)	Year in Industry Year only	Team reports, email communications, presentations and on the job training	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) Numeracy

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to:	Seminars, exercises (including computer-based), group work, directed reading, independent	Group discussions, tutorials, Independent reading, workshops (literature review,	Marketing analytics case (MK3164), Data analysis report

Interpret and analyse quantitative data, applying statistical techniques and principles to solve marketing problems. (ii, iii)	study and assessment feedback: formative and summative Research methods classes and independent research	analysis software training) and individual supervision.	(MK2106), Dissertation (MK3204)/project (MK3205)

iii) Self-reflection

Intended Learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Critically reflect on their own learning and performance, identifying strengths and areas for improvement. (v)	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and assessment feedback: formative and summative	Case studies, debates, discussions(in class and online), group work, workshops and tutorials	Critical reflection essays on theory and practice, case study analysis and dissertation research
	Year in Industry Year only	On the job training, projects at work as stipulated by the line manager, regular meetings with mentor at work, presentations at work, team discussions and adhering to other responsibilities.	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.

iv) Problem solving

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Identify complex marketing problems, devise innovative solutions, and evaluate the feasibility and effectiveness of different approaches, considering diverse local, national and global perspectives. (ii, iii)	Lectures, seminars, exercises (including computer-based), group work, directed reading, independent study and assessment feedback: formative and summative	Case studies, debates, discussions(in class and online), group work, workshops and tutorials	Dissertation Research (Final year)
Students should be able to: Identify complex marketing problems, devise innovative solutions, and evaluate the feasibility and effectiveness of different approaches, considering diverse local, national and global perspectives. (ii, iii) (	Year in Industry Year only	On the job training, projects at work as stipulated by the line manager, regular meetings with mentor at work, presentations at work, team discussions and adhering to other responsibilities.	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.

v) Organisation and management

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Apply time management skills to ensure deadlines are adhered to. (v)	Lectures, tutorials, seminars, computer classes, formative & summative feedback, module handbooks	Group work, guidance in assessment preparation, assessment literacy skills session	Critical essays, case analysis, group presentations, video assignment, digital media deliverables. Final dissertation (MK3204) /project (MK3205)
Students should be able to: Learn in a different cultural environment (iv)	Year in Industry Year only	Working practice	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.

vi) Teamwork

Intended learning Outcome	Teaching methods	Learning Activities	Assessment Type
Students should be able to: Demonstrate basic team working skills (iv)	Lectures, tutorials, seminars, computer classes, formative & summative feedback, module handbooks	Group work, guidance in assessment preparation, assessment literacy skills session	Group presentation, group coursework
Students should be able to: Apply team building skills within the work environment (iv)	Year in Industry Year only	Working practice	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.

Year Abroad

In addition, for the ‘with a Year abroad’ variants the additional programme outcomes apply

Year in Industry

In addition, for the Year in Industry’ variants the additional programme outcomes apply

10. Progression points

This programme follows the standard Scheme of Progression set out in Senate Regulations – see the version of Senate Regulation 5 governing undergraduate programmes relevant to the year of entry.

For the aims, learning outcomes and application criteria for the GCSA Year Abroad please see https://le.ac.uk/study/undergraduates/courses/abroad

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

a) Course transfers

Our policy is to accept student transfers into our BA Marketing programme where they have successfully completed a first year on a similar programme at another university. Any transfers will be done on a case by case basis and obviously are also numbers dependent.

b) Year abroad

For the Year Abroad variant (for experiential Year Abroad only) the additional progression points apply

c) Year in Industry

For the Year in Industry variant, the additional progression points apply

11. Criteria for award and classification

This programme follows the standard scheme of undergraduate award and classification set out in Senate Regulations – see the version of *Senate Regulation 5 governing undergraduate programmes* relevant to the year of entry.

12. Special features

Research-inspired Education

Students on this programme will advance through the four quadrants of the University of Leicester Research-inspired Education Framework as follows:

RiE Quadrant	Narrative
Research-briefed Bringing staff research content into the curriculum.	Research-briefed - The BA Marketing programme provides a robust foundation in the essential knowledge and skills for aspiring marketing professionals. It empowers students to think critically, solve problems, and evaluate potential solutions to real-world challenges. By integrating global standards, the programme ensures that graduates' expertise aligns seamlessly with professional industry expectations. Our teaching staff, actively engaged in research and professional activities, integrate

Research-based Framed enquiry for exploring existing knowledge. **Research-oriented** Students critique published research content and process. **Research-apprenticed** Experiencing the research process and methods; building new knowledge.	their expertise into the course content and classroom discussions, enriching the learning experience. Research based – Taught sessions in BA Marketing programme focus on real-world situations and contemporary issues affecting the marketing industry. This ensures students engage with cutting-edge insights and real-world applications, tested through diverse assessments. Students are provided with ample opportunities to identify relevant scholarly literature to examine a topic, apply relevant research to support claims or develop arguments in their assignments (critical essays, marketing plans, learning portfolios, simulation exercises, podcast recordings, video presentations, poster presentations) Research oriented – Students are required to critically evaluate the academic literature that are incorporated in the taught sessions and link theory to marketing practices in various assessments. Some modules require them to critically evaluate and reflect on theory and practice. Students are required to critically evaluate both their own data and data provided by third parties including white papers and case studies from professional bodies. Research apprenticed – training and practice will be provided for all students on writing for a variety of audiences, collaborative working, oral presentation skills and academic literacy. Students will be required to present findings from research and problem-based activities in a variety of formats for a variety of academic and business focused audiences.

As part of studying at a research-intensive university, students on this programme have the following extra or co-curricular opportunities available to them to gain exposure to research culture:

Research seminars and workshops are timetabled on a weekly basis across the College of Business and are accessible to all students within the College. These sessions focus not only on potential research outputs and working papers from academic staff within the College but also on the processes underpinning research and dissemination of work. Most of modules within the programme, contents are largely drawn from publications and books associated with the research undertaken by academics associated with the University of Leicester.

Teaching on this programme will be research-informed (it draws consciously on systematic inquiry into the teaching and learning process itself) in the following way:

The School supports all staff involved in teaching to gain an accredited Higher Education teaching qualification, in which they demonstrate their use of teaching theory to support their own practice and reflect on their current teaching and continuing professional development.

All module leaders and teaching focused staff and members of not only their subject specific research group but also the College's Academy of Education. The college academy of education runs regular sessions including external speakers and workshops for recognition of external awards for teaching excellence. The Academy also facilitates a journal paper book group which provides an informal environment to discuss contemporary pedagogic issues related to Business education.

The academy underpins a teaching and learning research culture which provides staff with a clear platform to share and evaluate current and potential practice-based activities within the pedagogic sphere.

13. Indications of programme quality

External Examiner Reports

Final Destination careers statistics

14. 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 at exampapers@Leicester [log-in required]

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Appendix 1: Programme structure (programme regulations)

The University regularly reviews its programmes and modules to ensure that they reflect the current status of the discipline and offer the best learning experience to students. On occasion, it may be necessary to alter particular aspects of a course or module.

Updates to the programme

Year affected	Module	Change
2025/26	MK2145 Marketing Strategy	New core module replacing MN2108 Strategy
2026/27	MK3115 Business in the Digital Economy	Optional module deleted
2026/27	MK3119 Services Marketing	Moved from Semester 1 to Semester 2
2026/27	MK3164 Marketing Analytics and Decision-Making	Was optional, now core
2026/27	MK3117 International Marketing	Optional Module deleted
2026/27	MK3171 Responsible Marketing	New core module
2026/27	MK3106 The Production of Consumer Culture	Was optional, now core
2026/27	MK3001 AI System Thinking and AI Agent	New optional module
2026/27	MK3xxx Geopolitics for Business and Strategy	New optional module
2026/27	MK3163 Marketing Theory	Optional Module Deleted
2026/27	MK3166 Entrepreneurship	Optional Module Deleted

BA Marketing, including with a Year Abroad and with a Year in Industry

Level 4/Year 1 2024/25

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	n/a	60 credits	45 credits
Optional	n/a	n/a	15 credits

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Sem 1	MN1002	Principles of Marketing	15 credits
Sem 1	MN1012	Managing Human Resources	15 credits
Sem 1	MN1014	Business, Economy and Society	15 credits
Sem 1	MN1026	Introduction to Management	15 credits
Sem 2	MN1010	Business Finance and Reporting	15 credits
Sem 2	MN1024	Managing Digital Technologies	15 credits
Sem 2	MN1027	Enterprise in Practice	15 credits

Notes
n/a

Option modules

Delivery period	Code	Title	Credits
Sem 2	MN1013	The Future of Work	15 credits
Sem 2	MN1028	Contemporary Issues in Business and Management	15 credits

Delivery period	Code	Title	Credits
Sem 2	MN1013	The Future of Work	15 credits
Sem 2	MN1030	Consumers, Brands and Digital Marketing	15 credits

Notes
For Semester 2 pick one optional modules

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

Level 5/Year 2 2025/26

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	n/a	60 credits	60 credits
Optional	n/a	n/a	n/a

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Sem 1	MK2107	Strategic Brand Management	15 credits
Sem 1	MK2145	Marketing Strategy	15 credits
Sem 1	EC2020	The Business Environment	15 credits
Sem 1	MK2121	Consumer Behaviour	15 credits
Sem 2	MK2026	Marketing Intelligence	15 credits
Sem 2	MK2105	Consultancy Challenge	15 credits
Sem 2	MK2106	Marketing Communications and Digital Media	15 credits

Delivery period	Code	Title	Credits
Sem 2	MN2116	Corporate Social Responsibility: Theory and Practice	15 credits

Notes
n/a

Level 6/Year Final 2026/27

Credit breakdown

Status	Year long	Semester 1	Semester 2
Core	n/a	30 credits	30 credits
Optional	30 credits	15 credits	15 credits

120 credits in total

Core modules

Delivery period	Code	Title	Credits
Sem 1	MK3164	Marketing Analytics and Decisions	15 credits
Sem 1	MK3171	Responsible Marketing	15 credits
Sem 2	MK3119	Services Marketing	15 credits
Sem 2	MK3106	The Production of Consumer Culture	15 credits

Notes
N/A

Option modules

Delivery period	Code	Title	Credits
Semester 1	MK3001	AI System Thinking and AI Agent	15 Credits
Semester 1	MK3133	The Management and Shaping of Innovation	15 credits
Semester 1	MK3165	Crisis Management	15 credits
Semester 1	NT3100	Sustainability Enterprise Partnership Project	15 credits
Semester 2	MK3110	Managing Knowledge in Organisations	15 credits
Semester 2	MN3169	Emerging Technologies and Changing Workplace	15 credits
Semester 2	MK3170	Business and the Space Economy	15 credits
Semester 2	MK3002	Geopolitics for Business and Strategy	15 credits
Year long	MK3204	Dissertation (Marketing)	30 credits
Year long	MK3205	Project (Marketing)	30 credits

Notes
For both Semester 1 and Semester 2, students will choose one optional module from the four available in each semester.
For Year long, pick one of the two modules, either MK3204 OR MK3205

This is an indicative list of option modules and not definitive of what will be available. Option module choice is also subject to availability, timetabling, student number restrictions and, where appropriate, students having taken appropriate pre-requisite modules.

Appendix 2: Module specifications

See undergraduate module specification database [Login required] (Note - modules are organized by year of delivery).