

Programme Title: BSc Marketing and Management



Programme Specification (UG)

Awarding body / institution:	Queen Mary University of London
Teaching institution:	Queen Mary University of London
Name of final award and programme title:	BSc Marketing and Management
Name of interim award(s):	Certificate in Higher Education (CertHe), Diploma in Higher Education (DipHE)
Duration of study / period of registration:	3 Years
QMUL programme code / UCAS code(s):	4G44
QAA Benchmark Group:	N200 Management studies
FHEQ Level of Award :	Level 6
Programme accredited by:	Chartered Institute of Marketing (CIM)
Date Programme Specification approved:	
Responsible School / Institute:	School of Business & Management

Schools / Institutes which will also be involved in teaching part of the programme:

N/A

Collaborative institution(s) / organisation(s) involved in delivering the programme:

N/A

Programme outline

In a world of increasing competition fast-changing business environment, the role of marketing professionals has become more critical in ensuring the success of all businesses. It can make or break a business whether it is a manufacturer, retailers, e-business, or charity organisation. Skilled marketing professionals are, therefore, highly valued in every industry, and have access to a wide range of career pathways.

The three-year Marketing and Management BSc(Hons) is designed to equip students with a comprehensive foundation in marketing and analytical skills that enable them to think critically and make strategic decisions. This vocationally orientated programme combines business management with contemporary marketing theory and practice. Students will learn the essential principles of marketing and management in the first year (L4) including functional subjects, such as marketing and accounting, as well as more socially oriented subjects, such as business and society.

Students progress to more intensive studies of specialised areas like advertising, consumer psychology, services marketing, brand management, market analytics, and digital marketing in the second and third years (L5 & L6). In the second and third years, students must study 4 compulsory marketing modules. To ensure that students are adequately equipped to work with other functions in organisations, the remaining 8 modules, 4 each year, are drawn from the broad choice offered to undergraduates

within the School of Business and Management.

The Chartered Institute of Marketing (CIM) has awarded a Graduate Gateway against the BSc Marketing and Management programme. To be exempt from the CIM's L4 Certificate in Professional Marketing, students should pass all compulsory modules and at least 45 credit of CIM's approved elective modules with a 2:2 classification or higher. Students should pass one CIM's certified module (i.e. Digital Marketing via an additional assessment) within 5 years of graduation to obtain the L4 Certificate in Professional Marketing.

Aims of the programme

This programme is designed to equip students with a comprehensive foundation in marketing and analytical skills that enable them to think critically and make strategic decisions. This vocationally orientated programme combines business management with contemporary marketing theory and practice. Students will learn the essential principles of marketing and management in the first year and progress to more intensive studies of specialised areas like advertising, consumer psychology, services marketing, brand management, market analytics, and digital marketing in the second and third years. This programme will prepare students for a professional career in marketing, strategic management, or as an entrepreneur.

The overall aims of the programme are that:

1. Students will have the competency to be ethical participants in economy and society;
2. Students will have the competency to be subject experts;
3. Students will have the competency to be excellent oral and written communicators; and
4. Students will have the competency to be critical thinkers.

What will you be expected to achieve?

In the compulsory modules, students will be expected to:

- 1) develop an understanding of marketing practice, as applied to business, consumer and political markets;
- 2) develop an understanding of some of the techniques and methods of marketing practice and research;
- 3) develop an understanding of the critiques and debates about the suitability of that practice and the consequences of it for individuals and society.

In the elective modules, students will be expected to develop a range of knowledge and skills that are relevant to the practice and study of management more generally.

Please note that the following information is only applicable to students who commenced their Level 4 studies in 2017/18, or 2018/19

In each year of undergraduate study, students are required to study modules to the value of at least 10 credits, which align to one or more of the following themes:

- networking
- multi- and inter-disciplinarity
- international perspectives
- enterprising perspectives.

These modules will be identified through the Module Directory, and / or by your School or Institute as your studies progress.

Academic Content:

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A 1	At the end of this programme, students should be able to: Develop an understanding the core theories and principles of mainstream marketing management and consumer psychology.
A 2	Develop and analyse marketing strategies and apply them to specific businesses contexts.
A 3	Identify key issues associated with the implementation of marketing strategies and marketing programmes.
A 4	Critique conventional practice, both in terms of its practical application and social/ethic consequences.
A 5	Understand how new social practises or technologies influence marketing practice.

Disciplinary Skills - able to:	
B 1	Understand the technical language of marketing, consumer behaviour, and communications.
B 2	Make or guide practical marketing decisions, such as implementing a marketing plan, deciding a marketing research strategy.
B 3	Apply analytical skills to investigate problems and undertake basic marketing research (i.e., identify and assess information for different situations whilst also grasping theoretical principles and practices in the field of marketing).

Attributes:	
C 1	Develop and further strengthen the ability to think creatively and reflect critically.
C 2	Demonstrate the ability to write clearly and communicate effectively.
C 3	Demonstrate effective nonverbal communication skills (i.e., appropriate use of design or representations such as maps, tables, and graphs).
C 4	Acquire new learning in a range of ways, both individually and in collaboration and possess the skills to influence, negotiations and respond appropriately to criticism.
C 5	Develop knowledge and analytical skills that are transferable into employment (i.e., produce analyses grounded in appropriate marketing theories; evaluate the reliability of different sources of marketing information).

How will you learn?

The School promotes active learning within a context of clear learning objectives. Students are encouraged to take responsibility for their own learning. Most modules have a weekly course element and in some this will require collaborative group work. We expect informal work groups to emerge particularly in the more numerically based subjects. Clear guidance on basic and supplementary reading is given.

We recognise the value of independent work at final year level for undergraduates. We consider it important to develop the critical and evaluative abilities of students to undertake basic research through both practical and theoretical means and to develop the ability to write sustained, coherent narratives.

In order to enable students to develop their skills, we will offer modules that require independent work using written and presentational skills.

How will you be assessed?

The School schedules an annual Examination Board which considers all student academic profiles and agrees classifications and progression routes. Modules are assessed by a combination of coursework, presentation and final examinations.

Clear guidance on coursework requirements is given in Module Handbooks which emphasise approaches to coursework of various types. Students are made aware at Induction, within the UG Student Handbook and from their Module Tutors and Organisers, how to avoid plagiarism, together with rules and procedures. Examinations are typically of a two-hour paper undertaken at the end of each semester.

Examination papers are reviewed by an Internal Moderator and then by External Examiners. All exam papers go through a moderation marking procedure. All first class and fail scripts together with a representative sample of intermediate scripts are sent to the External Examiners for quality control. Undergraduates have two opportunities to re-sit failed modules: for first and second year students the first opportunity is the summer. Re-sit marks are capped at 40%.

How is the programme structured?

Please specify the structure of the programme diets for all variants of the programme (e.g. full-time, part-time - if applicable). The description should be sufficiently detailed to fully define the structure of the diet.

BSc Marketing and Management is a three year degree taught within the University's modular system.

Each academic year comprises of eight modules per year, each of which is normally assessed by a combination of coursework and/or an examination in May/June. To complete the degree each student will need to have taken twenty-four modules.

At level 4 students take a compulsory set of 8 modules (4 per semester).

At level 5 students take 4 compulsory modules (2 per semester) and 4 electives (2 per semester).

At level 6 students take 4 compulsory modules (2 per semester) and 4 electives (2 per semester).

Students taking the dissertation module will take 2 compulsory modules and 1 elective in each semester.

At levels 5 and 6 students can choose from a wide variety of elective modules in levels 5 and 6 but the range of modules available each year can vary from year to year. Second year students must study 8 level 5 modules (4 compulsory and 4 elective modules). Any second year student wishing to study the BUS3XA Marketing Dissertation Module in their third year must also study BUS007 Research Methodology in the second year, achieve a mark of 65% or above on the module and 60% or above across all second year module assessments (where module assessments have been completed and marks are available at the time of module selection). Any second year student wishing to study the BUS347 Marketing Group Project Involving an External Organisation Module in their third year must also study BUS226 Strategic Marketing in the second year, achieve a mark of 65% or above on the module and a mark of 60% or above across all second year module assessments (where module assessments have been completed and marks are available at the time of module selection). Students wishing to study the BUS3XA Marketing Dissertation Module are not eligible to take BUS347 Marketing Group Project Involving an External Organisation Module.

This programme is also structured following the Chartered Institute of Marketing (CIM) Graduate Gateway accreditation scheme. Students will be exempt on an Accredited Prior Learning (APL) basis from L4 Certificate in Professional Marketing Modules 'Marketing' & 'Integrated Communications'. They will be required to pass one CIM's certified module (i.e. Digital Marketing via an additional assessment) within 5 years of graduation to obtain the L4 Certificate in Professional Marketing qualification. Students will also be exempt on an APL basis from L6 Diploma in Professional Marketing Module 'Strategic Marketing'. They will be required to pass two modules, Mastering Metrics (Mandatory) plus one elective module to obtain the L6 Diploma in Professional Marketing qualification. Students should take three 15 credit elective marketing modules from the list below to be excepted for L4 Certificate in Professional Marketing with a 2:2 classification or higher. If a student takes the 30 credit Dissertation Module, then they will be eligible to take one further 15 credit elective module in each semester.

Rationale: The programme was restructured during 2016-2018 following (a) the Chartered Institute of Marketing (i.e., at least 50% of module should be marketing related); (b) benchmarking of top performing marketing and management programme across UK; (c) consultation with TLC and SSLC; and, (d) assessing the popularity of non-marketing electives. For instance, for some elective modules only less than 5% of marketing students take a particular module. These changes help to build the programme identity and obtain the Graduate Gateway accreditation by the Chartered Institute of Marketing (CIM). CIM Graduate Gateway was created in response to the needs of the student market to develop practical skills, increase employability, and add value to the university's offering.

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Academic Year of Study FT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Introduction to Accounting and Finance	BUS170	15	4	Compulsory	1	Semester 1
Applied Economics	BUS128	15	4	Compulsory	1	Semester 1
Business in Social and Historical Context	BUS130	15	4	Compulsory	1	Semester 1
Marketing Principles	BUS136	15	4	Compulsory	1	Semester 1
Work and Employment in Context	BUS132	15	4	Compulsory	1	Semester 2
Organisation Studies	BUS133	15	4	Compulsory	1	Semester 2
Quantitative Analysis for Business	BUS135	15	4	Compulsory	1	Semester 2
Fundamentals of Management Studies & Skills	BUS141	15	4	Compulsory	1	Semester 2

Academic Year of Study FT - Year 2

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Strategic Marketing	BUS226	15	5	Compulsory	2	Semester 1
Services Marketing	BUS240	15	5	Compulsory	2	Semester 1
Advertising	BUS213	15	5	Compulsory	2	Semester 2
International Marketing	BUS227	15	5	Compulsory	2	Semester 2
Research Methodology	BUS007	15	5	Elective	2	Semester 1

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Business Law	BUS205	15	5	Elective	2	Semester 1
Persuasive Strategies in Marketing	BUS220	15	5	Elective	2	Semester 1
Entrepreneurial Learning	BUS230	15	5	Elective	2	Semester 1
Creative Industries	BUS233	15	5	Elective	2	Semester 2
Corporations and Social Responsibility	BUS237	15	5	Elective	2	Semester 2
European Business Context	BUS244	15	5	Elective	2	Semester 2
Professional and Academic Development [PAD]	BUS264	0	5	Elective	2	Semester 1 or 2
Operations Management	BUS002	15	5	Elective	2	Semester 1
Entrepreneurship	BUS025	15	5	Elective	2	Semester 2

Academic Year of Study FT - Year 3

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Consumer Psychology	BUS318	15	6	Compulsory	3	Semester 1
Creative Brand Marketing	BUS348	15	6	Compulsory	3	Semester 1
Business to Business and Relationship Marketing	BUS335	15	6	Compulsory	3	Semester 2
Digital Marketing	BUS345	15	6	Compulsory	3	Semester 2
Managing Diversity	BUS305	15	6	Elective	3	Semester 1
Global Supply Chains	BUS326	15	6	Elective	3	Semester 1

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Marketing Group Project Involving an External Organisation	BUS347	15	6	Elective	3	Semester 1
Marketing Dissertation	BUS370	30	6	Elective	3	Semesters 1 & 2
Innovation & Entrepreneurship	BUS300	15	6	Elective	3	Semester 2
Business and Social Approaches to Social Media	BUS321	15	6	Elective	3	Semester 2
Business Computing	BUS337	15	6	Elective	3	Semester 2
Social Network Analysis	BUS346	15	6	Elective	3	Semester 2
New Product Development	BUS350	15	6	Elective	3	Semester 2
Strategic Management: Concepts and Cases	BUS361	15	6	Elective	3	Semester 1
Principles of Evidence-Based Management	BUS362	15	6	Elective	3	Semester 2
Employment Relations	BUS320	15	6	Elective	3	Semester 1

What are the entry requirements?

A/AS-levels

Tariff/grades requirement: 144 points. You should aim to get, for example, AAA at A2. However, if you do not perform as well in one subject and do better in others, then that is acceptable, providing you gain the minimum number of points overall required for the degree programme.

Additional information: AS-level subjects are not counted towards the 144 point requirement. You must have 5 GCSEs at grades A to C, including B in English and B in Mathematics.

Excluded subjects: General Studies and Critical Thinking.

We require an IELTS 7.0 overall band score or Internet-based TOEFL 100 Total Score.

How will the quality of the programme be managed and enhanced? How do we listen to and act on your feedback?

The programme is to be annually reviewed, and also via the regular Teaching and Learning Committee meetings and with the Dean and Associate Deans as relevant. Annual student feedback on dedicated action plans via the regular methods and personal feedback will also be taken into consideration to enhance and manage the programme.

The Staff-Student Liaison Committee provides a formal means of communication and discussion between schools/institutes and its students. The committee consists of student representatives from each year in the School/Institute together with appropriate representation from staff within the School/Institute. It is designed to respond to the needs of students, as well as act as a forum for discussing programme and module developments. Staff-Student Liaison Committees (SSLC) meet regularly throughout the

year.

The School of Business and Management (SBM) operates a Teaching and Learning Committee (TLC) which advises the School/Institute Director of Taught Programmes on all matters relating to the delivery of taught programmes at school level including monitoring the application of relevant QM policies and reviewing all proposals for module and programme approval and amendment before submission to Taught Programmes Board.

Student views are incorporated in the committee's work in a number of ways, such as through student membership of the SSLC, or consideration of student surveys and module feedback reports.

All schools/institutes operate an Annual Programme Review (APR) of their taught undergraduate and postgraduate provision. APR is a continuous process of reflection and action planning which is owned by those responsible for programme delivery; the main document of reference for this process is the Taught Programmes Action Plan (TPAP) which is the summary of the school/institute's work throughout the year to monitor academic standards and to improve the student experience. Students' views are considered in this process through analysis of the NSS and module evaluations.

What academic support is available?

The induction week before the start of Semester A provides introductory talks on all the services and support mechanisms available within the School and College. The plasma screens (where available) within the school also update on time-tabling, events and support services within the school. Students are assigned an academic advisor for them to consult on academic related support.

The school also provides support services through a student advisor for non-academic matters and from the Undergraduate Director, Deputy Undergraduate Director, and UG Marketing & Management Programme Director. They obtain academic support in addition to the office hours also posted by all staff and specifically also a students module leader.

The QMPlus virtual learning environment has information on the different modules and supervisory advice for dissertations. Students are also advised on the support services available in the Language and Learning Unit. Students are assigned a dedicated supervisor if they decide to take the Dissertation Module.

How inclusive is the programme for all students, including those with disabilities?

Queen Mary has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning difficulties and mental health issues. The DDS supports all Queen Mary students: full-time, part-time, undergraduate, postgraduate, UK and international at all campuses and all sites.

Students can access advice, guidance and support in the following areas:

- Finding out if you have a specific learning difficulty like dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need
- Special arrangements in examinations
- Accessing loaned equipment (e.g. digital recorders)
- Specialist one-to-one "study skills" tuition
- Ensuring access to course materials in alternative formats (e.g. braille)
- Providing educational support workers (e.g. note-takers, readers, library assistants)
- Mentoring support for students with mental health issues and conditions on the autistic spectrum.

Programme-specific rules and facts

All first year (level 4) students are automatically registered for first year modules. In March/May, first and second year students will receive module information and will be required to register their elective module choices for the following year.

Second year students must study 8 level 5 modules (4 compulsory and 4 elective modules). Any second year student wishing to study the BUS3XA Marketing Dissertation Module in their third year must also study BUS007 Research Methodology in the second year, achieve 65% or above on the module and 60% or above across all second year module assessments (where module assessments have been completed and marks are available at the time of module selection). Any second year student wishing to

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study the BUS347 Marketing Group Project Involving an External Organisation module in their third year must also study BUS226 Strategic Marketing in the second year, achieve 65% or above on the module and 60% or above across all second year module assessments (where module assessments have been completed and marks are available at the time of module selection). Students wishing to study the BUS3XA Marketing Dissertation module are not eligible to take BUS347 Marketing Group Project Involving an External Organisation module.

Third year students can take any 4 of the level 6 modules on offer in addition to the 4 compulsory modules or 6 modules, 3 in each semester plus the BUS3XA Marketing Dissertation module.

The School has locked academic levels to developmental years (L4 in Y1, L5 in Y2 and L6 in Y3). This restricts third year students from taking any level 5 modules in the third year.

Students in years 2 and 3 only may take credit bearing language modules which substitute one or two of their business modules (a maximum of 30 credits) in any developmental year. Students who opt to take a language module may elect to opt for a lower level language module i.e. 3rd year student taking level 5 language module instead of level 6. This would ensure that the students are studying languages at the correct level based on competency.

Links with employers, placement opportunities and transferable skills

Graduates from this programme will have developed a range of cognitive and practical skills together which will be applicable to be different context beyond academia.

The School offers a range of internships available to students throughout their academic programme of study. The School also works closely with the Careers Service to locate possible placements, internships and in creating an effective CVs to reach potential employers.

Throughout each academic year the School invites a series of external speakers from a range of employers and these invitations will integrate with the programme.

Programme Specification Approval

Person completing Programme Specification:

Aktar Hussain

Person responsible for management of programme:

Dr Darryn Mitussis

Date Programme Specification produced / amended by School / Institute Learning and Teaching Committee:

Date Programme Specification approved by Taught Programmes Board: