

Programme Specification: Marketing Communications with AI Integration BA

Course record information

Name and level of final award	<ul style="list-style-type: none"> • Bachelor of Arts with Honours - Marketing Communications with AI Integration • Bachelor of Arts with Honours - Marketing Communications with AI Integration with International Experience • Bachelor of Arts with Honours - Marketing Communications with AI Integration with Professional Experience <p>The award is Bologna FQ-EHEA first cycle degree or diploma compatible</p>
Name and level of intermediate awards	<ul style="list-style-type: none"> • Bachelor of Arts (BA) - Marketing Communications with AI Integration • Diploma of Higher Education (Dip HE) - Marketing Communications with AI Integration • Certificate of Higher Education (CertHE) - Marketing Communications with AI Integration
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Central London
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Business and Management
Professional statutory or regulatory body	Chartered Institute of Marketing Institute of Data and Marketing Chartered Institute of Public Relations Institute of Practitioners in Advertising
Westminster course title, mode of attendance and standard length	<ul style="list-style-type: none"> • BA Marketing Communications with AI Integration FT, Full-time, September start - 3 years standard length with an optional year abroad or placement
Valid for cohorts	From 2024/5

Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/study/undergraduate/how-to-apply>

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

<https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning>

Aims of the programme

The University of Westminster has a long tradition in teaching marketing communications having established one of the very first specialist programmes in this area over 25 years ago. As a student, you will have a chance to work in a fun, creative, but at the same time challenging, dynamic, and fast phasing marketing and creative industries, namely advertising, public relations, media buying and planning, and digital marketing.

The course aims to develop academic knowledge and a critical understanding of the conceptual frameworks upon which the study of marketing communications is based. The course will equip you with transferable skills including effective communication, working with others, researching, problem identification, analysis, creative thinking and digital skills to enable you to operate effectively in a variety of work contexts. This foundation is enhanced with specialist skills including understanding consumer insight, content creation, message development, media relations, media buying and planning for both traditional and digital channels. You will go on to develop your employability and enterprise skills through work-based learning and real-world experiences embedded within the course. As you gain confidence you will take responsibility for your own development to support your personal and career aspirations.

The course prepares you to operate professionally in constantly evolving field of marketing, communication and media which are complex, diverse and multi-cultural. We will encourage you aware to be aware of sustainability and social justice issues, to be socially, environmentally and ethically aware. Reflecting the dynamic nature of marketing communications, we enable you to develop analytical and research skills and to take critical and creative approaches to problem-solving, through active learning.

Equality and Diversity

The discipline of Marketing intrinsically, encapsulates diversity in all forms, such as age, gender, language, ethnicity, income, ethnicity, religion and so on. For example, diversity in advertising allows consumers to see themselves within campaigns. In the development of new course curriculum design, Equality, Diversity, and Inclusion (EDI) has been embedded in multiple ways:

- There is a conscious and deliberate inclusion of staff from diverse cultural and national backgrounds. These academics have different expertise areas and have been actively involved in the production of new module materials. All staffs in the School of Management and Marketing have been inducted into and engaged in several EDI related briefings. These briefings enabled the staff members to increase awareness and improve competencies in areas such as Identity, Giving Voice, Compassionate Pedagogy as well as the hugely important concept of 'unconscious bias'. It is recognised that as academic staff develop in these areas, their contribution towards the EDI agenda will continue to enhance.
- Different religious ceremonies have been taken into consideration when setting deadlines.
- It is recognised on the course that the requirement for face-to-face workshops and work-based learning may restrict access for some students (such as those with caring responsibilities). The course offers reasonable adjustments, wherever necessary based on the needs.
- There is a conscious and progressive attempt to incorporate decolonised literature within the curriculum. This incorporates giving space and voices to a diversity of perspectives.

In line with QAA guidance and the University's commitment to equality and diversity, an inclusivity strategy facilitates an environment for learning that anticipates the varied requirements of learners and aims to ensure that all students have equal access to educational opportunities.

Practically this encompasses three principles:

- i. to aim towards an accessible curriculum for all;
- ii. to reflect multi-faceted communities and perspectives in learning materials and assessments; and
- iii. to equip students with the skills to work in a changing and diverse world.

This includes enabling access for people who have differing individual requirements as well as eliminating arbitrary and unnecessary barriers to learning. In addition, learning opportunities are designed to be inclusive (including the ability for students to choose their preferred format), enhanced by reasonable individual adjustments wherever necessary.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

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The BA Marketing Communications with AI Integration course aims to create work ready graduates who meet the needs of industry, preparing students for a career in marketing communications. As we are living in a 'branded society', all organisations regardless of their size and capacity need to communicate with its stakeholders and marketing communications lies at the heart of any communication. Organisations needs to convey their brand identity and promises to its stakeholders, but more importantly, it needs to convey their brand's value by creating and communication its differentiating point. Marketing communications aims to deliver organisations' aims, objectives, establish long term engagement to create a strong relationship between the organisation and its stakeholders, and create efficient and effective respond and solution to any issue(s) and/or crisis to maintain the organisation reputation within highly competitive digitally globalised business world. This course provides students an opportunity to analyse, evaluate, and design 360 marketing communications campaigns. Hence, the course teaches art direction and copywriting to develop visual and written aspects of a campaign by working on creative brief, understanding consumer decision-making process and what factors impact upon their decision-making and the role of marketing communication within that, furthermore understand different marketing research techniques and how to utilise consumer insight data to generate data driven effective and creative content, and studying media and media buying to understand consumers' media consumption process to develop a strategic media planning and scheduling to produce successful marketing communications campaign.

In your career it is likely that you will take the lead on the creation and execution of complex marketing communications campaigns for both client and agency companies. The course prepares you for roles including Copywriter, Account Manager, Media Planner, Marketing Campaign Manager, Communication Director, Event Manager, Public Relations Manager, Advertising Executive, and so on. Some students will go on to study for higher degrees including MA/MSc Marketing Communications, MA/MSc Marketing Management or MSc Digital Marketing as well as pursuing your continued professional development with the Chartered Institute of Marketing.

Work experience is a very useful way of gaining relevant, professional experience and knowledge of digital marketing and can greatly improve your employability. As part of the University of Westminster's Employability Strategy the course offers core modules incorporating work-based learning and optional year-long placements. At level 4, one of our partner agencies will provide a 'live brief' and at level 5 as part of the Consumer Insights module, student groups will be required to negotiate the scope of a 'live' customer experience project, propose a plan of action, carry out the project and report on results.

At level 5 students have the opportunity to take an optional 60-credit semester-long placement module for professional experience or international experience.

Students can also choose to undertake a year-long option, more of which below.

Professional Placement Year

The Westminster Business School encourages students to take a placement year in industry. During the year you will identify skills' goals to work towards achieving whilst on placement; carry out research to develop awareness of the business sector you are working in, using a range of data sources; and, familiarise yourself with a range of employer branding techniques in recruitment and analyse contemporary selection techniques.

International Experience Year

Students can choose to undertake an international experience year as part of their degree at one of our partner overseas institutions. You will study and reside in the country of a host institution during the course of the year. The content of your study is agreed through a Learning Agreement between you, the home institution and the Westminster Business School.

What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 4 course learning outcomes: upon completion of Level 4 you will be able to:

- L4.1 Operate in a range of varied but predictable contexts that require the use of a specified range of marketing and communications techniques and information sources. (PPP) (PPP)
- L4.2 Operate with autonomy in predictable, defined contexts, with supervision that require use of a specified range of standard marketing and communications techniques/guidelines. (PPP) (PPP)
- L4.3 Understand the marketing and communications base and its terminology, and appreciate that areas of this knowledge base are open to debate and reformation with the support of generative AI. (KU) (KU)
- L4.4 Analyse and make informed and sustainable marketing and communications decisions with guidance using given classifications/principles recognising the needs of stakeholders. (GA) (GA)
- L4.5 Apply marketing and communications theory creatively to a well-defined problem or process and begin to appreciate the complexity of the issues. (GA) (GA)
- L4.6 Work collaboratively, building positive relationships with others as a member of a group and meet obligations to others. (KTS) (KTS)
- L4.7 Work within an appropriate ethos, manage time, use and access a range of learning resources to achieve goals. (KTS) (KTS)
- L4.8 Manage information, collect appropriate data from a range of sources and undertake simple research tasks with external guidance. (KTS) (KTS)
- L4.9 Use interpersonal, digital and communication skills to clarify tasks and identify and rectify issues in a range of contexts. (KTS) (KTS)

Level 5 course learning outcomes: upon completion of Level 5 you will be able to:

- L5.1 Act with increasing autonomy, with limited supervision and direction, within defined guidelines, accepting responsibility for achieving personal and/or group outcomes and/or outputs. (PPP) (PPP)
- L5.2 Demonstrate detailed knowledge of well-established theories and concepts of marketing and communication fields, with awareness of different ideas, contexts and frameworks, recognising those areas where the knowledge is most/least secure. (KU) (KU)
- L5.3 Demonstrate understanding and awareness of the wider social and environmental implications of marketing and communications industries and be able to debate issues in relation to legal, ethical, and sustainability in general perspectives and be able to incorporate this knowledge in practice. (KU)(KTS) (KU KTS)
- L5.4 Analyse a range of information with minimum guidance using given classifications/principles and can compare alternative methods and techniques, including generative AI, for obtaining and analysing data relevant to marketing and communications, recognising the importance of compliance, regulatory frameworks and the needs of stakeholders. (GA) (GA)
- L5.5 Identify key areas of problems and identify creative, sustainable and enterprising marketing and communications approaches for their resolution. (GA) (GA)
- L5.6 Respect diverse cultures, customs and values, being mindful of potentially competing needs of different communities and stakeholders within marketing communications. (KTS) (KTS)

Additional Year course learning outcomes: upon completion of Additional Year you will be able to:

- L5Y.1 Demonstrate insight and understanding of the challenges and opportunities of adapting marketing and communications to international contexts. (PPP) (PPP)

- L5Y.2 Apply theories, concepts and research skills related to the cultural context(s) of the society within which the experience takes place. (KU) (KU)
- L5Y.3 Demonstrate acquisition of a range of professional and commercial skills required within the contemporary business environment through the completion of an extended period of professional practice in the work placement year. (PPP) (PPP)

Level 6 course learning outcomes: upon completion of Level 6 you will be able to:

- L6.1 Operate in complex and unpredictable contexts, requiring the selection and application of innovative marketing and communication techniques including generative AI, conducting research, learn to lead project and time management by acting autonomously, with minimal supervision or direction, within agreed guidelines (PPP) (PPP)
- L6.2 Demonstrate a critical understanding of the marketing and communications knowledge base and its inter-relationship with other fields of study, with current understanding of some specialist areas in depth. (KU) (KU)
- L6.3 Analyse new data, concepts and situations without guidance, using a range of techniques, including generative AI, appropriate to the situation and design creative, sustainable marketing and communications solutions, recognising the needs of stakeholders with minimum guidance. (GA) (GA)
- L6.4 Critically evaluate evidence to support conclusions/recommendations, reviewing reliability, validity and significance. (GA) (GA)
- L6.5 Manage your own learning and time using full range of resources for marketing and communications. (KTS) (KTS)
- L6.6 Apply own criteria of judgement and can challenge received opinion and reflect on action. (KTS) (KTS)
- L6.7 Set criteria for, and be effective in, professional and interpersonal communication in a wide range of situations using digital skills. (KTS) (KTS)
- L6.8 Recognize the potential impact of economic, social and cultural differences when working within diverse communities, both locally and internationally. (KTS) (KTS)
- L6.9 Critically evaluate the differences in communication requirements of different international marketplaces in terms of both consumption and communication and develop appropriate marketing communication strategies in response (KU)

How will you learn?

Learning methods

Our teaching and learning methods on the course are directly related to the aims and learning outcomes identified above. The course team works closely with industry partners or work in the field and work-related tasks and live client brief(s) that help us to simulate real work environment knowledge and atmosphere. Work-based learning and other forms of experiential and problem-based learning forms an important duration in the three or four years of the course to help engender employability into the curriculum. The blended approach also facilitates innovative teaching methods such as the flipped classroom (students access pre-recorded lectures and the face-to-face or online seminar time is spent working on the aspects that students find problematic) which encourages active learning.

This vocational course has a strong focus on your future career and the curriculum is very much applied to the industry context. Your learning activities and assessments are designed to provide a real-world learning opportunity to combine theory and practice. The learning and the teaching of the course takes place through lectures, seminars, workshops and tutorials. Hence, the course offers several different learning and teaching approaches.

You will learn how to work as a team and present your work using digital and presentation skills. The School of Management and Marketing has a long-standing commitment to investing resources in state-of-the-art facilities, often replicating industry practice. An example of this is the innovative teaching space Switch-23 that simulates a digital marketing agency and space, where students can develop and present their creative ideas and campaign designs with their classmates and/or with anywhere around the world synonymously as the room is fully equipped for hybrid teaching or hybrid conferences.

The approach to teaching and learning on your course also embraces the practice of reflection to the benefit of your learning, development and confidence. With the support of your Personal Tutor you will be encouraged to reflect on and further develop your knowledge, skills and professional behaviours drawing on the totality of the experiences you have encountered as a student on the course.

The aims of the course are achieved as you learn through the levels of the course.

Teaching activities are planned to be inclusive to all students, where possible. Where not possible, alternatives are produced that enable students to meet the required learning outcomes. For example, recognising DSL students' specific need (e.g., students who suffer from severe anxiety and panic attack) during their presentation assessment and allowing them to submit pre-recorded voiceover presentation.

In your first year (level 4). Developing a rigorous approach to the acquisition of a broad knowledge base of Marketing Communications; employing a range of specialist skills; evaluating information, using it to plan and develop investigative strategies and to determine solutions to a variety of unpredictable problems; and operate in a range of varied and specific contexts, taking responsibility for the nature and quality of outputs.

In your second year (level 5). Generating ideas through analysis of concepts and at an abstract level with a command of specialist skills and the formulation of responses to well-defined and abstract problems; analysing and evaluating information; exercising significant judgement across a broad range of functions of Marketing Communications; and accepting responsibility for determining and achieving personal or group outcomes.

In your final year (level 6). Critically reviewing, consolidating and extending a systematic and coherent body of knowledge, utilising specialised skills across Marketing Communications; critically evaluating concepts and evidence from a range of sources; transferring and applying diagnostic and creative skills and exercising significant judgement in a range of situations; and accepting responsibility for determining and achieving personal outcomes.

The modules in which course aims are particularly emphasised are listed by level below:

- Develop your academic knowledge and critical understanding (Fundamentals of Marketing at level 4; Consumer Insights at level 5 and your Final Major Project at level 6);
- Providing you with specialist and transferable skills (Creative Team level 4; Contemporary Public Relations Management & Contemporary Advertising at level 5; International Marketing, Culture & Communication at level 6; but also through the many specialist skills modules available as options);
- Developing your employability and enterprise skills (Understanding Consumers at level 4; Consumer Insights at level 5 which is designed to include work-based learning; and the optional placement year);
- Building your self-confidence (through group work and reflective practice);
- Preparing you for diverse and multi-cultural contexts, raising awareness of sustainability and social justice issues (through group work and inclusive learning, teaching and assessment);
- Enabling you to develop analytical and research skills (Fundamentals of Marketing at level 4; Consumer Insights at level 5; and your Final Major Project at level 6);
- and to develop critical and creative approaches to problems (Brand and Branding at level 4; Contemporary Public Relations Management, Contemporary Advertising, Media and Media Planning at level 5; and International Marketing, Culture and Communication and Final Project at level 6).

Teaching methods

The university's Virtual Learning Environment (Blackboard) contains learning materials to complement and enrich face to face contact lectures, seminars and workshops. You will be referred to articles, cases, quizzes and other activities on Blackboard in advance of, and following taught sessions, to help structure and direct your independent study time, undertake preparatory work for seminars and prepare for assessments. Often your modules will have a blend of online and face-to-face activities.

The university has invested extensively in Panopto lecture capture technology to enable lectures to be recorded and uploaded to Blackboard. This aids your learning as it allows you to access lectures when you need them and to refer back to them in preparing for assessments. You will also have the opportunity to take part in online discussions and use the Collaborate communication platform to work virtually in groups, reflecting industry practices.

Furthermore, the course embeds resources from our Professional bodies in modules where appropriate and also invites guest speakers from these bodies to inform students of the benefits of membership in their future careers.

Equality, Diversity and Inclusion

Staff have been trained in the use of 'gender-neutral' pronouns as a way of illustrating allyship towards those from the non-binary as well the LGBTQ+ communities generally. This training allows staff to be more aware and sensitive to students who may be experiencing challenges around gender identity. From the curriculum perspective, there is an exploration of themes of EDI and cultural relativity at each level of course teaching. For example:

At Level 4, 'Understanding Consumers' allows students '*to identify the impact and importance of various cultures, values, beliefs, conventions and other internal and external influences on customers and consumers' decisions'* this is

a conscious attempt to encourage students to explore diversity and its role in Marketing.

At level 5, students explore the EDI agenda more deeply. This is done in conjunction with a real enterprise, for example the course has worked with “Just Like Us” is a LGBT+, young people’s charity that works with thousands of schools and young people across the UK through its programmes. Their aim is to make education more inclusive and improve the lives of young (age 13-18 years) people from LGBTQ+ communities. Students in their assessment will design a PR campaign plan to raise awareness of the LGTBQ+ issue(s) and generate donation, thereby the EDI agenda has been embedded within the module curriculum and assessment.

At Level 6, the module ‘International Marketing, Culture, and Communication’ lends itself to embrace issues of diversity. The module examines contemporary international marketing communications issues. These include language barriers, cultural sensitivity, and the ethical and professional code of conducts of marketing communications practitioners in different countries. In seminars, international case studies are discussed. The focus here is very much to Give Voice to students’ diverse backgrounds.

Assessment methods

The course team takes an ‘assessment as learning’ approach and has an inclusive learning, teaching and assessment strategy to provide culturally-inclusive learning materials, varied, innovative teaching methods and providing flexible pathways to meet learning outcomes. The university is committed to its Authentic Assessment policy and students are encouraged to work in an inclusive and engaged manner, recognising that they are developing a rich range of understandings, skills, values and attributes to take into their professional lives. In this a variety of assessments are designed to support you in demonstrating your achievement of module learning outcomes. There is an emphasis on industry-focused, ‘real world’ assessments such as reports, portfolios, presentations and plans, though meeting professional body requirements may mean that there are some exams. Formative assessments and specific and timely feedback are an intrinsic part of the assessment process. Often a review of work in progress, this is a valuable learning opportunity and helps you improve your work and grade. You will be offered a range of formative feedback opportunities throughout each module to help prepare you for your assessments. In some cases you will critically reflect on your experiences in order to understand what you have learned and apply it in your career and other aspects of life. The assessments for these modules provide opportunities for you to demonstrate the achievement of the learning outcomes through undertaking work-based and other experiential learning activities in order to distil the learning and to help plan for your future personal and professional development.

At each level you will be assessed on academic knowledge, practical application and on your ability to re-contextualise knowledge, relating theory to practice and developing your own theory about practice. Often assessed tasks will draw on real-world Marketing Communications issues/cases such as consultancy exercises and responding to creative briefs. Other assessments may require you to reflect on work-based and other forms of experiential learning.

As you move through the levels of the course the scope and depth of assessment builds, allowing you to incrementally gain confidence and improve your knowledge, skills and understanding. In particular, assessments are progressively designed to facilitate and develop independent critical thinking skills and your ability to analyse and critically evaluate theories, concepts and ideas. In the final year of the course assessment methods are likely to test your ability to synthesise your ideas and take a more holistic view of the discipline.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	L4.1, L4.2, L4.3, L4.5, L4.7, L4.8, L4.9, L5.2, L5.3, L5Y.2, L5Y.3, L6.1, L6.2, L6.4, L6.5, L6.6, L6.7
Literate and effective communicator	L4.3, L4.9, L6.4, L6.5, L6.7
Entrepreneurial	L4.5, L4.7, L5.1, L5.5, L5Y.3, L6.1, L6.3
Global in outlook and engaged in communities	L4.4, L5.2, L5.3, L5.5, L5.6, L5Y.1, L5Y.2, L6.6, L6.7, L6.8
Socially, ethically and environmentally aware	L4.4, L4.6, L4.8, L5.1, L5.3, L5.5, L5.6, L5Y.1, L5Y.2, L6.3, L6.7, L6.8, L6.9

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level for example where you must choose one of two specific modules.

Modules

Level 4

At Level 4, students take one elective module.

Award of Certificate of Higher Education available

Module Code	Module Title	Status	UK credit	ECTS
4MARK020W	Brand Management with AI	Core	20	10
4MARK021W	Creative Development Enhanced with AI	Core	20	10
4MARK008W	Digital Marketing Essentials	Core	20	10
4MARK003W	Fundamentals of Marketing	Core	20	10
4MARK005W	Understanding Consumers	Core	20	10
		Elective	20	10

Level 5

At Level 5, students take EITHER three optional modules, OR two options and one elective module OR a 60 CAT professional/international experience module.

Award of Diploma of Higher Education available.

Module Code	Module Title	Status	UK credit	ECTS
5MARK011W	Advertising in the Age of AI	Core	20	10
5MARK019W	Consumer Insights	Core	20	10
5MARK025W	Data Analytics	Core	20	10
5MARK014W	Contemporary PR Management	Option	20	10
5MARK007W	Ethics and Social Responsibility in Marketing	Option	20	10
5MARK015W	Social Media Marketing	Option	20	10
5MARK027W	Strategic Media Planning	Option	20	10
5BUSS016W	WBS Study Abroad Experience	Option	60	30
5BUSS017W	WBS Work Experience	Option	60	30
		Elective	20	10

Additional Year

The following modules must be passed for the award title "with International Experience":

5BUSS013W WBS International Experience Year Semester 1 (20 credits)

5BUSS014W WBS International Experience Year Semester 2 (20 credits)

The following modules must be passed for the award title "with Professional Experience":

5BUSS011W Professional Placement Project Part 1 (20 credits)

5BUSS012W Professional Placement Project Part 2 (20 credits)

Module Code	Module Title	Status	UK credit	ECTS
5BUSS011W	Professional Placement Project Part 1	Option	60	30
5BUSS012W	Professional Placement Project Part 2	Option	60	30
5BUSS013W	WBS International Experience Year Semester 1	Option	60	30
5BUSS014W	WBS International Experience Year Semester 2	Option	60	30

Level 6

At Level 6, students take one optional module or one elective.

Award BA available. Award BA (Hons) available

Module Code	Module Title	Status	UK credit	ECTS
6MARK006W	Contemporary Selling and Sales Management	Core	20	10
6MARK005W	Direct and Digital Marketing with AI-Driven Techniques	Core	20	10
6MARK028W	Final Major Project	Core	20	10
6MARK004W	Integrated Marketing Communications	Core	20	10
6MARK030W	International Marketing, Cultures and Communications	Option	20	10
6MARK031W	Luxury Brand Management	Option	20	10
6MARK029W	Sustainability Marketing	Option	20	10
		Elective	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

The course is accredited by the following professional bodies:

Chartered Institute of Marketing

Institute of Data and Marketing

Chartered Institute of Public Relations

Institute of Practitioners in Advertising

Course management

The course is managed through a Course Leader, Level Leaders and Module Leaders. All members of the team have office hours when you can arrange to meet them. Course Representatives are elected in the first few weeks. This is a really valuable role and as a rep you would have regular formal meetings with the course team and less formally throughout the course in reflecting the student voice. This helps us work together to communicate and respond to any issues as they arise, to provide a strong course community.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2022©

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