

Overview

Programme Code	31781
Programme Title	Marketing
Awarding Institution	Liverpool John Moores University
Programme Type	Degree
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	John OFarrell
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Recruitable Target	Bachelor of Arts Honours (SW) - SBAH	See Learning Outcomes Below
Alternative Exit	Bachelor of Arts (SW) - SBA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.
Alternative Exit	Diploma of Higher Education - DHE	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.
Alternative Exit	Diploma in Higher Education (SW) - SDHE	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.
Alternative Exit	Bachelor of Arts - BA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.

Alternative Exit	Certificate of Higher Education - CHE	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.
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Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	UG-Business and Management (2019)
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Accreditation

Programme Accredited by

PSRB Name	Type of Accreditation	Valid From Date	Valid To Date	Additional Notes
Chartered Institute of Marketing (CIM)	Accredited by The Chartered Institute of Marketing (CIM) for the purpose of gaining CIM qualifications through the Graduate Gateway.			

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Sandwich Year Out, Face to Face	September	LJMU Taught	4 Years
Full-Time, Face to Face	September	LJMU Taught	3 Years

Aims and Outcomes

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.

Learning Outcomes

Code	Description
PLO1	Develop skills to be an effective learner within the university setting and to apply academic and digital skills within the context of academic study.
PLO2	Produce media according to client needs and plan its distribution.
PLO3	Understand and analyse experiential marketing as a concept, including how brands and consumers interact and the mechanisms for co-creation, experience and connection.
PLO4	Develop knowledge and practical skills in retailing and services marketing.
PLO5	Develop self-reflective and development techniques to support career progression and personal development
PLO6	Use consumer psychology to make strategic marketing decisions.
PLO7	Analyse the leading issues in global marketing
PLO8	Understand data analysis as a technology-driven process for analysing data and presenting actionable insight to marketing professionals and experts
PLO9	Understand the strategic role of digital marketing theory surrounding digital campaign planning
PLO10	Apply a range of theoretical concepts to practical organisational or industry sector issues or problems relating to the marketing discipline.
PLO11	Analyse a range of strategic marketing communication theories and, from this, understand how to develop an integrated marketing communications plan.
PLO12	Understand the underlying principles of marketing, including the range of specific marketing activities and their influence on organisations.
PLO13	Design and fundamentally analyse business market research data, in order to understand how it influences business and marketing decisions.
PLO14	Understand the fundamentals of consumer behaviour, including the importance of both external and internal factors have on attitude and behaviour.

Code	Description
PLO15	Develop a clear understanding of branding and how brands add value.
PLO16	Describe and evaluate business functions, processes and management within a range of organisational settings.
PLO17	Demonstrate a practical understanding of the key areas of digital marketing, including current digital marketing tools and website development.
PLO18	Appreciate and simulate the fundamentals of strategy formation and planning in the marketing context in order to achieve or sustain competitive advantage.
PLO19	Develop skills and knowledge to succeed in the graduate placement market.

Programme Structure

Programme Structure Description

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.

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4001LBSMK Academic Skills and Digital Literacy Approved 2022.01 - 20 credit points	
[MODULE] 4002LBSMK Foundation of Marketing Approved 2022.02 - 20 credit points	
[MODULE] 4003LBSMK Business Market Research Approved 2022.01 - 20 credit points	
[MODULE] 4004LBSMK Consumer Behaviour Approved 2022.01 - 20 credit points	
[MODULE] 4005LBSMK Branding Approved 2022.01 - 20 credit points	
[MODULE] 4006LBSMK Foundations of Business and Management Approved 2022.01 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 120 credit points	CORE
[MODULE] 5001LBSMK Media Production Management Approved 2022.01 - 20 credit points	
[MODULE] 5002LBSMK Experiential Marketing Approved 2022.01 - 20 credit points	
[MODULE] 5004LBSMK Practical Digital Marketing Skills Approved 2022.02 - 20 credit points	
[MODULE] 5005LBSMK Strategy for Marketers Approved 2022.01 - 20 credit points	
[MODULE] 5006LBSMK Retail and Services Marketing Approved 2022.01 - 20 credit points	
[MODULE] 5100LBSBW Employability Skills Approved 2022.01 - 20 credit points	
Optional placement - 120 credit points	OPTIONAL
Placement Year - 120 credit points	OPTIONAL
[MODULE] 5038BUSMK Sandwich Year - Marketing Approved 2022.01 - 120 credit points	
OR Study Abroad - 120 credit points	OPTIONAL
[MODULE] 5039BUSMK Study Year Abroad Approved 2022.01 - 120 credit points	
Level 6 - 120 credit points	
Level 6 Core - 120 credit points	CORE
[MODULE] 6001LBSMK Consumer Psychology and Decision Making Approved 2022.01 - 20 credit points	
[MODULE] 6002LBSMK Global Marketing Approved 2022.01 - 20 credit points	
[MODULE] 6003LBSMK Data Analysis and Application Approved 2022.01 - 20 credit points	
[MODULE] 6004LBSMK Digital Marketing Approved 2022.01 - 20 credit points	
[MODULE] 6005LBSMK Marketing Consultancy Project Approved 2022.01 - 20 credit points	
[MODULE] 6006LBSMK Integrated Marketing Communications Approved 2022.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Teaching, Learning and Assessment

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.

Opportunities for work related learning

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

Entry Requirements

Type	Description
BTECs	112 UCAS Tariff points
International Baccalaureate	30 points from IB Diploma
Alternative qualifications considered	GCSE (or O Level) Mathematics and English Language grade C or above (or equivalent),
Other international requirements	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 4508IYBSG 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

NVQ	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%
A levels	112 UCAS Tariff Points from a minimum of 2 A2's Key skills points are accepted in accordance with the UCAS tariff.

Extra Entry Requirements