

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Marketing

Awarding institution	Liverpool John Moores University
Teaching institution	Academic Portfolio
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 2015
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	Peter Simcock

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.

Applied their skills and knowledge in a work situation through completing a one year sandwich placement. The placement years seeks to enhance the intellectual skills needed to develop and embed a positive attitude to lifelong learning.

Fully engaged with the Career Smart 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 (2015), published as part of the national academic infrastructure and with the CIM Professional Diploma in Marketing Standards and IDM standards.

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

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

Use a range of appropriate business software in a marketing context.

Describe the structure, functions, processes and management of business organisations.

Apply basic quantitative techniques to marketing problems.

Understand the issues of marketing in the wider business context.

Understand the intergrated marketing communications tools.

Understand the foundations of marketing.

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

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

Analyse the structure, functions, processes and management of business organisations.

Analyse the principles of marketing and the role it plays within a wider business context.

Identify the internal and external influences on consumer behaviour

Critically analyse the effects of corporate social responsibility on the marketing orientated firm.

Analyse the importance of relationship marketing for successful strategic growth.

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:

Analyse the structure, functions, processes and management of business organisations.

Analyse the principles of marketing and the role it plays within a wider business context.

Identify the internal and external influences on consumer behaviour.

Critically analyse the effects of corporate social responsibility on the marketing orientated firm.

Analyse the importance of relationship marketing for successful strategic growth.

Students sucessfully completing a year long industry placement are entitled to the award of Diploma in Higher Education (SW)

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. Describe, analyse and evaluate the structure, functions, processes and management of business organisations.
2. Understand the role, including social and ethical dimensions, of marketing in business and its implications for the organisation.
3. Apply the marketing concept and philosophy to private, public and not-for-profit sector organisations.
4. Utilise marketing and business research to improve customer communications and analyse and interpret written, visual and graphical data.
5. Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary.
6. Demonstrate knowledge of the marketing communications tools and the need for integration.
7. Analyse the leading issues in global marketing
8. Apply a range of theoretical concepts to practical organisational or industry sector issues or problems relating to the marketing discipline.
9. Appreciate the fundamentals of strategy formation and planning.
10. Understand and evaluate the digital economy and its marketing implications.
11. Identify issues and formulate appropriate methods of investigation and evaluation.
12. Select and synthesise information from a variety of sources.
13. Apply theoretical concepts and practical techniques to the solution of complex problems.
14. Analyse, evaluate and interpret quantitative and qualitative data and digital metrics.

15. Utilise judgement to draw appropriate conclusions and make recommendations.
16. Plan, conduct and produce a research project report.
17. Utilise appropriate IT software and critically evaluate internet sources.
18. Apply problem solving and decision-making skills in a variety of theoretical and practical situations.
19. Conduct research into marketing and business issues, utilising research methodologies.
20. Act entrepreneurially to generate, develop and communicate ideas that are persuasive.
21. Demonstrate digital web skills and website development.
22. Communicate effectively with a wide range of individuals utilising appropriate media.
23. Work effectively on his/her own and as part of a team.
24. Manage time effectively by learning to plan and prioritise their work in order to meet specified deadlines.
25. Learn independently in the spirit of critical enquiry.
26. Demonstrate self-reflection and awareness/sensitivity to a diversity of people and cultures.

Alternative target awards

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

Bachelor of Arts Honours (SW) in Marketing -

Teaching, Learning and Assessment

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

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.

Students will be offered the opportunity of studying 60 credits abroad for one semester in Level 5. A 60 credit Level 5 Study Abroad module 5037BUSMK will normally replace the Level 5 semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5.

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 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.

Each academic year consists of two 12 week semesters, as illustrated in the LJMU Academic Calendar.

Modules are of two types: core and options. Modules can be of 10, 20, 40, 60 or 120 credits as specified, within university defined limits.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements

6031BUSMK Consumer Psychology (20 credits) 6032BUSMK Digital Marketing (20 credits) 6034BUSMK Advertising and Integrated Marketing Communications (20 credits) 6038BUSMK Global Marketing (20 credits)	6035BUSMK Marketing Dissertation (40 credits) 6036BUSMK Marketing Project (40 credits) 6039BUSMK Marketing Consultancy Active Learning Project (40 credits)	80 core credits at level 6 40 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5031BUSMK Contemporary Marketing Context (20 credits) 5032BUSMK Research Methods (20 credits) 5033BUSMK Communicating the Brand (20 credits) 5034BUSMK Practical Digital Marketing Skills (20 credits) 5035BUSMK Strategy for Marketers (20 credits) 5036BUSMK Enterprise & Professional Practice (20 credits)		120 core credits at level 5 0 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4029BUSMK Professional Skills Development (20 credits) 4032BUSMK Foundation of Marketing 1 (20 credits) 4033BUSMK Management in Practice (20 credits) 4034BUSMK Consumer Behaviour (20 credits) 4035BUSMK FOUNDATIONS OF MARKETING 2 (20 credits) 4036BUSMK Business & Society (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)

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The four elements of Work Related Learning (WRL):

1. Self awareness
2. Learning and practising skills
3. Experiencing the world of work
4. Experiencing and learning how to learn and manage oneself in a range of situations

will be addressed through the continuing development of graduate skills that are embedded into the programmes as well as via campus based work related learning.

With respect to elements 1, 2 and 4 the team are of the opinion that the comprehensive mapping exercise of the graduate skills clearly demonstrates that these elements are incorporated into the programme, as all 27 skills will be taught, practised and assessed via the core modules. In relation to element 3, the Programme Teams

believe that the programmes deliver more than 40 credits of Campus Based WRL through the following modules:

Level 4: 4029BUSMK Professional Skills Development: Employability /Self-awareness skills are built into and assessed in this module.

Level 5: 5036BUSMK Enterprise & Professional Practice - this module further develops these skills and exposes students to real work 'simulations' developing a range of skills and enhancing their employability skills.

Optional BUSMK5037 Study Semester Abroad, allows students to spend semester two studying in one of our partner universities in Europe and the USA.

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

Applicants holding an HND in a relevant subject area will be considered for direct entry to level 5 of the programme.

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.

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.