

## PROGRAMME SPECIFICATION

### Course record information

Name and level of final award:	BA Honours Marketing Communications BA Honours Marketing Communications with international experience BA Honours Marketing Communications with professional experience The BA Marketing Communications is a BA degree that is Bologna FQ-EHEA first cycle degree or diploma compatible
Name and level of intermediate awards:	BA Marketing Communications Diploma of Higher Education in Marketing Communications Certificate of Higher Education in Marketing Communications
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	London
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	Three years full time. Four years full time if including one year international or one year professional experience. September start.
<u>QAA subject benchmarking group(s):</u>	QAA benchmarks in General Business Management (2015 <a href="http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/honours-degree-subjects">http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/honours-degree-subjects</a> )
Professional statutory or regulatory body:	
Date of course validation/review:	March 2015
Date of programme specification approval:	March 2021
Valid for cohorts :	from 2021-22
Course Leader	Dr Unvan Atas

## **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: [westminster.ac.uk/courses/undergraduate/how-to-apply](http://westminster.ac.uk/courses/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: [westminster.ac.uk/study/current-students/your-studies/forms-and-procedures/recognition-of-prior-certified-learning-rpcl](http://westminster.ac.uk/study/current-students/your-studies/forms-and-procedures/recognition-of-prior-certified-learning-rpcl)*

There may be the opportunity to apply for direct entry to Year 2 (Level 5) or Year 3 (Level 6) for candidates who have already achieved the equivalent number of credits from a relevant degree course (or vocational or professional qualification) from a UK or overseas institution, where your knowledge and skills and the standard you have achieved are sufficient to allow you to progress through the subsequent levels of the course.

## **Aims of the course**

The BA Marketing Communications degree has been designed to enable you to develop your awareness of contemporary marketing communication practice and an awareness of the interaction with the other functional areas of marketing and business in order to contribute to the success of organisations. The course will focus on the study, understanding and application of marketing communications, developing an enquiring, critical and reflective approach to ideas and issues, enabling you to contribute proactively to the world of private business, to public or 'third' sector organisations, to the main business-related professions and to the wider society within which they operate. You will gain awareness of the global, social and ethical professional environment within which marketers operate.

The Course aims to:

- develop the knowledge, skills and capabilities you require to respond proactively and creatively to contemporary issues in marketing and marketing communication, and the challenges of the global business environment;
- equip you with the knowledge, understanding and academic skills to continue to post-graduate study, particularly in marketing;
- help you to develop a range of intellectual, professional attributes and transferable skills such as team working, problem-solving, research, critical and creative thinking and persuasive communication that will enable you to gain employment in a marketing role and to add value to an organisation;
- help you to develop the resilience to perform under pressure, to continue to strive towards a solution in adverse circumstances and to use feedback to find a way through to a successful outcome;
- produce graduates who understand and have the flexibility to adapt to the rapidly changing world of marketing and its role in society at large;

- equip you with a critical understanding of global diversity in business practice, culture, social responsibility and ethics.

### What will you be expected to achieve?

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

- The overall **knowledge and understanding** of how businesses operate that you will gain from your course (KU).
- **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)
- **Graduate attributes** are characteristics that you will have developed during the duration of your course (GA).

### Level 4 Course Outcomes

#### Upon completion of level 4 you will be able to:

- L4.1** Work effectively in a group meeting obligations to other group members while demonstrating an understanding of the characteristics, functions and processes of business organisations and economies in a global context (KU)
- L4.2** Apply basic skills in the appropriate use of standard business and marketing software (PPP)
- L4.3** Analyse and report under direction on the application of business tools to solve business problems working with numerical data including market and financial information (PPP)
- L4.4** Communicate effectively, orally and in writing, in a clear and concise manner and with cultural understanding using a range of media which are widely used in business (KTS)
- L4.5** Take responsibility for your own learning, with some guidance, developing strategies for managing study time and meeting deadlines, whilst working individually or in groups (KTS)
- L4.6** Collect and collate information in an appropriate manner respecting principles of information usage including plagiarism, copyright issues and data protection (KTS)
- L4.7** Identify the impact and importance of culture, values, beliefs, conventions and other internal and external influences on organisations, customers and consumers' decisions. (GA)
- L4.8** Demonstrate awareness of ethical constraints facing organisations and the relevant current marketing legal frameworks and professional codes of conduct (GA)
- L4.9** Understand the internal and external influences on the management of businesses and organisations and their marketing in the global economy (KU)

### Level 5 Course Outcomes

#### Upon completion of level 5 you will be able to:

- L5.1** Evaluate the impact of business in the wider social environment in relation to general ethical perspectives analysing and evaluating the impact on organisations of the key global economic and financial issues facing the world today (KU)

- L5.2** Use information and internet based technologies available effectively within a professional marketing context (PPP)
- L5.3** Select and apply marketing tools of analysis of performance and customer research appropriately (PPP)
- L5.4** Communicate effectively in an appropriate medium and style with regard to audience, audience size and profile and desired emotional effect (KTS)
- L5.5** Manage your time and your own learning effectively, with some guidance, demonstrating an increasingly professional approach to group work and an ability to collaborate effectively and exchange ideas productively (KTS)
- L5.6** Design research and collect marketing data (PPP)
- L5.7** Know the concepts and theories of advertising, sales promotion and PR and appreciate their roles within the marketing communications mix (KU)
- L5.8** Show self-awareness, openness and sensitivity to diversity in terms of people, cultures, business and management, evaluating the impact of business in the wider social environment in relation to general ethical perspectives (KTS)

### **Level 6 Course Outcomes**

#### **Upon completion of level 6 you will be able to:**

- L6.1** Work collaboratively to apply a cross-cultural perspective on the operational and strategic position of organisations and critically examine policies and strategies that managers may adopt to help organisations adapt in increasingly complex internal and external environments in a global context (KU)
- L6.2** Critically examine and evaluate contemporary organisations by applying theoretical frameworks and practice in an international context, (KU)
- L6.3** Apply information and internet-based technologies creatively and innovatively (PPP)
- L6.4** Critically evaluate current research and marketing communication practice generating and evaluating options within a range of situations considering contemporary issues influencing business thinking and behaviour (PPP)
- L6.5** Engage in debate in a professional manner using existing marketing communication theory, concepts, tools and techniques and the whole range of (one- and two-way) marketing information tools and techniques (KTS)
- L6.6** Manage independent study time and take full responsibility for learning, reflecting critically on this process working effectively as a member of team, negotiating in a professional manner, managing conflict, and mentoring group members (KTS)
- L6.7** Challenge received opinion and use own criteria to critically evaluate arguments, assumptions, abstract concepts and data to make own judgements using a theoretical and contextual framework, and reflect on outcomes, processes and personal experience to improve performance (KTS)
- L6.8** Critically evaluate and apply, the full set of marketing communication tools to meet marketing and marketing communication objectives, identifying and implementing necessary changes to the communication mix and communication plan(s) so that the marketing communication programmes are culturally adapted. (KTS)
- L6.9** Critically evaluate the differences in communication requirements of different international marketplaces in terms of both consumption and communication and develop appropriate marketing communication strategies in response (KU)

## How will you learn?

The BA Marketing Communications emphasises *active* student learning through classes, workshops, problem-based and blended learning designed to engage your interest and to promote your learning. For each module, you will receive a schedule of learning activities: you will need to engage with and complete all of these in order to learn from your experience of the module. Employability and enterprise are strongly embedded in the modules through the use of practical activities such as client briefs from external marketers.

You will be encouraged to work in groups with other students (we often call these 'learning sets') during classes and for any non-assessed purpose, including revision and examination preparation. This gives you the opportunity to learn from one another and helps you to value the views of others and to learn to give and receive constructive feedback.

Course material will be provided electronically through the virtual learning environment platform (Blackboard) which means you can access learning material when and where you want. Blackboard also allows you to communicate with your group members and your module leader through wikis and blogs.

The Level 4 core module 4BUSS010W The Global Marketing Environment is an integrating module which draws together your knowledge to see the bigger picture of how businesses operate locally and globally. It uses problem-based learning: working in teams, you identify what you need to know, what you already know, and how and where to access new information that may lead to a solution of the problem. This helps you to develop flexibility, knowledge, effective problem-solving skills, self-directed learning, collaboration skills and intrinsic motivation.

Blended-learning is used by leading universities world-wide as it enables you to:

- have a degree of flexibility regarding when you study
- become an independent learner
- clarify confusing topics by reviewing videos of topics (as many times as required)
- revise using multi-media resources and not just your own notes

Teaching will be informed by our research so giving you the benefit of the knowledge of current theories and, where appropriate, their practical application.

## How will you be assessed?

Assessment is an integral part of your learning process. It is designed to promote initiative and creativity, critical thinking, structure of coherent arguments, evaluation, research and analysis, professional communication skills, effective group work, personal reflection, time-management, the ability to meet deadlines, and ability to work under pressure. It is not merely about giving and receiving a mark: rather to ensure that your competences and abilities in the field of marketing are enhanced.

Every module incorporates 'formative assessment' that provides you are expected to complete as it provides you with useful feedback so you can reflect on your progress and act on the feedback to prepare for the assessments that count. Formative assessments are important to you as they help you to identify ways in which you can improve and areas of strength to be developed further.

Summative assessment will measure your individual learning and achievement. You can expect to be assessed on the learning outcomes of your course in core modules through coursework in the form of essays, reports, presentations, case studies, videos, podcasts, posters as well as time-constrained in-class tests and exams. Weightings for each

assessment element will vary to reflect the nature and level of the module.

Exams develop your ability to work under pressure and reflect the strategy of the professional bodies so you are expected to complete them. This will be an advantage to you in preparing you for attempting the professional body examinations. Exams will normally be unseen and involve analysis and not merely repeating factual information. Papers may include multiple choice, short answer, essay or data handling sections. They may use a seen case study.

Our employers tell us that the ability to work effectively as part of a team is an essential skill which they expect graduates to have. In relation to your degree, assessed group work is useful to you as it:

- helps you to become more self-aware, self-critical and self-analytical
- improves the quality of your work by benefiting from the integration of diverse perspectives
- allows you to tackle tasks of greater complexity or carry out tasks in greater depth or breadth than would be the case if you had tackled it on your own

Consequently, assessed group work has been incorporated where it reflects the working practice in that professional area. However, whilst group working will be encouraged at Level 6 through the seminars to aid collaborative working and learning in line with student feedback there will be no group assessments aside from 6MARK005W Digital and Direct Campaign Strategy where there is a strong need to practice the skills of working together to succeed in developing a winning campaign.

During your course, you will complete what are known as 'synoptic' assessments which will encourage you to appreciate and apply the full breadth and depth of your knowledge by drawing connections between what you have learnt on different modules. At Level 4, in 4BUSS010W The Global Marketing Environment, you will draw together your knowledge to see the bigger picture of how businesses operate locally and globally. At Level 5, in 5MARK004W Developing Your Professional Brand, you will draw together, and reflect on your learning and skill development on the course and in your life experience.

### **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 and forward looking
- Global in outlook and engaged in diverse communities
- Social, ethically and environmentally aware

These Graduate Attributes are designed to help you enhance your employability when you leave with a degree in Marketing Communications. They are aligned to the Course Outcomes as follows:

<b>Graduate Attribute</b>	<b>Evident in Course Outcomes</b>
Critical and creative thinker	L4.1, L4.3, L4.6 L5.1, L5.3, L5.6 L6.1, L6.2, L6.4
Literate and effective communicator	L4.2, L4.4 L5.2, L5.4 L6.5, L6.6

Entrepreneurial	L4.1, L4.3, L4.5, L5.5, L6.1, L6.7
Global in outlook and engaged in communities	L4.1 L5.1 L6.1, L6.2, L6.3
Socially, ethically and environmentally aware	L4.1, L4.7, L4.8 L5.7, L5.8, L6.1, L6.8, L6.9

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

Businesses increasingly operate with teams of specialists, so require people who can communicate effectively and can interact effectively within a team recognising and supporting leadership, being proactive in leadership, negotiating, and managing conflict. Businesses also rely on people who can work independently and remotely, using technology to overcome the traditional constraints of location, time and national boundaries. Graduates of the BA Marketing Communications degree will be specialists, and well equipped to meet these challenges.

Employers of our graduates expect you to have skills of critical thinking, analysis and synthesis; effective communication using varied technology and media; quantitative aptitude and effective problem solving; reflective, adaptive and collaborative learning; motivation and initiative. Employability and enterprise are strongly embedded in the core modules with the Level 5 core module 5MARK004W Developing Your Professional Brand allowing you to reflect on your skills in relation to the current graduate labour market and to articulate personal goals and your personal development plan.

We provide the opportunity for all students to undertake an optional one-year work placement to add value to the student experience. Every student is allocated a Personal & Professional Development Tutor (PPDT) in their first year who will not only provide tutorial guidance from the start of your degree but will work with you to identify, develop and articulate your employability skills in your Personal Development Plan which will be closely linked to activities in core modules. The aim is to help you to gain an internship or work placement and future graduate employment. There is also a designated team of advisers who have effective links with industry and will support you to find a relevant placement.

You will also have the opportunity to spend either a year studying at one of our overseas partner Universities or you may combine a semester of study overseas with a one semester work placement overseas. This is not only an exciting experience for you; it helps you to develop a global outlook which is valued by most employers.

Past graduates of the Marketing Communications degree have found successful employment in marketing roles such as: management trainee, retail manager, marketing trainee, market research assistant, advertising trainee, PR assistant, sales promotion executive, trainee brand manager, global brand assistant.

Increasing numbers of students' progress to further study on graduation: either taking professional qualifications for which exemptions may be available; or proceed to a specialist Master's degree in a relevant discipline.

Through University of Westminster being a CIM Graduate Gateway University the BA Marketing Communications degree will give you exemptions to the Chartered Institute of

Marketing qualifications. Through our relationship with IDM (Institute of Direct and Digital Marketing) you will be equipped to also take the online IDM Professional Exam.

## 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 ones that must be undertaken by all students on the course.
- **Option** modules are related to your specific course from which you must choose at least one at Level 6.
- **Electives:** are modules from across the School. College or University which allow you to broaden your experience. For example, 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.

## BA (Hons) Marketing Communications

COURSE STRUCTURE TABLE				
<b>Credit Level 4</b>				
Module code	Module title	Status	UK credit	ECTS
4BUSS010W	The Global Marketing Environment	Core	20	10
4MARK007W	Professional Development for Marketers	Core	20	10
4MARK003W	Fundamentals of Marketing	Core	20	10
4MARK008W	Digital Marketing Essentials	Core	20	10
4MARK005W	Buyer Behaviour	Core	20	10
Select 1 from:	Elective	Elective	20	10
<i>Award of Certificate of Higher Education available</i>				
<b>Credit Level 5</b>				
Module code	Module title	Status	UK credit	ECTS
5MARK004W	Developing Your Professional Brand	Core	20	10
5MARK005W	Marketing Metrics	Core	20	10
5MARK012W	Marketing Research	Core	20	10
5MARK011W	Advertising	Core	20	10
5MARK014W	Contemporary PR Management	Core	20	10
5MARK008W	Marketing Services	Option	20	10
5MARK009W	Marketing B2B	Option	20	10
5MARK015W	Social Media Marketing	Option	20	10
Max1 from:	Elective	Elective	20	10
<i>Award of Diploma of Higher Education available</i>				
<b>Optional Year Abroad or Placement Year</b>				

<b>The following modules must be passed for the award title 'with International Experience'</b>				
5BUSS013W	WBS International Experience Year Semester 1	Option	60	30
5BUSS014W	WBS International Experience Year Semester 2	Option	60	30
<b>The following modules must be passed for the award title 'with Professional Experience'</b>				
5BUSS011W	Professional Placement Project Part 1	Option	60	30
5BUSS012W	Professional Placement Project Part 2	Option	60	30
<b>Credit Level 6</b>				
6MARK016W	Marketing Analytics	Core	20	10
6MARK005W	Digital and Direct Marketing Campaign Strategy	Core	20	10
6MARK006W	Contemporary Selling and Sales Management	Core	20	10
6MARK004W	Integrated Marketing Communication	Core	20	10
6MARK007W	Marketing Planning and Strategy	Core	20	10
Select 1 from:				
6MARK012W	New Product Development	Option	20	10
6MARK013W	Destination, Cultural and Heritage Marketing	Option	20	10
6MARK014W	Global Marketing Management	Option	20	10
6MARK011W	Managing Brands	Option	20	10
6BUSS004W	Dissertation	Option	20	10
Max 1 from:	Elective	Elective	20	10
<i>Award BA available</i>				
<i>Award BA (Hons) available</i>				

Please note: Not all option modules will necessarily be offered in any one academic year.

### **Professional Body Accreditation or other external references**

N/A

### **Academic regulations**

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations)

### **How will you be supported in your studies?**

#### **Course Management**

**The BA (Hons) Marketing Communications** has a designated Course Leader whom 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, which each have 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. The degree is one of a number offered by Westminster Business School and you will be part of a vibrant academic community with access to a full programme of additional classes and social events organised by our student societies. 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 Support

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

## Learning Support

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

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students<sup>1</sup> can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at [westminster.ac.uk/student-advice](http://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 [westminster.ac.uk/students-union](http://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 in 2015. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

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

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous

years is also part of the evidence used to assess how the course has been running.

### **How do we act on student feedback?**

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

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

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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