

Overview

Programme Code	41781
Programme Title	Marketing
Awarding Institution	Liverpool John Moores University
Programme Type	Degree with Foundation
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 (Fnd) - BAHF	See Learning Outcomes Below
Recruitable Target	Bachelor of Arts with Honours (SW) (Fnd) - SBAHF	See Learning Outcomes Below
Alternative Exit	Certificate of Higher Education (Fnd) - CHEF	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	Bachelor of Arts (SW) (Fnd) - SBAF	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 in Higher Education (SW) (Fnd) - SDHEF	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 (Fnd) - BAF	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 (Fnd) - DHEF	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.
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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
Full-Time, Face to Face	September	LJMU Taught	4 Years
Sandwich Year Out, Face to Face	September	LJMU Taught	5 Years

Aims and Outcomes

Educational Aims of the Programme

BA (Hons.) Marketing with Foundation 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 completion of a self-awareness statement. Complied with the QAA 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	To 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 four or five years full-time (four years without the work based placement/study abroad year, five years with the work based placement/study abroad year). Study is undertaken at four 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 600 credit Hons. with the study abroad programme. Of these 600 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 5039BUSMK cannot undertake the optional work based placement module 5038BUSMK between levels 5 and 6. 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 600 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 5038BUSMK cannot undertake the optional study abroad module 5039BUSMK between levels 5 and 6. Students who started level 3 of this programme prior to September 2020 will follow the module structure in the previous version of this programme specification.

Programme Structure - 480 credit points	
Level 3 - 120 credit points	
Level 3 Core - 120 credit points	CORE
[MODULE] 3100FNDLBS Developing Skills for Business Approved 2022.02 - 20 credit points	
[MODULE] 3101FNDLBS Understanding Business Organisations and Operations Approved 2022.02 - 20 credit points	
[MODULE] 3102FNDLBS Essentials of Management Approved 2022.01 - 20 credit points	
[MODULE] 3103FNDLBS Introduction to Marketing and PR Communications Approved 2022.01 - 20 credit points	
[MODULE] 3104FNDLBS Data Analysis Techniques for Business Approved 2022.01 - 20 credit points	
[MODULE] 3105FNDLBS Programme Case Study Approved 2022.01 - 20 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 Throughout their 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 4: 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. They 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 will take place between levels 5 and 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
NVQ	Applicants holding a HND in Accounting will be considered for direct entry to Level 5 of the Programme.

Other international requirements	International applications will be considered in line with UK qualifications. Any Applicant whose first language is not English will be required to have IELTS 6.0 (minimum 5.5 in each component)
BTECs	72 UCAS tariff points
International Baccalaureate	24 IB Diploma points
A levels	72 UCAS tariff points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.
Alternative qualifications considered	Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification: <ul style="list-style-type: none"> • Key Skills Level 2 in English/ Maths • NVQ Level 2 Functional skills in Maths and English Writing and or Reading • Skills for Life Level 2 in Numeracy/English • Higher Diploma in Maths/ English • Functional skills Level 2 in Maths/ English • Northern Ireland Essential Skills Level 2 in communication or Application of Number • Wales Essential Skills Level 2 in Communication or Application of Number

Extra Entry Requirements