

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Marketing

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	N500
JACS Code	N500
Programme Duration	Full-Time: 3 Years, Sandwich Thick: 4 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Business and Management 2019
Programme accredited by	The Chartered Institute of Marketing
Description of accreditation	Accredited by The Chartered Institute of Marketing (CIM) for the purpose of gaining CIM qualifications through the Graduate Gateway.
Validated target and alternative exit awards	<p>Bachelor of Arts with Honours in Marketing</p> <p>Bachelor of Arts Honours (SW) in Marketing</p> <p>Diploma of Higher Education in Marketing</p> <p>Diploma in Higher Education (SW) in Marketing</p> <p>Certificate of Higher Education in Marketing</p>
Programme Leader	Andrew Doyle

Educational aims of the programme

BA (Hons.) Marketing programme aims to produce graduates who have:

Studied and applied business theories, models and techniques and issues rigorously and who have the necessary practical skills needed within the dynamic marketing and business environment.

Obtained the knowledge and skills required for a successful career in business or to undertake further academic study.

Developed the personal and key skills to enable them to work effectively on their own and within teams and to be able to meet the challenges of working in a changing world.

The ability to apply their skills and knowledge in a work situation. The optional placement/sandwich modules seek to enhance the intellectual skills needed to develop and embed a positive attitude to lifelong learning.

Fully engaged with the Future Focus programme and have the ability to reflect on challenging and successful experiences to enhance their professional development.

Demonstrated the development of employability skills by the completing of a self-awareness statement.

Complied with the QAA General Business and Management Subject Benchmark (2019), published as part of the national academic infrastructure and with the CIM Graduate Gateway.

Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education

A student who is eligible for this award will be able to:

Develop skills to be an effective learner within the university setting and to apply academic and digital skills within the context of academic study.

Understand the underlying principles of marketing, including the range of specific marketing activities and their influence on organisations.

Design and fundamentally analyse business market research data, in order to understand how it influences business and marketing decisions.

Understand the fundamentals of consumer behaviour, including the importance of both external and internal factors have on attitude and behaviour.

Develop a clear understanding of branding and how brands add value.

Describe and evaluate business functions, processes and management within a range of organisational settings.

Alternative Exit/ Interim Award Learning Outcomes - Diploma in Higher Education (SW)

A student who is eligible for this award will be able to:

In addition to the learning outcomes listed for the Diploma in HE, students who obtain this award will also gain experience in the application of skills and knowledge in a work situation through completing a one year sandwich placement.

Alternative Exit/ Interim Award Learning Outcomes - Diploma of Higher Education

A student who is eligible for this award will be able to:

Demonstrate a practical understanding of the key areas of digital marketing, including current digital marketing tools and website development.

Appreciate and simulate the fundamentals of strategy formation and planning in the marketing context in order to achieve or sustain competitive advantage.

Develop skills and knowledge to succeed in the graduate placement market.

Produce media according to client needs and plan its distribution

Understand and analyse experiential marketing as a concept, including how brands and consumers interact and the mechanisms for co-creation, experience and connection.

Develop knowledge and practical skills in retailing and services marketing.

Target award Learning Outcomes - Bachelor of Arts with Honours

A student successfully completing the programme of study will have acquired the following subject knowledge and understanding as well as skills and other attributes.

A student who is eligible for this award will be able to:

1. Develop skills to be an effective learner within the university setting and to apply academic and digital skills within the context of academic study.
2. Understand the underlying principles of marketing, including the range of specific marketing activities and their influence on organisations.
3. Design and fundamentally analyse business market research data, in order to understand how it influences business and marketing decisions.
4. Understand the fundamentals of consumer behaviour, including the importance of both external and internal factors have on attitude and behaviour.
5. Develop a clear understanding of branding and how brands add value.
6. Describe and evaluate business functions, processes and management within a range of organisational settings.
7. Demonstrate a practical understanding of the key areas of digital marketing, including current digital marketing tools and website development.
8. Appreciate and simulate the fundamentals of strategy formation and planning in the marketing context in order to achieve or sustain competitive advantage.
9. Develop skills and knowledge to succeed in the graduate placement market.
10. Produce media according to client needs and plan its distribution.
11. Understand and analyse experiential marketing as a concept, including how brands and consumers interact and the mechanisms for co-creation, experience and connection.
12. Develop knowledge and practical skills in retailing and services marketing.
13. Develop self-reflective and development techniques to support career progression and personal development

14. Use consumer psychology to make strategic marketing decisions.
15. Analyse the leading issues in global marketing
16. Understand data analysis as a technology-driven process for analysing data and presenting actionable insight to marketing professionals and experts
17. Understand the strategic role of digital marketing theory surrounding digital campaign planning
18. Apply a range of theoretical concepts to practical organisational or industry sector issues or problems relating to the marketing discipline.
19. Analyse a range of strategic marketing communication theories and, from this, understand how to develop an integrated marketing communications plan.

Alternative target awards

A student who is eligible for the following awards will be able to:

Bachelor of Arts Honours (SW) in Marketing -

In addition to the outcomes of the BA (Hons) Marketing, students awarded the BA (Hons) Sandwich will apply a range of theoretical concepts to problems and issues within the practical environment of an organisational or industry sectors and develop a range of work-related professional skills during the placement year.

Teaching, Learning and Assessment

The methods used to enable outcomes to be achieved and demonstrated are as follows:

The acquisition of knowledge is achieved through a broad range of teaching and learning methods including lectures, seminars, tutorials, workshops, case studies, video, practical projects, and analysis of current 'real-world' business issues.

A full range of assessment methods are utilised (examination, report, portfolio, presentation and essays) and will be dependent on the module and activity, all assessments are specified in each module handbook.

Learning will be developed through practical (case study or 'real-world') project work, tutorial work and coursework assignments. Open ended practical and project work is designed to permit students to demonstrate achievement of all the learning outcomes in this category.

Programme structure - programme rules and modules

The Programme is studied over three or four years full-time (three years without the work based placement/study abroad year, four years with the work based placement/study abroad year). Study is undertaken at three levels, one for each year of study.

The programme will offer the opportunity of an additional study year abroad following level 5. Students will be enrolled on a 480 credit Hons. with the study abroad programme. Of these 480 credits 120 will be taken via a level 5 study abroad module. (5039BUSMK). The modules to be studied in the host institution must be agreed in advance and be at the appropriate level. The level 5 mean for the final award mark will be calculated based upon the 240 credits at level 5. Students who undertake the Study Abroad year cannot undertake the work based placement module 5038BUSMK.

Students may undertake an optional work based placement between Level 5 and Level 6. The placement year will follow Level 5 and students will be enrolled on a 480 credit honours sandwich programme to reflect the Sandwich Year module 5038BUSMK (120 credits). The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Students who undertake the Work based Placement year cannot undertake the Study Abroad year 5039BUSMK.

Students who started level 4 of this programme prior to September 2021 will follow the previous version of this programme.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
6001LBSMK Consumer Psychology & Decision Making (20 credits) 6002LBSMK Global Marketing (20 credits) 6003LBSMK Data Analysis and Application (20 credits)		120 core credits at level 6 0 option credits at level 6

6004LBSMK Digital Marketing (20 credits) 6005LBSMK Marketing Consultancy Project (20 credits) 6006LBSMK Integrated Marketing Communications (20 credits)		
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5001LBSMK Media Production Management (20 credits) 5002LBSMK Experiential Marketing (20 credits) 5004LBSMK Practical Digital Marketing Skills (20 credits) 5005LBSMK Strategy for Marketers (20 credits) 5006LBSMK Retail & Services Marketing (20 credits) 5100LBSBV Employability Skills (20 credits)		120 core credits at level 5 0 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4001LBSMK Academic Skills and Digital Literacy (20 credits) 4002LBSMK Foundation of Marketing (20 credits) 4003LBSMK Business Market Research (20 credits) 4004LBSMK Consumer Behaviour (20 credits) 4005LBSMK Branding (20 credits) 4006LBSMK Foundations of Business and Management (20 credits)		120 core credits at level 4 0 option credits at level 4

Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

Opportunities for work-related learning (location and nature of activities)

Opportunities for work-related learning (location and nature of activities)

Throughout the programme guest lecturers are invited to speak to students. Guest speakers can describe the working environment or can present real-world issues which students then resolve through their assignments. The programme also uses case studies to familiarise students with the marketing sector.

Year 3:

Optional Marketing sandwich placement year, 5038BUSMK:

Students work in a full time job in industry for a minimum of 48 weeks. This will take place between level 5 and level 6. Students enter into a learning agreement between themselves, the employer and the Liverpool Business School concerning their personal and marketing skill development. Students complete regular detailed learning logs which are assessed by both their LJMU and workplace supervisors. They also complete a portfolio of evidence of their skills development which again is assessed.

Optional BUSMK5039 Study Year Abroad, allows students to study for an entire academic year in one of our partner universities in Europe and the USA. This takes place between level 5 and level 6. Please be aware that students who take this option will move onto level 6 and therefore will be ineligible to take the optional marketing sandwich placement year 5038BUSMK

Criteria for admission

A/AS Level

112 UCAS Tariff Points from a minimum of 2 A2's

Key skills points are accepted in accordance with the UCAS tariff.

BTEC National Diploma

112 UCAS Tariff points

Irish Leaving Certificate

112 UCAS Tariff points including 5 Highers

Scottish Higher

112 UCAS Tariff points

International Baccalaureate

30 points from IB Diploma

Access

Access to HE in a relevant subject. Of the level 3 units, at least half must be at Merit or above.

Higher national diploma

A Higher National Diploma (HND) in a cognate subject area will be considered for entry into Level 6. Applicants are expected to have achieved an average of merit standard

Foundation Degree in a cognate subject will be considered for entry into Level 6. Applicants are expected to have achieved an average of 60%

Other

GCSE (or O Level) Mathematics and English Language grade C or above (or equivalent),

Mature entry

Mature and non-standard applicants providing evidence of ability to undertake the Programme will be considered on an individual basis.

Overseas qualifications

Qualifications will be considered in line with normal entry requirements.

Any applicant whose first language is not English will be required to provide an IELTS certificate at band 6.0 with no less than 5.5 in any component or an acceptable equivalent.

Direct entry to level 5 (year 2) is available to holders of LJMU's International Year One in Business (Study Group). Students need to have achieved 40% in all modules and 50% in 45081YBSG English Skills for University Study.

International Students English Language Requirements. All International and EU students must meet the following minimum English Language requirements IELTS 6.0 with a minimum of 5.5 in each component

External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA). Published review reports are available on the QAA website at www.qaa.ac.uk

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

Methods for evaluating and improving the quality and standards of teaching and learning

Student Feedback and Evaluation

The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

Staff development

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

Internal Review

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

External Examining

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations
- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

Please note:

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.