

Course record information

Name and level of final award	• Bachelor of Arts with Honours - Business Management (Marketing) • Bachelor of Arts with Honours - Business Management (Marketing) with international experience • Bachelor of Arts with Honours - Business Management (Marketing) with professional experience The award is Bologna FQ-EHEA first cycle degree or diploma compatible
Name and level of intermediate awards	• Bachelor of Arts (BA) - Business Management (Marketing) • Diploma of Higher Education (Dip HE) - Business Management (Marketing) • Certificate of Higher Education (CertHE) - Business Management (Marketing)
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 (CIM) (see below for specific details)
Westminster course title, mode of attendance and standard length	• BA Business Management (Marketing) FT, Full-time, September start - 3 years standard length with an optional year abroad or placement
Valid for cohorts	From 2026/7

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

Course Aims

The BA Business Management (Marketing) prepares students for professional business management and marketing roles across diverse sectors, including specialist agencies, public and third-sector organisations, entrepreneurial ventures, and self-employment. The course provides a strong foundation in business, management, and marketing, embedding employability and sustainability, including UN Sustainable Development Goals (SDGs), to prepare graduates for uncertainty in a rapidly evolving global, cultural, and technological environment.

The course aims to:

- Equip graduates with the knowledge, skills, and mindset to address contemporary business and marketing challenges, integrating ethical and sustainability considerations.
- Develop personal and professional capabilities, including teamwork, communication, digital literacy, critical thinking, research, and creative problem-solving, to secure graduate-level employment or progress to postgraduate study.
- Foster resilience, adaptability, and the ability to navigate uncertainty and complexity in diverse organisational contexts.
- Cultivate global citizenship, cultural awareness, and the capacity to contribute positively to communities and society.
- Raise aspirations through transformative learning experiences, including work-based projects, simulations, and industry engagement.

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

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

Career-Ready Graduates

The BA Business Management (Marketing) course equips students to be resilient, adaptable, globally engaged professionals with strong communication, collaboration, leadership, and data analysis skills. Graduates are prepared to work effectively in diverse, multi-cultural teams and to lead, negotiate, and solve problems in both in-person and remote work environments.

Career Paths and Job Roles

This course prepares graduates for careers in areas such as:

- Marketing Executive / Marketing Manager
- Brand Manager
- Digital Marketing Specialist
- Market Research Analyst
- Business Development Executive
- Project Manager
- Account Manager in advertising or PR
- Social Media and Content Manager
- Product Manager

Industries

Our graduates work across a wide range of sectors, including:

- Marketing, advertising, and public relations
- Financial services and banking
- Retail and consumer goods
- Technology and telecommunications
- Public sector and healthcare
- Non-profit and international organisations

Employers

Our alumni have secured roles in leading organisations such as:

- BT
- Coca-Cola
- HSBC
- Barclays
- Bank of England
- NHS
- LEGO

Further Study

Many graduates progress to professional qualifications (e.g. CIM, CIPD) or specialist master's degrees in areas such as marketing, business analytics, or international business.

Placement and Work Experience Opportunities

Our course offers students to enhance their employability through:

- An optional one-year industry placement in the UK or abroad
- 35 hours of work-based learning or volunteering at Level 4, assessed at Level 5
- Shorter-term internships and live client projects
- A semester or full year at one of our overseas partner universities to build global experience

Career development support is embedded from induction through three years post-graduation, with access to the University's careers and employability services, alumni mentoring, industry speaker events, and guidance from the College's Business Experience Team.

What will you be expected to achieve?

Learning outcomes are statements of what successful students have achieved as a 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)
- Cognitive Skills, are learning outcomes that help build a conceptual understanding that is necessary to devise and sustain arguments, and/or to solve problems and comment on research.

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

- L4.01 Demonstrate fundamental knowledge and understanding of the functions and processes of business organisations and the impact of contemporary management theory in a domestic or international context. (KU)
- L4.02 Investigate and evaluate the interrelationships between internal and external pressures on organisations within a global context. (KU)
- L4.03 Demonstrate an awareness of ethical and sustainability issues and responsible management concepts within the business management domain. (KU)
- L4.04 Collaborate effectively in groups, building team relationships that support the achievement of set goals in the context of business working. (PPP KTS)
- L4.05 Utilise a range of media and develop digital skills in key technologies for effective and efficient management of business information in a secure and respectful manner. (GA PPP)
- L4.06 Research and analyse business information from a range of authoritative and reliable sources and use analysis to make judgements and develop a coherent argument. (PPP)
- L4.07 Communicate effectively and persuasively using a variety of media to a range of audiences in a business context. (KTS)
- L4.08 Take personal responsibility for learning and progress and to prepare for work-based learning. (GA PPP)

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

- L5.01 Justify how organisations manage resources internally and in the supply chain in both traditional and digital environments, ensuring responsible management of environmental and social aspects. (KU GA)
- L5.02 Apply management theory and concepts to understand how to manage and provide leadership for the effective and responsible running of the organisation. (KU)
- L5.03 Locate and extract information from a variety of credible sources and evaluate these to develop arguments to support management decisions. (PPP)
- L5.04 Develop an independent perspective on business problems, informed by current research and evaluate theories, arguments and relevant data to communicate ideas and potential solutions effectively and appropriately. (KTS)
- L5.05 Apply relevant business management concepts, tools and techniques to business problems and evaluation of environmental, social and governance performance. (GA KTS)
- L5.06 Demonstrate understanding of global citizenship and personal potential to contribute to communities, appreciating diversity of people and cultures. (GA)
- L5.07 Demonstrate the ability to reflect and evaluate on ongoing personal and professional development skills and to organise and undertake work experience. (PPP)
- L5.08 Understand & apply customer-centric research insights and other marketing frameworks to support marketing decision making. (KU)

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

- L5Y.01 (International Experience only) Demonstrate insight and understanding of the challenges and opportunities of working and/or studying in an international context. (PPP)
- L5Y.02 (International Experience only) Apply theories, concepts and research skills related to the cultural context(s) of the society within which the experience takes place. (KU)
- L5Y.03 (Professional Experience only) 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)

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

- L6.01 Critically evaluate strategic options to enhance organisational performance across a range of contexts and appreciate the ramifications of those decisions on operational activities. (KU GA)
- L6.02 Critically evaluate innovation in organisations and the relationship with organisational culture and leadership. (KU)

- L6.03 Investigate current issues in business and management using a variety of high quality learning sources and engage with contemporary research, developing an independent critical perspective on the issues. (PPP KTS)
- L6.04 Critically evaluate and apply creative solutions to real-world business problems in a range of contexts such as global business strategy and management and leadership and communicate these solutions effectively and convincingly. (PPP KTS)
- L6.05 Navigate uncertainty and complexity to explore solutions integrating theory and practice in a range of business challenges taking full account of social and environmental responsibilities and ethical behaviour. (KU GA)
- L6.06 Demonstrate acquisition of personal competencies including self-confidence, resilience and adaptability and professionally relevant skills appropriate to pursuit of employment or further study and an awareness of the potential opportunities open to graduates of business disciplines. (KTS)
- L6.07 Develop advanced marketing knowledge, skills and practical competencies that are relevant to the marketing industry and organisations. (KU)

How will you learn?

Learning methods

Skill and Knowledge Development through Course Design

The BA Business Management (Marketing) curriculum is intentionally structured to support students' development from foundational knowledge to advanced, career-ready capabilities, underpinned by contemporary business management and marketing concepts such as sustainability, ethical practice, and global responsibility.

At **Level 4**, modules focus on easing the transition into Higher Education, fostering independent learning, and introducing the fundamental business disciplines.

At **Level 5**, the emphasis shifts towards applying learning to real-world business challenges, developing analytical skills, and cultivating the ability to critically reflect on work experiences. In the second semester, students can choose to broaden their horizons through either a semester of study abroad or a 12-week work experience internship.

At **Level 6**, students consolidate and extend their expertise in strategy, organisational planning, leadership, and innovation. Core marketing modules build on the knowledge gained at Levels 4 and 5, enabling students to apply an analytical and strategic approach to marketing decision-making in practice, while addressing the evolving demands of a sustainable and socially responsible business environment.

The course offers an engaging and transformative learning experience, such as blended learning, problem-based learning, and hands-on practical activities and projects. Work-based and placement learning are embedded throughout the programme in line with the University's strategic priorities. Employability skills are explicitly developed and assessed in modules at every level, ensuring all students are equipped for graduate-level employment or further study.

Students are encouraged to actively monitor their progress, reflect on their personal and academic development, and evaluate their performance within a supportive and inclusive learning environment.

Teaching methods

Variety of Teaching Methods

Teaching on the BA Business Management (Marketing) course combines a wide range of methods to cater to diverse learning styles and to reflect the varied demands of the modern business environment. Students engage in lectures, seminars, interactive workshops, case study analysis, simulations, mentoring, and project-based assignments that encourage both independent and collaborative learning. Problem-based learning and live client briefs provide opportunities to apply theoretical knowledge to real business challenges.

Equality, Diversity and Inclusion (EDI)

We are committed to an inclusive approach to learning and teaching that empowers every student to achieve their full potential. Our curriculum and teaching practices are designed to embrace diverse perspectives, remove barriers to participation, and ensure all students can thrive. We nurture the development of essential transferable skills for both professional success and lifelong learning. Through a blend of independent study and collaborative teamwork, students gain the confidence and capability to draw on a wide range of resources, perspectives, and techniques, equipping them with the graduate-level skills needed to contribute effectively in a global and diverse business environment.

Learning Technology and Ethical Use of AI

Course materials are delivered electronically via the University's Virtual Learning Environment (Blackboard), enabling students to access resources anytime, anywhere, and on a range of devices. Blackboard supports interactive and collaborative learning through tools such as discussion boards, wikis, and blogs, ensuring students can connect with staff and peers in a flexible and inclusive way.

Our curriculum is designed to equip students with strong digital capabilities by integrating contemporary industry-standard software, including Google Analytics and Tableau, alongside the responsible and ethical use of Artificial Intelligence (AI) tools to enhance research, creativity, and problem-solving. Students gain practical experience in applying AI-powered platforms preparing them to work confidently in digitally transformed business environments. This approach ensures graduates leave with the technical proficiency, adaptability, and critical thinking skills needed to thrive in a rapidly evolving, technology-driven workplace.

Teaching Expertise

Our teaching is shaped by the latest research insights and real-world business practice. Many members of our teaching team are active researchers whose work contributes to advancing knowledge in marketing and business management. Others bring extensive professional experience from diverse industry sectors, offering students valuable practical perspectives. This blend of academic expertise and industry know-how ensures that teaching and learning activities are both intellectually rigorous and directly relevant to the contemporary business environment.

Assessment methods

Assessment Methods

The course uses a wide variety of assessments designed to develop graduates with strong commercial awareness, critical thinking, effective communication, self-motivation, resilience, and a responsible global outlook. Assessment types are selected to reflect diverse learning styles, reduce over-assessment, and equip students with a broad range of professional skills. Many assessments embed employability and use authentic tasks linked to real business challenges.

Assessment methods include coursework such as essays, reports, presentations, case studies, videos, podcasts, blogs, posters, and artefacts. The course also includes team-based assessments, supported by clear guidance on team formation, participation, and effective communication. All modules include either formative assessments or feed-forward support to help students reflect on feedback and enhance their performance, alongside summative assessments to measure achievement.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	L4.02, L4.03, L4.05, L5.02, L5.03, L5.04, L5.05, L6.01, L6.02, L6.03, L6.04, L6.05, L6.07
Literate and effective communicator	L4.04, L4.05, L4.06, L4.07, L5.03, L5.04, L5.07, L5.08, L6.03, L6.04, L6.06, L6.07
Entrepreneurial	L4.01, L4.03, L4.08, L5.02, L5.04, L5.07, L5.08, L6.02, L6.04, L6.05, L6.06
Global in outlook and engaged in communities	L4.01, L4.02, L5.04, L5.06, L6.02, L6.04
Socially, ethically and environmentally aware	L4.03, L5.01, L5.05, L6.04, L6.05

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

Module Code	Module Title	Status	UK credit	ECTS
4ACCN010W	Accounting and Finance for Marketing	Core	20	10
4HURM012W	Behaviour in Organisations: A Strengths-Based Approach	Core	20	10
4BUIS018W	Business Analytics for Marketing	Core	20	10
4MARK011W	Innovative Marketing	Core	20	10
4BUSS010W	The Global Marketing Environment	Core	20	10
		Elective	20	10

Level 5

5BUSS016W - WBS Study Abroad Experience: This module involves the students undertaking a semester of study abroad to an international institution where a formal Learning Agreement is in place. Subject to eligibility.

5BUSS017W - WBS Work Experience: This module involves the students undertaking a semester of work experience. Students may also be required to pass an employer selection process (such as an interview) prior to acceptance into the workplace.

Module Code	Module Title	Status	UK credit	ECTS
5MARK020W	Discovering Consumer Insights	Core	20	10
5MNST004W	Management and Career Development	Core	20	10
5DIBU003W	Marketing Channels, Operations Management and Digital Business	Core	20	10
5MNST007W	Decision Making for Marketing Managers	Option	20	10
5MARK007W	Ethics and Social Responsibility in Marketing	Option	20	10
5MARK009W	Marketing B2B	Option	20	10
5MARK008W	Marketing Services	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 (60 credits)
5BUSS014W WBS International Experience Year Semester 2 (60 credits)

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

5BUSS011W Professional Placement Project Part 1 (60 credits)
5BUSS012W Professional Placement Project Part 2 (60 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

Module Code	Module Title	Status	UK credit	ECTS
6MARK001W	Applied Marketing Management	Core	20	10
6MARK025W	Contemporary Issues in Marketing	Core	20	10
6LEAD002W	Innovative Leadership Project	Core	20	10
6MNST007W	Strategic Perspectives for Marketing	Core	20	10
6MARK013W	Destination Cultural and Heritage Marketing	Option	20	10
6MARK014W	Global Marketing Management	Option	20	10
6MARK011W	Managing Brands	Option	20	10
6MARK012W	New Product Development	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 Business Management (Marketing) BA Honours is accredited by the Chartered Institute of Marketing (CIM) with a Graduate Gateway programme status. After graduating, students will be exempt from the Level 4 “Applied Marketing and Planning Campaign” module towards the CIM Level 4 Certificate in Professional Marketing / Professional Digital Marketing qualification, and from the Level 6 “Marketing & Digital Strategy” module towards the CIM Level 6 Diploma in Professional Marketing qualification.

Course management

The Course is managed by a course team comprising the Course Leader and Year Leaders. In addition, the course team refers to:

Senior Personal Tutor (Westminster Business School)
Head of School

The BA Business Management (Marketing) degree has a designated Course Leader who you will meet during your first week and who is available for consultation during weekly office hours throughout the year or by appointment. You take modules, normally in common with students from your course. Each of these has a Module Leader who is responsible for the smooth running of that module. Module Leaders are usually available during term-time during their office hours or by appointment. At all levels of your university study you will have a Personal and Professional Development Tutor who will help and guide you through the complexities of life at University.

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 and additional support available. You will be provided with a Course Handbook, which provides detailed information about the course. Each course has a course leader or equivalent. 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 utilises 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. In addition to online resources in Blackboard, students can also attend Study Skills workshops and schedule one-to-one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](https://www.westminster.ac.uk/academic-learning-development).

Learning support includes our libraries, each of which holds 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.

Support Services

The University of Westminster's Student and Academic Services department provides a range of advice and 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 annually by the College to ensure it is running effectively and that any issues that might affect the student experience have been appropriately addressed. Staff will consider evidence from various sources, including student surveys, student progression and achievement, and reports from external examiners, to evaluate the effectiveness of the course and make necessary changes.

Periodic reviews are also conducted to ensure that the curriculum remains up-to-date and that the skills acquired on the course continue to be relevant to employers. Representative students meet with a panel to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess the course's performance.

How do we act on student feedback?

Student feedback is important to the University, and student views are taken seriously. Student feedback is collected in various ways.

- Through student engagement activities at the course and 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 for each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be improved.
- Final-year undergraduate students will be asked to complete the National Student Survey, which helps inform the national university league tables. Postgraduate students will be asked to complete the Postgraduate Taught Survey (PTES).

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student may reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities 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

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