

BA (HONS) INTERNATIONAL MARKETING

Module Choice Guide for Level 5

2019/20

This should be read in conjunction with information on the Campus Registry Blackboard site and on your Course Blackboard site.

We try to ensure all details are correct at the time of publishing, module details and availability may be subject to change.

ACTION POINTS:

1. Read this Module Choice Guide.
2. Attend the **Module Fair** on **Wednesday 13 March 2019, 2-4 pm, MG14 and MG28**.
3. Think about the long term career you want to have in addition to the job you want to do immediately after graduating, you also need to think about your academic strengths. Your Personal Tutor and the Career Development Team can help with your decisions.
4. You are required to pass all 120 credits at Level 4, 5 and 6. Please bear this in mind when selecting your options. Decide on your Level 5 option choices and plan your programme to completion of your degree. You need to seek advice if you do not achieve this.
5. Please be aware there are limited spaces on modules, and students are registered on a first come first served basis, therefore it is advisable to register your option choices online as soon as possible. It is also advisable to have a second choice in mind in case your first choice module is not available to you.
6. Check you are absolutely sure you have identified the options you really do want to be studying in 2019/20.
7. **Please Note** - once you hit the 'submit' button **you cannot change your selection** at a later date.
8. Register your modules online from **Wednesday 3 April** and before **Thursday 18 April 2019**. You will receive further details of how to make module choices via email prior to 3 April. Please ensure you check your University email regularly.

Your Course

You must attempt and pass **6 modules** (total of 120 credits) at Level 5 in order to graduate. These are:

Course core modules
Course option modules
Elective

4 compulsory modules
you must choose 1 and may choose 2
you may choose 1

Elective option

Your elective option may be selected from:

- your course options; or
- the WBS Level 5 College Electives; or
- from the Westminster Electives.

You are strongly advised to select your elective module from those on offer in your degree or in the WBS Level 5 Electives as this allows you to either:

- increase your depth of knowledge in your specialism; or
- widen the scope of your specialist degree.

Polylang: The University provides a programme of graded modules in 8 different languages designed for non-language degree students. There are various Levels of each language so, **in theory**, you may start a language from scratch or continue with an existing language. Most students taking a language take one module in that language in each year of the degree. If you have taken a language module in the first and second year, there is no problem in continuing or dropping it.

International Experience Year

If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions or combining this with an overseas work placement, you must successfully complete a preparatory programme. You must also complete 5BUSS004W International Experience Year during your year abroad.

Professional Experience Year

If you choose to take the opportunity of a one year work placement after Level 5, you must take 6BUSS005W Professional Experience during your placement and on your return as your Level 6 Elective.

**Course Structure BA International Marketing
2019/20**

Level 5

| | | | |
|--------------|---|--|--|
| Sem 1 | Core: 5MARK004W Developing your Professional Brand 20 credits | Core: 5MARK005W Marketing Metrics 20 credits | Core: 5MARK001W Global Markets 20 credits |
| Sem 2 | Core: 5MARK012W Marketing Research 20 credits | Course Option: Select one 5MARK006W Retail Marketing 5MARK007W Ethics and Social Responsibility in Marketing 5MARK008W Marketing Services 5MARK009W Marketing B2B 5MARK010W Sports Marketing 5MARK015W Social Media Marketing 20 credits | Elective Select one Course Option; or WBS Level 5 College Elective; or Westminster Level 5 Elective 20 credits |

Level 6 :

| | | | |
|--------------|--|---|---|
| Sem 1 | Core: 6MARK016W Marketing Analytics 20 credits | Core: 6MARK002W Cross Cultural Studies in Marketing 20 credits | Core: 6MARK010W Marketing Communications 20 credits |
| Sem 2 | Core: 6MARK003W International Marketing Planning & Strategy 20 credits | Course option: Select one 6MARK006W Contemporary Selling and Sales Management 6MARK011W Managing Brands 6MARK012W New Product Development 6MARK013W Destination, Cultural and Heritage Marketing 6MARK015W Interactive and Digital Marketing 6BUSS004W Dissertation 20 credits | Elective Select one Course Option; or 6BUSS005W Professional Experience; or WBS Level 6 College Elective; or Westminster Level 6 Elective 20 credits |

WBS Level 5 College Electives

| Module code | Module Name | Prior module required | |
|-------------|--|---|--|
| 5ACCN001W | Legal Aspects of Employment | Not open to BA Human Resource Management or BA Business Management students | |
| 5BDIN002W | Project Management | Not open to BA International Business students | |
| 5BDIN003W | Web-enabled Business | | |
| 5BUCL003W | Law and the Business | Not open to BABM (Legal Regulation) students | |
| 5ECON005W | Money Banking and Financial Markets | | |
| 5ECON006W | Global Economic Issues | | |
| 5ECON007W | Information and Digital Economics | | |
| 5ENTP005W | Entrepreneurial Practice | | |
| 5FNCE005W | Corporate Governance | | |
| 5HURM005W | Work and Organisational Psychology within the HR Context | | |
| 5HURM006W | Leadership and Management | Not open to BA Business Management students (including all pathways) | |
| 5HURM007W | Sociology of Work and Industry | | |
| 5HURM009W | Business Ethics and Corporate Social Responsibility | Not open to BSc Accounting students | |
| 5MARK006W | Retail Marketing | | |
| 5MARK010W | Sports Marketing | | |
| 5TOUR005W | The Airline Industry | | |

Westminster Level 5 Electives

Details of the Westminster Level 5 Electives can be found here:

<https://www.westminster.ac.uk/current-students/employability-and-career-development/westminster-plus-electives>

MODULE SUMMARIES

FOR COURSE OPTIONS

AND

COLLEGE ELECTIVES

| | | |
|---|---------------------|----------------------|
| Full module title: Law and the Business | | |
| Module code: 5BUCL003W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Accounting Finance and Governance | | |
| Module Leader(s): | | |
| Extension: | Email: | |
| Host course and Course leader: BSc Accounting - Dr. Petar Sudar | | |
| Status: Course Option, BSc Accounting, BSc Finance, BSc Business Management (Accounting), BSc Business Management (Finance), BA Global Business & BA Global Business with Accounting WBS L5 UG Programme Option | | |
| Subject Board: Accounting Finance and Governance | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Alternative Assessment in form of Coursework 4000 words for Sem 1 students | | |
| Special features: Open to Study Abroad Students | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: This module focusses on those aspects of business law that are relevant to business operations, including contract, tort, company and employment law. | | |

Learning outcomes

By the end of the module, the successful student will be able to:

1. Demonstrate an understanding of the sources relating to relevant business law legislation and case law within a UK and EC context.
2. Apply appropriate legal rules relating to law of tort and contract, particularly the employment contract.
3. Evaluate and apply the legal rules relating to different types of business organisations
4. Compare and contrast how companies are managed, administered and regulated, particularly in times of financial crisis.
5. Analyse and critically evaluate typical legal problems relevant to business operations by applying the law and creative thinking.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|----------------------|-------------|-------------------|----------------|-----------|---|
| Formative Assessment | 0 | n/a | n/a | 5 | Research, evaluation and application of the law. In-class, time-constrained essay. |
| Exam | 100 | 40% | n/a | 1,2,3,4,5 | Closed Book Exam (3 hours) |

| | | |
|---|--------------------------------|----------------------|
| Full module title: Corporate Governance | | |
| Module code: 5FNCE005W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Accounting Finance & Governance | | |
| Module Leader(s): Dr Neeta Shah | | |
| Extension: 66507 | Email: shahn@westminster.ac.uk | |
| Host course and course leader: BSc Finance - Dr Abdelhafid Benamraoui | | |
| Status: Course Option, BSc Finance, BSc Accounting, BSc Business Management (Accounting), BA Global Business & BA Global Business with Accounting WBS L5 UG Programme Option | | |
| Subject Board: Accounting Finance & Governance | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to study abroad students. Alternative Assessment as a closed book exam. | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster. No | | |
| Summary of module content: The module introduces and develops students understanding of key concepts and features of corporate governance. Students develop an understanding of the theories of corporate governance and get comprehensive knowledge of the UK system of corporate governance and its development. The students also learn the guidelines and regulations which corporation have to follow in relation to corporate governance. | | |

Learning outcomes

On successful completion of this module, the student should be able:

1. Evaluate and understand the major aspects of corporate governance and the need for corporate governance within the total business environment.
2. Assess the role of the key issues (such as board structures, chairman and chief executive roles, board remuneration) in corporate activity and compare and contrast their roles, impact and the balance of power between them, specifically to appreciate the nature, functions and realities of boards of directors and other authoritative governing bodies.
3. Evaluate major research articles written in the areas of corporate governance theories which have influenced the development of different governance systems such as insider or outsider systems; bank based and market based systems.
4. Analyse and apply key models and theory to practical problems and case studies of corporate governance processes around the world, and critically analyse the differences between Hard Law and Soft Law approach to governance in US and UK.
5. Identify and analyse relevant ethical aspects affecting modern corporations

| Assessment name | Weighting % | Qualifying mark % | LOs | Assessment type |
|----------------------|-------------|-------------------|-------|--------------------------|
| In-Class Test | 25% | 30% | 1,2,3 | 1 Hour Test |
| Final Exam | 75% | 30% | 2,4,5 | 2¼ Hour Closed Book Exam |

| | | |
|--|---------------------------|----------------------|
| Full module title: Legal Aspects of Employment | | |
| Module code: 5ACCN001W | Credit level: 6 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Accounting Finance and Governance | | |
| Module Leader(s): Stephanie Caplan | | |
| Extension: 66706 | Email: caplans@wmin.ac.uk | |
| Host course and Course leader: BA Business Management - | | |
| Status: Course Option, BA Business Management (General) WBS L5 UG Programme Option | | |
| Subject Board: Accounting Finance and Governance | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad students. Alternative assessment in form of coursework (3000 words) for Sem 1 students. | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: The module aims to introduce the major areas of employment regulation including those relating to recruitment, the contract of employment through to redundancy and dismissal. The module is intended to provide an overview of the employment relationship, rather than to focus in detail on the operation of specific employment laws. It will be extremely valuable both to employees and potential managers in understanding the importance of the legal context of the employment relationship and its contribution to a successful business both in local and international jurisdictions. | | |

Learning outcomes

By the end of the module, the successful student will be able to:

1. Evaluation of the operation of employment law from both an employer and an employee's perspective.
2. Critical analysis of the legal issues surrounding the recruitment and deployment of employees.
3. Critically assess the role of ACAS and the Employment Tribunal system in resolving employment disputes.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|-------------------|-------------|-------------------|----------------|-----|-----------------------------|
| Coursework | 25 | 35 | n/a | 1,3 | Essay (1,000 words) |
| *Exam | 75 | 35 | n/a | 1,2 | Closed Book Exam (2 ¼ hrs) |

| | | |
|---|---------------------|----------------------|
| Full module title: Project Management | | |
| Module code: 5BDIN002W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Business Information and Operations Management | | |
| Module Leader(s): | | |
| Extension: | Email | |
| Host course and Course leader: BA Business Management - | | |
| Status: Course Option, BA Business Management - WBS L5 UG Programme Option | | |
| Subject Board: Business Information and Operations Management | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad students; for Semester 1 students, the alternative assessment will be a 1½ hour examination. | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: Increasingly projects are being instigated by businesses and organisations in order to stay competitive and maintain standards. Innovation, development and marketing of new products and services involve project management. The module is intended for second year students interested in applying the theoretical, practical and technical skills of project management in a variety of business contexts. | | |

Learning outcomes

By the end of the module a student will be able to:

1. evaluate how project management fits into modern businesses and their day to day operations;
2. explain the role, responsibilities and attributes of a good project manager;
3. appreciate the importance of formal procedures associated with successful project management and appreciate the importance of financial accounting and control in the profitable management of projects;
4. explain the process of managing a project through the project life cycle including the importance of people management, teamwork and resource allocation;
5. apply project management techniques available to a project manager, including critical path analysis;
6. apply and use appropriate software to manage a project successfully;

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|---------------------------|-------------|-------------------|----------------|-------------------------|--|
| Group Presentation | 0 | Formative | n/a | 1,2 | Formative Group Presentation (10 mins) |
| Portfolio | 50 | 30 | n/a | 6 in the context of 1-5 | Individual Portfolio (1,000 words illustrated by specific Project Management work in MS Project/Excel equivalent to a further 1,000 words) |
| Exam | 50 | 30 | n/a | 1,2,3,4,5 | Exam (1½ hours) |

| | | |
|--|------------------------------------|----------------------|
| Full module title: Web-enabled Business | | |
| Module code: 5BDIN003W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Business Information Management and Operations | | |
| Module Leader(s): Dr Souad Mohamed | | |
| Extension: 66672 | Email: S.Mohamed@westminster.ac.uk | |
| Host course: BA Business Management - | | |
| Status: Course Option, Business Management & BA Global Business WBS L5 UG Programme Option | | |
| Subject Board: Business Information Management and Operations | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad students. Assessment strategy does not include exam. | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: The purpose of the module is to provide students with a clear understanding of all aspects involved in designing, developing and maintaining a web-enabled business. The module builds a comprehensive insight of key strategic considerations in web design and the necessity of aligning web presence with business objectives and organisational strategy. | | |

Learning outcomes

By the end of the module the successful student will be able to:

1. Critically appraise websites and evaluate their strategic approach to achieving business objectives.
2. Appraise visibility requirements and propose appropriate methods for designing and implementing a highly visible web presence.
3. Analyse the key security concerns for e-commerce and assess the challenges encountered in setting up a corporate security policy.
4. Appraise the social, ethical and legal implications of e-business and their impact in web design.
5. Design, plan and develop a working prototype of an interactive commercial website that is in line with organisational strategy and utilises web technologies to maximise competitive advantage.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|---------------------------------|-------------|-------------------|----------------|---------|---|
| Coursework | 25 | 30 | n/a | 1,5 | Report (1,000 words) |
| End-of-module assessment | 75 | 30 | n/a | 2,3,4,5 | Report and website (Total of 3,000 words) |

| | | |
|---|---------------------|----------------------|
| Full module title: Law and the Business | | |
| Module code: 5BUCL003W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Accounting Finance and Governance | | |
| Module Leader(s): | | |
| Extension: | Email: | |
| Host course and Course leader: BSc Accounting - Dr. Petar Sudar | | |
| Status: Course Option, BSc Accounting, BSc Finance, BSc Business Management (Accounting), BSc Business Management (Finance), BA Global Business & BA Global Business with Accounting WBS L5 UG Programme Option | | |
| Subject Board: Accounting Finance and Governance | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Alternative Assessment in form of Coursework 4000 words for Sem 1 students | | |
| Special features: Open to Study Abroad Students | | |
| Access restrictions: Not available to students on BABM (Legal Regulation pathway) | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: This module focusses on those aspects of business law that are relevant to business operations, including contract, tort, company and employment law. | | |

Learning outcomes

By the end of the module, the successful student will be able to:

- 1 Demonstrate an understanding of the sources relating to relevant business law legislation and case law within a UK and EC context.
- 2 Apply appropriate legal rules relating to law of tort and contract, particularly the employment contract.
- 3 Evaluate and apply the legal rules relating to different types of business organisations
- 4 Compare and contrast how companies are managed, administered and regulated, particularly in times of financial crisis.
- 5A Analyse and critically evaluate typical legal problems relevant to business operations by applying the law and creative thinking.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|-----------------------------|-------------|-------------------|----------------|-----------|---|
| Formative Assessment | 0 | n/a | n/a | 5 | Research, evaluation and application of the law. In-class, time-constrained essay. |
| Exam | 100 | 40% | n/a | 1,2,3,4,5 | <i>Closed Book Exam (3 hours)</i> |

| | | |
|---|---------------------|----------------------|
| Full module title: Money, Banking and Financial Markets | | |
| Module code: 5ECON005W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Economics and Quantitative Methods | | |
| Module Leader(s): | | |
| Extension | Email: | |
| Host course and course leader: BSc Business Economics - Karen Kufuor | | |
| Status: Course Option, BSc Business Economics & BA Global Business WBS L5 UG College Elective | | |
| Subject Board: Economics and Quantitative Methods | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad students; runs in Semester 2 so no alternative assessment required | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: This module is designed to provide an introduction to the flow of funds in the economy, the banking sector and to financial markets and systems, all of which are essential to the functioning of modern economies. Although the module is about financial systems in general, there will be frequent reference to contemporary issues and problems, and to their historical antecedents. The approach will incorporate a blend of published economic and financial data, and as far as possible, international comparisons. | | |

Learning outcomes

By the end of the module the successful student will be able to:

1. Explain the conceptual framework for comparing the financial systems of different economies.
2. Distinguish between different types of financial system identifying components and appreciating the significance of particular financial developments.
3. Apply analytical frameworks and use relevant economic principles to describe the role and operation of money markets, financial markets and institutions
4. Disaggregate and assemble data to critically evaluate financial systems, including their structure, organisation and limitations
5. Collaborate within a group, appreciating different cultures, receiving and providing peer feedback, taking responsibility for own task and for negotiation with others on ideas and output.
6. Communicate information accurately and effectively both orally and in writing.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment |
|---------------------|-------------|-------------------|----------------|---------|------------------------------|
| Group Report | 25 | 30 | n/a | 1,4,5,6 | Report (2,000 words) |
| Examination | 75 | 30 | n/a | 1,2,3 | Closed book exam (2 ¼ hours) |

| | | |
|--|----------------------|----------------------|
| Full module title: Global Economic Issues | | |
| Module code: 5ECON006W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Economics and Quantitative Methods | | |
| Module Leader(s): | | |
| Extension: | Email: | |
| Host course and Course leader: BSc Business Economics – Karen Kufuor | | |
| Status: Course Option, BSc Business Economics WBS L5 UG Programme Option | | |
| Subject Board: Economics and Quantitative Methods | | |
| Pre-requisites: None | Co-requisites: None. | |
| Study abroad: Available to Study Abroad students; Alternative Assessment will be a 2,000 individual report. | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: Globalisation has created a constantly changing and interconnected international economic environment. This module draws on economic analysis to provide critical insights and analysis of the causes, consequences and solutions to a diverse range of topical global economic issues. These might include: managing international labour migration, tackling poverty and global inequality, mitigating against climate change, international trade disputes, global economic crises and the challenges of sustainable energy and development. | | |

Learning outcomes

By the end of the module the successful student will be able to:

1. Work effectively in an international team, offering team members support and guidance, organising workload, while managing and evaluating output.
2. Communicate effectively orally and literally making use of digital & information technology.
3. Critically examine contemporary issues affecting the global economy using economic analysis
4. Critique theoretical frameworks and apply to practice in an international context
5. Adopt and appreciate multiple perspectives on international problems with sensitivity to cultural differences in attitudes and viewpoints.
6. Critically evaluate economic decisions made by consumers, business or governments in light of economic theory and analysis and evaluate international economic impact.

Assessment methods and weightings

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|---------------------------------|-------------|-------------------|----------------|----------------|---|
| Formative Assessment | 0 | formative | n/a | n/a | 5 min pod cast 500 word peer review document |
| Coursework: Group Report | 25 | 30 | n/a | 1,2,3, 5, 6 | Group Report (2,000 words) |
| Exam | 75 | 30 | n/a | 3,4,5,6 | Closed book exam (2 ¼ hours) |

| | | |
|---|---------------------|----------------------|
| Full module title: Information and Digital Economics | | |
| Module code: 5ECON007W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School/ Economics and Quantitative Methods | | |
| Module Leader(s): | | |
| Extension: | Email: | |
| Host course and course leader: BSc Business Economics - Dr Sheikh Selim | | |
| Status: Course Option, BSc Business Economics WBS L5 UG College elective | | |
| Subject Board: Economics and Quantitative Methods | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad students | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: This module explores the impact of the digital economy. Digital products are intensive in terms of their information content, profoundly affecting their production and consumption. The growing availability of 'Big Data' creates scope for new competitive insights for companies. At a macroeconomic level, too, the growth of the internet and digital technology offers major opportunities for governments seeking to harness the potential of the 'new economy'. | | |

Learning outcomes

By the end of the module the successful student will be able to:

1. Evaluate the key attributes of digitalised products and appraise the likely behaviour of producers and consumers of these products, using appropriate economic theory and data.
2. Explain the meaning and significance of the 'digital economy', the factors underpinning its emergence and implications for business competitiveness and economic activity.
3. Evaluate the implications of the growth of the internet and the digital economy for business behaviour, macroeconomic performance and government policy, including competition policy.
4. Demonstrate an in-depth understanding of the economics of digital networks.
5. Analyse the economic factors lying behind the growth of high technology industries (including 'tech-city', in London) and the role of public policy in the process.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment |
|---------------------------|-------------|-------------------|----------------|----------|------------------------------|
| On-line Test | 25 | 30 | n/a | 1, 2 | On-line Test (60 minutes) |
| Group Presentation | | Formative | n/a | | Video (5 minute) |
| Individual Report | 75 | 30 | n/a | 3, 4 & 5 | Briefing paper (3,000 words) |

| | | |
|---|---------------------|----------------------|
| Full module title: Entrepreneurial Practice | | |
| Module code: 5ENTP005W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 credits | ECTS: 10 credits | |
| College and Department: Westminster Business School, Marketing and Business Strategy | | |
| Module Leader(s): | | |
| Extension: | Email: | |
| Host course and Course leader: BA Business Management – | | |
| Status: Pathway Option, BA Business Management (Entrepreneurship) WBS L5 UG College Elective | | |
| Subject Board: Marketing and Business Strategy | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available for Study Abroad/Exchanges; no alternative assessment required | | |
| Special features: Team, activity based learning | | |
| Access restrictions: None. | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: This module is an action based entrepreneurial practice in generating revenue for a chosen organization. The student is expected to fulfil the modules learning outcomes through the entrepreneurial project and written assessment. The student is expected to organise a revenue generation project with a team of five students which has to be approved by the module leader. This module provides a way for students to pursue enterprise and entrepreneurial skills through the process of entrepreneurial learning. | | |

Learning outcomes

By the end of the module, the successful student will be able to:

1. Develop insight in the real-life entrepreneurial development in terms of entrepreneurial learning behaviours
2. Analyse processes, practices and roles and identify issues of significance of entrepreneurial learning individual, team and organization
3. Effectively reflect on the entrepreneurial learning experience and link it to future employability and entrepreneurship development

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|-----------------------------|-------------|-------------------|----------------|-------|--|
| <i>Individual Log</i> | 25 | 30 | n/a | 1 | <i>Written log (1,000 words)</i> |
| <i>Individual Portfolio</i> | 25 | 30 | n/a | 2 | <i>Written action report (1,000 words)</i> |
| <i>Individual Report</i> | 50 | 30 | n/a | 1,2,3 | <i>Written report (2,000 words)</i> |

| | | |
|---|---------------------|----------------------|
| Full module title: Corporate Governance | | |
| Module code: 5FNCE005W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Accounting Finance & Governance | | |
| Module Leader(s): | | |
| Extension: | Email: | |
| Host course and course leader: BSc Finance - Dr Abdelhafid Benamraoui | | |
| Status: Course Option, BSc Finance, BSc Accounting, BSc Business Management (Accounting), BA Global Business & BA Global Business with Accounting WBS L5 UG Programme Option | | |
| Subject Board: Accounting Finance & Governance | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to study abroad students. Alternative Assessment as a closed book exam. | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster. No | | |
| Summary of module content: The module introduces and develops students understanding of key concepts and features of corporate governance. Students develop an understanding of the theories of corporate governance and get comprehensive knowledge of the UK system of corporate governance and its development. The students also learn the guidelines and regulations which corporation have to follow in relation to corporate governance. | | |

Learning outcomes

On successful completion of this module, the student should be able:

6. Evaluate and understand the major aspects of corporate governance and the need for corporate governance within the total business environment.
7. Assess the role of the key issues (such as board structures, chairman and chief executive roles, board remuneration) in corporate activity and compare and contrast their roles, impact and the balance of power between them, specifically to appreciate the nature, functions and realities of boards of directors and other authoritative governing bodies.
8. Evaluate major research articles written in the areas of corporate governance theories which have influenced the development of different governance systems such as insider or outsider systems; bank based and market based systems.
9. Analyse and apply key models and theory to practical problems and case studies of corporate governance processes around the world, and critically analyse the differences between Hard Law and Soft Law approach to governance in US and UK.
10. Identify and analyse relevant ethical aspects affecting modern corporations

| Assessment name | Weighting % | Qualifying mark % | LOs | Assessment type |
|----------------------|-------------|-------------------|-------|--------------------------|
| <i>In-Class Test</i> | 25% | 30% | 1,2,3 | 1 Hour Test |
| <i>Final Exam</i> | 75% | 30% | 2,4,5 | 2¼ Hour Closed Book Exam |

| | | |
|--|---------------------|----------------------|
| Full module title: Work and Organisational Psychology within the HR Context | | |
| Module code: 5HURM005W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Leadership and Professional Development | | |
| Module Leader(s): | | |
| Extension: tbc | Email: | |
| Host course and course leader: BA Human Resource Management - Caroline Bolam | | |
| Status: Course Option, BA Human Resource Management WBS L5 UG Programme Option | | |
| Subject Board: Leadership and Professional Development | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad students. | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? | | |
| Summary of module content: This module explores different psychological theories and their application in organisational settings. The module provides the student with an appreciation of the psychological study of work organisations and work behaviour in a contemporary HR business context. The sessions will critically explore the application of contemporary work and organisational psychology to HR business issues and function. | | |

Learning outcomes

On successful completion of this module, students will be able to:

1. Use tools and techniques from the discipline of psychology as they impact on their work behaviour.
2. Critically evaluate psychological research undertaken in work organisations and work behaviour.
3. Understand a range of psychological theories and approaches that have been applied to the study of work organisations and work behaviour within the context of HR.
4. Use a range of established techniques to initiate and undertake critical analysis of information and assess its validity adopt multiple perspectives to identify key elements of real-life problems and select appropriate methods/tools for their resolution.
5. Review current research taking into account issues of reliability and validity.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|---|-------------|-------------------|----------------|---------|---------------------------------------|
| Essay | 25 | 30 | n/a | 2,4,5 | Essay (1,000 words) |
| Case study based business report | 75 | 30 | n/a | 1,2,3,4 | Case Study based Report (3,000 words) |

| | | |
|---|---------------------|----------------------|
| Full module title: Leadership and Management | | |
| Module code: 5HURM006W | Credit level: 5 | Length: One semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Leadership and Professional Development | | |
| Module Leader(s): | | |
| Extension: | Email: | |
| Host course and course leader: BA Human Resource Management; Caroline Bolam | | |
| Status: Course Option: BA Human Resource Management WBS L5 College Elective | | |
| Subject Board: Human Resource Management/LAPD | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available for Study Abroad/Exchange students; no alternative assessment required | | |
| Special features: None | | |
| Access restrictions: Not available to BA Business Management and all Pathway students. | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster. No | | |
| Summary of module content: The module is structured into two parts. Part 1 involves reviewing theories and approaches related to what is the nature of leadership and management, and what are the factors that influence the effectiveness of the leadership and management process. Part 2 involves helping students to develop the core skills and understanding needed to deal with management responsibilities and develop as leaders. This includes how to co-ordinate the activities of people and guiding their efforts towards the goals and objectives of the organisation. | | |

Learning outcomes

By the end of the module the successful student will be able to:

1. Explain the meaning and importance of leadership and management in work organisations;
2. Contrast main approaches to, and studies of, leadership including different styles, and management, including different functions;
3. Evaluate the importance of management for effective organisational performance;
4. Analyse criteria for evaluating the effectiveness of managers;
5. Contrast the functions of management and leadership in organisations;
6. Evaluate personal and team experience of roles – drawing on relevant theories.

Assessment methods and weightings

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|--------------------------------------|-------------|-------------------|----------------|-------|---|
| <i>Individual Reflective Account</i> | 25 | 30 | <i>n/a</i> | 1,2,6 | <i>Reflective account (1,000 words)</i> |
| <i>Individual Essay</i> | 75 | 30 | <i>n/a</i> | 3,4,5 | <i>Essay (3,000 words)</i> |

| | | |
|--|---------------------|----------------------|
| Full module title: Sociology of Work and Industry | | |
| Module code: 5HURM007W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Human Resource Management | | |
| Module Leader(s): | | |
| Extension: | Email: | |
| Host course and course leader: BA Human Resource Management – Caroline Bolam | | |
| Status: Course Option, BA Human Resource Management Pathway Option, BA Business Management (HRM) WBS L5 UG Programme Option | | |
| Subject Board: Human Resource Management | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available for Study Abroad. Alternative assessment for Semester 1 is a 1 hour in-class test. | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? | | |
| Summary of module content: This module seeks to develop students' understanding of the nature of work in contemporary society and, in particular, how it is experienced from the perspective of the worker or employee. This includes consideration of the divergent interests and power differentials between the employer and the employed and the meaning and value that work has both to individuals, and to society as a whole. | | |

Learning outcomes

On successful completion of the module, the student should be able to:

1. Analyse the social significance of employment in modern industrial societies;
2. Analyse the changing context of work and employment both in terms of labour force and organisation of work in a global framework;
3. Evaluate the impact of globalisation and technology
4. Analyse and explain the issues emerging from the case study effectively.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|-------------------------|-------------|-------------------|----------------|---------|---|
| <i>Individual Essay</i> | 75 | 30 | <i>n/a</i> | 1,2,3,4 | <i>Essay (3,000 words)</i> |
| <i>In-class Test</i> | 25 | 30 | <i>n/a</i> | 1,2,3,4 | <i>Test under exam conditions (closed-book) (1hour)</i> |

| | | |
|--|---------------------|-----------------------|
| Full module title: Business Ethics and Corporate Social Responsibility | | |
| Module code: 5HURM009W | Credit level: 5 | Length: One Semester. |
| UK credit value: 20 | ECTS value: 10 | |
| College: Westminster Business School, | | |
| Module Leader(s): | | |
| Extension: | Email: | |
| Host course and course leader: BA Business Management – | | |
| Status: Course Option, BA Business Management WBS L5 UG Programme Option | | |
| Subject Board: Human Resource Management/Leadership and Professional Development | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad students; as this module runs in Semester 2 no alternative assessment is available. | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: Do businesses have any ethical responsibilities – what might these be? This module considers the role of ethics in business in a market economy and marketised society, the implications for types of corporate social responsibility (CSR). Considers the ethical dilemmas thrown up by business operations and implications for suppliers, employees, consumers, wider society and the environment. Looks at corporate governance and role of governments, international & regional institutions. Looks at labour standards, consumer protection, corporate market behaviour, environmental problems. | | |

Learning outcomes

By the end of the module the successful student will be able to:

1. Evaluate the central problems in contemporary ethical thought as they relate to corporate social responsibilities in a marketised society.
2. Analyse a variety of contemporary ethical theories that attempt to address these problems.
3. Develop an analysis of several theoretical approaches to corporate social responsibility.
4. Make a critical evaluation of current business practices in relation to corporate social responsibility.
5. Implement organisational policies appropriate to social and economic context.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|------------------------------|-------------|-------------------|----------------|-----|--|
| Individual coursework | 50 | 30 | n/a | 1-6 | Case study based essay or report (2,000 words) |
| Examination | 50 | 30 | n/a | 1-6 | Open book examination (1 ½ hours) |

| | | |
|---|---------------------|----------------------|
| Full module title: Retail Marketing | | |
| Module code: 5MARK006W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Marketing and Business Strategy | | |
| Module Leader(s): tbc | | |
| Extension: tbc | Email: tbc | |
| Host course and course leader: BA Marketing Management & BA International Marketing – | | |
| Status: Course Option: BA International Marketing, BA Marketing Management and BA Business Management (Marketing) WBS L5 UG College Elective | | |
| Subject Board: Marketing and Business Strategy | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad/Exchange students;. | | |
| Special features: None | | |
| Access restrictions: Only available to students on specialist marketing degrees and exchange students who have attempted 4MARK003W or 4MARK004W or the equivalent of one of them. | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: This module examines the marketing environment facing modern retailers, the drivers behind industry change, the sustainability of retail supply chains and the aspects of marketing which present particular challenges for retailers. The emphasis will be on challenges facing online and store-based retail multiples, and examples will be drawn particularly from the worlds of fashion and food retailing. | | |

Learning outcomes

1. Understand the ethical and sustainability issues in retail supply chains and how they affect retail sourcing and marketing strategies.
2. Appreciate the complexity of retail channels (store and online) used as alternative routes to market, and evaluate the merits of alternative strategies for different types of retail business.
3. Understand the functions and importance of retailing, the rise (and implications) of retail power and the nature of the competitive environment within which retailers operate, and analyse the key forces driving change for particular sectors and types of retailer.

Understand how to apply a range of theoretical concepts and frameworks to retail-specific business problems, diagnose critical issues, appraise strategies, and design alternative solutions

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|---|-------------|-------------------|----------------|----------------|---------------------------------|
| Retail Supply Chain Investigation (Group) | 25% | 30% | n/a | 1, 4 B, C | Group presentation (20 minutes) |
| Retail Supply Chain Evaluation (Individual) | 25% | 30% | n/a | 1, 4 A, D | Individual report (1000 words) |
| Retail Marketing Report (Individual) | 50% | 30% | n/a | 2, 3,4, A,B, D | Individual report (2000 words) |

| | | |
|---|---------------------|----------------------|
| Full module title: Ethics and Social Responsibility in Marketing | | |
| Module code: 5MARK007W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Marketing and Business Strategy | | |
| Module Leader(s): | | |
| Extension: | Email: | |
| Host course and Course leader: BA International Marketing & BA Marketing Management – Darrell Kofkin | | |
| Status: Course Option, BA International Marketing & BA Marketing Management Pathway Option BA Business Management (Marketing) WBS L5 College Elective for BA Marketing Communications only | | |
| Subject Board: Marketing and Business Strategy | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad students | | |
| Special features: None | | |
| Access restrictions: Only available to students who have attempted 4MARK003W or 4MARK004W or the equivalent of one of them. | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: Understanding ethics in marketing is essential for strategic decision making and business success. At the level of the individual there is a need to develop skills in seeking out and evaluating the options available. At the level of the company there is a need to understand the competitive environment, to seize market opportunities where they exist, and to be productive. The module will address marketing thinking and techniques with specific reference to ethics in marketing. It will cover such areas as Cause-Related Marketing (CRM) and Corporate Social Responsibility (CSR). | | |

Learning outcomes

1. Debate the role of Ethics in Marketing for marketing management and decision making;
2. Evaluate a range of approaches to Ethics in Marketing;
3. Apply these approaches to different marketing situations in large, medium and small sized enterprises.
4. Plan, implement and evaluate a project involving the approaches;
5. Critically evaluate current thinking in Ethics in Marketing

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|--|-------------|-------------------|----------------|------------|------------------------------------|
| Coursework 1: Individual Report | 50 | 30 | n/a | 1, 3 | Individual Report (2,000 words) |
| Coursework 2: Individual Report | 50 | 30 | n/a | 2, 4, 5 | Individual Report (2,000 words) |

| | | |
|--|---------------------|----------------------|
| Full module title: Marketing Services | | |
| Module code: 5MARK008W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Marketing and Business Strategy | | |
| Module Leader(s): | | |
| Extension: tbc | Email: | |
| Host course and Course leader: BA International Marketing & BA Marketing Management – | | |
| Status: Course Option, BA International Marketing, BA Marketing Management & BA Global Business Pathway Option, BA Business Management (Marketing) WBS L5 UG College elective for BA Marketing Communications only | | |
| Subject Board: Marketing and Business Strategy | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad/Exchange Students | | |
| Special features: None | | |
| Access restrictions: Only available to students on a specialised Marketing degree, BA Global Business & BA Business Management (Marketing) and Study Abroad/Exchange students who have attempted 4MARK003W or 4MARK004W or the equivalent of one of them. | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: This module addresses challenges and opportunities organizations encounter in creating, marketing, and delivering high-quality services. The seminar sessions will mainly be case-based learning, with lectures to highlight key theories, concepts, and frameworks. This module is designed for individuals who manage, or aspire to manage professional practices in areas such as airline, tourism and hospitality, finance, and retail. | | |

Learning outcomes

By the end of the module the successful student will be able to:

1. Critique the distinctive challenges involved in the marketing of services.
2. Debate key issues involved in managing customer satisfaction and service quality, appreciating the role of employees and consumers in service production, delivery and consumption.
3. Critically evaluate the sources of competitive advantage in service businesses, explaining key issues in services such as the management of supply and demand, relationship management, and the overlap between marketing, operations, and human resources.
4. Critically evaluate how 'service' can be a competitive advantage in managing any organisation.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|--------------------------|-------------|-------------------|----------------|---------|--|
| Individual Essay | 25 | 30 | n/a | 1, 2 | <i>Individual Essay (1,000 words): examining a service-company's customer satisfaction</i> |
| Individual Report | 75 | 30 | n/a | 2, 3, 4 | <i>Individual Report (3,000 words): examining a service-company's performance, and proposing an improvement / development plan</i> |

| | | |
|--|---------------------|------------------|
| Full module title: Marketing B2B | | |
| Module code: 5MARK009W | Credit level: 5 | Length: 12 weeks |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Marketing and Business Strategy | | |
| Module Leader(s): tbc | | |
| Extension: tbc | Email: tbc | |
| Host course and Course leader: BA International Marketing & BA Marketing Management – | | |
| Status: Course Option, BA Marketing Management & BA International Marketing Pathway Option, BA Business Management (Marketing) WBS L5 UG Programme Option for BA Marketing Communications only | | |
| Subject Board: Marketing and Business Strategy | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad/Exchange students | | |
| Special features: None | | |
| Access restrictions: Only available to students on specialised Marketing degree or BA Business Management (Marketing) and Exchange students who have attempted 4MARK003W or 4MARK004W or the equivalent of one of them. | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| Summary of module content: This module provides a comprehensive introduction to the main theoretical and managerial issues of B2B marketing. It raises students' awareness of the significance of B2B marketing in modern economies, in both local and global contexts. The module shows that B2B marketing is about managing the complex network of buying and selling relationships between organizations. The module includes detailed learning outcomes on the role of individual managers and the organizations they represent; outlines possible managerial solutions to common B2B marketing dilemmas; and examines issues such as e-commerce in B2B markets, key account management and supply-chain ethics. The material in this module includes theoretical and practical perspectives in business-to-business marketing, marketing mix and strategy, interfirm relationships, personal selling and sales management, technology marketing, and methodological issues central to business-to-business markets. | | |

Learning outcomes

By the end of the module the successful student will be able to:

1. Demonstrate awareness of the current practices governing b2b marketing
2. Make recommendations about business-to-business marketing, including segmentation, marketing communications, branding and pricing.
3. Evaluate the role of customer relationship management in different business markets, including the role of trust, distrust and confidence and the organizational buying centre.
4. Understand the specific challenges of b2b e-commerce in different industries.
5. Identify and evaluate appropriate B2B Marketing theories and approaches related to current views on the importance of relational and technological aspects for corporate success.
6. Analyse and evaluate the impact of the B2B marketing mix tools on corporate performance for a particular segment.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | LOs | Assessment type |
|-------------------------|-------------|-------------------|----------------|-------------|--------------------------------|
| Report/Essay | 50 | 30 | n/a | 1,2,3,4,5,6 | Individual Report (2,000 word) |
| Marketing Report | 50 | 30 | n/a | 1,2,3,4,5,6 | Individual Report (2,000 word) |

| | | |
|--|---------------------|----------------------|
| Full module title: Sports Marketing | | |
| Module code: 5MARK010W | Credit level: 5 | Length: One Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Westminster Business School, Marketing and Business Strategy | | |
| Module Leader(s): tbc | | |
| Extension: tbc | Email: tbc | |
| Host course and Course leader: BA International Marketing & BA Marketing Management – | | |
| Status: Course Option, BA International Marketing & BA Marketing Management Pathway Option, BA Business Management (Marketing) WBS L5 UG Programme Option | | |
| Subject Board: Marketing and Business Strategy | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to Study Abroad/Exchange students | | |
| Special features: None | | |
| Access restrictions: Available to students who have attempted 4MARK003W or 4MARK004W or the equivalent of one of them. | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No. | | |
| The module is designed to build on contemporary marketing theory and to apply it in a sports context. The module examines strategic sports marketing planning within an appropriate framework. Students will look at the application of marketing concepts in sport, and in particular market segmentation and the roles of branding and sponsorship. They will be given the opportunity to reflect on the current and future impact of globalisation and commercialisation on the wider sports industry. The module will encourage students to apply concepts and criteria derived from good practice in other sectors to specific sporting applications and to develop their analytical and critical skills. | | |

Learning outcomes

By the end of the module the successful student will be able to:

1. Evaluate the forces at work in the external and internal environments in relation to the sports industry.
2. Assess factors effecting buyer behaviour in sport.
3. Evaluate approaches to segmentation, targeting and product positioning in the sports sector.
4. Develop and evaluate marketing strategies, implementation techniques and performance.

| Assessment name | Weighting % | Qualifying mark % | Qualifyin g set | LOs | Assessment type |
|--------------------------------|-------------|-------------------|-----------------|---------|---------------------------|
| Written Report | 25% | 30 | n/a | 2,3 | Report (1000 Words) |
| Individual Presentation | 25% | 30 | n/a | 2,3 | Presentation (10 Minutes) |
| Exam | 50% | 30 | n/a | 1,2,3,4 | Exam (1 ½ Hours) |

| | | |
|---|----------------------|---------------------|
| Full module title: Social Media Marketing | | |
| Module code: 5MARK015W | Credit level: 5 | Length: 1 semester. |
| UK credit value: 20 | ECTS value: 10 | |
| Faculty and Department: WBS and MBS | | |
| Module Leader(s): TBC | | |
| Extension: TBC | Email: TBC | |
| Host course and course leader: BA Marketing Management – BA International Marketing - BA Marketing Communications - | | |
| Status: Course Option | | |
| Subject Board: Marketing and Business Strategy. | | |
| Pre-requisites: None. | Co-requisites: None. | |
| Study abroad: No | | |
| Special features: | | |
| Access restrictions: Only for students on specialist marketing degrees | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster. No. | | |
| Summary of module content This is an excellent module for anyone considering a career in Marketing, or the wider marketing communications industry and is suitable preparation as part of the Digital Marketing Institute and IDM qualifications It will enable students to become familiar with and apply social media concepts and best practices to both organic and paid marketing activities on key platforms in order to run successful campaigns that yield ROI and meet business objectives. As such it builds on the Level 4 Digital Marketing Essentials module, complements the Level 5 core Marketing Metrics module and will provide additional context for the Level 6 core Marketing Analytics module. | | |

Learning outcomes

By the end of the module, the successful student will be able to:

1. Apply the fundamental principles of social media marketing during the development of a digital marketing strategy
2. Identify the core features, tools and guidelines for setting up, optimizing and organically postings on Facebook, Twitter, Instagram, Linked-In and other social media platforms
3. Build, manage and sustain an active community on social media platforms
4. Apply paid campaign concepts to inform the development of a social media marketing strategy
5. Create and evaluate social media campaigns using advanced and paid advertising

Assessment methods and weightings

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | Assessment type |
|------------------------------------|-------------|-------------------|----------------|-------------------------------|
| <i>Client Report</i> | 25% | 30 | N/A | <i>1,000 Report</i> |
| <i>Client 'pitch presentation'</i> | 25% | 30 | N/A | <i>10 minute presentation</i> |
| <i>Exam</i> | 50% | 30 | N/A | <i>1.5 hrs</i> |

| | | |
|---|---------------------------------|--------------------|
| Full module title: The Airline Industry | | |
| Module code: 5TOUR005W | Credit level: 5 | Length: 1 Semester |
| UK credit value: 20 | ECTS value: 10 | |
| College and Department: Architecture and the Built Environment, Property and Construction | | |
| Module Leader(s): Dr Anne Graham | | |
| Extension: x66655 | Email: graham@westminster.ac.uk | |
| Host course and course leader: Tourism Undergraduate Programme - Dr Nancy Stevenson | | |
| Status: Core for Tourism Planning and Management students, option for other students of the Tourism Undergraduate Programme | | |
| Subject Board: Tourism Undergraduate Programme | | |
| Pre-requisites: None | Co-requisites: None | |
| Study abroad: Available to study abroad students | | |
| Special features: None | | |
| Access restrictions: None | | |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster: No | | |
| Summary of module content: The module examines the nature of demand for airline services. It evaluates the traditional role of regulation and the implications of deregulation. Economic, commercial and operational characteristics of the industry are explained and the development of airline alliances/mergers, as well as the low cost and charter sector, is assessed. Current marketing trends are appraised. The broader environmental implications of industry growth are discussed. | | |

Learning outcomes

Upon completion of the module student will be able to:

1. Evaluate the market for international airline services.
2. Assess the significance of the international regulatory aviation environment.
3. Analyse the major economic, marketing and management principles and theory of the international airline industry.
4. Explain the external environment within which the international airline industry operates and examine the main sustainability issues.

| Assessment name | Weighting % | Qualifying mark % | Qualifying set | Assessment type (e.g. essay, presentation, open exam or closed exam) |
|--------------------------|-------------|-------------------|----------------|--|
| Individual seminar paper | 20 | 35 | | Short paper |
| Individual report | 80 | 35 | | Report |