

**KEY PROGRAMME INFORMATION**

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Faculty of Media and Communication
<b>Final award(s), title(s) and credits</b> BA (Hons) Marketing Communications with Advertising – Level 4: 120 credits (60 ECTS); Level 5: 120 credits (60 ECTS);; Level 6: 120 credits (60 ECTS)	
<b>Intermediate award(s), title(s) and credits</b> Cert HE Marketing Communications- 120 Level 4 credits (60 ECTS) Dip HE Marketing Communications with Advertising - 120 Level 4 credits (60 ECTS)/ 120 Level 5 credits (60 ECTS)	
<b>UCAS Programme Code(s)</b>	<b>HECoS Subject Code</b> 100075 Marketing (60%) 100074 Advertising (40%)
<b>External reference points</b> <ul style="list-style-type: none"> <li>• Part A: Setting and maintaining academic standards</li> <li>• Chapter A1: UK and European reference points for academic standards (October 2014)</li> <li>• Subject Benchmark Statements - Communication, Media, Film and Cultural Studies (April 2024)</li> <li>• Institute of Practitioners in Advertising</li> <li>• AdAge, 2018, Ad Age's 2018 Industry Predictions, AdAge (online), 8<sup>th</sup> January 2018</li> <li>• Higginbotham, D., 2017, Overview of the UK's marketing, advertising and PR sector, Prospects (online), December 2017</li> <li>• UNESCO 2015. The Futures of Learning 2: What kind of learning for the 21<sup>st</sup> Century?</li> <li>• European Commission 2016, Developing future skills in higher education</li> <li>• HEA guidance on 21<sup>st</sup> Century Skills</li> <li>• JISC Digital Literacies guidance</li> </ul>	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> Chartered Institute of Marketing (CIM) Institute of Practitioners in Advertising (IPA)	
<b>Places of delivery</b> Talbot Campus	
<b>Mode(s) of delivery</b> Full time sandwich	<b>Language of delivery</b> English
<b>Typical duration</b> 3 years Full Time 4 years Full Time with sandwich placement	
<b>Date of first intake</b> September 2025	<b>Expected start dates</b> September
<b>Maximum student numbers</b> n/a	<b>Placements</b> Optional, 4 or 30 weeks placement
<b>Partner(s)</b> n/a	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> May 2025	
<b>Version number</b> V2.3-0925	
<b>Approval, review or modification reference numbers</b> E232404 FMC 2425 14, approved 23/01/2025, previous version 2.0 -0925 FMC 2425 25, approved 19/03/2025, previous version 2.1 -0925 FMC 2425 31, approved 01/05/2025, previous version 2.2 -0925	
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## Programme Specification – Section 1

### PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Marketing Communications with Advertising									
Year 1/Level 4									
Students are required to complete all 6 core units.									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code	
			Exam 1	Cwk 1	Cwk 2				
Principles of Marketing Communications	Core	20		100%		36	V1.2	100075	
Academic and Professional Skills	Core	20		25%	75%	36	V1.1	100075	
Contemporary Debates in Marketing Communications	Core	20		100%		36	V1.2	100075	
Digital Essentials	Core	20		50%	50%	36	V1.2	100075 50%	100440 50%
Research in Action 1	Core	20		80%	20%	36	V1.3	100075	
Integrated Marketing Communications	Core	20		100%		36	V1.1	100075	
<b>Progression requirements:</b> Requires 120 credits at Level 4									
<b>Exit qualification:</b> Cert HE Marketing Communications (requires 120 credits at Level 4)									

## Programme Specification – Section 1

### Year 2/Level 5

Students are required to complete all 6 core units

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code	
			Exam 1	Cwk 1	Cwk 2				
Advertising Strategy	Core	20		100%		36	V1.2	100074	
Research in Action 2	Core	20		100%		36	V1.2	100075	
Content Creation	Core	20		100%		36	V1.2	100075 70%	100440 30%
Brands & Digital Branding	Core	20		100%		36	V1.2	100075	
Creative Practice	Core	20		100%		36	V1.2	100074	
Media Planning	Core	20	20%	80%		36	V1.4	100074	

**Progression requirements:** Requires 120 credits at Level 5

**Exit qualification:** Dip HE Marketing Communications with Advertising (requires 120 credits at Level 4 and 120 credits at Level 5)

### Optional placement in industry/business

Students can opt to complete 4 or 30 weeks of placement before progressing to Level 6.

**Progression requirements:** Not applicable as the placement is optional.

## Programme Specification – Section 1

<b>Year 3/4/Level 6</b>									
Students are required to complete 3 core units and choose 2 optional units. Please note that optional units need to have a sufficient number of students to run.									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code	
			Exam 1	Cwk 1	Cwk 2				
Campaign Planning for Advertising	Core	20		100%		36	V1.3	100074	
Your Professional Identity	Core	20		100%		20	V1.1	100074	
Dissertation	Core	40		100%		10	V1.0	100075 50%	100074 50%
Behavioural Psychology	Option	20		100%		36	V1.2	100075 100%	
Brand Meaning	Option	20		100%		36	V1.3	100075	
Consumer Insights & Thought Leadership	Option	20		100%		36	V1.1	100075	
Corporate Sponsorship	Option	20		100%		36	V1.1	100075 50%	100076 50%
Activism and Communication	Option	20		100%		36	V1.1	100075	
Persuasion and Influence	Option	20		50%	50%	36	V4.0	100075 70%	100076 30%
Relationship Marketing	Option	20		100%		36	V1.3	100075	
Social Media Management	Option	20		100%		36	V1.2	100075 50%	100440 50%
Applied Creativity	Option	20		50%	50%	36		100075 50%	100074 50%

**Exit qualification:** BA (Hons) Marketing Communications with Advertising

**UG award:** Requires 120 credits at Level 4, 120 credits at Level 5, and 120 credits at Level 6 .

### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

### AIMS OF THE PROGRAMME

In light of the increased hybridisation taking place within the marketing communications sector and the increasing demand for graduates with a specialism contextualised with a broader knowledge of marketing communications practice, this programme is designed to produce visionary Marketing Communications professionals with specific knowledges and skills in Advertising. Our graduates will be able to define new industry practice and benchmarks for excellence in their field; they will be facilitated and supported in becoming independent, innovative, strategic, creative, entrepreneurial, and ethical practitioners. Our most successful graduates will be capable of contributing to the transformation of their industries.

The aim of the Marketing Communications with Advertising programme is to transform students into reflective, critical and open-minded practitioners in a wide range of future career opportunities and potential future study. Graduates of this programme develop knowledge and understanding of the historical roots of marketing communications, with a specific focus on advertising, as well as the context in which it takes place. They will be critical of existing practice and innovative, strategic, creative and insightful in their own practice.

This programme aims to develop critically informed, agile and resourceful graduates, who:

- have a solid understanding of marketing communications concepts and practices, with a specific focus on the discipline of advertising, including branding, strategy, creative, research and analysis, media planning and general innovation within the sector;
- are able to demonstrate critical thinking through the evaluation and application of theories and practice relevant to advertising;
- have highly-developed interpersonal skills and communication skills;
- are able to manage their own personal development and lifelong learning.

Graduates of this programme will be equipped to enter a range of potential careers where it is vital to have knowledge and expertise in marketing communications and advertising as core strategic activities, as well as their practices. Graduates of this programme have the opportunity to work in a variety of job roles in advertising, marketing communications, brand management, and media planning, in creative, strategic and management roles.

As such, our programme prepares graduates to be agile and versatile to work in a range of contexts within organisations in a variety of job roles now and into the future, reflecting the evolving nature of the marketing communications sector.

The programme aims and learning outcomes have been designed with reference to:

- Part A: Setting and maintaining academic standards
- Chapter A1: UK and European reference points for academic standards (October 2014)
- Subject Benchmark Statements - Communication, Media, Film and Cultural Studies (April 2024)
- The Frameworks for Higher Education Qualifications and UK Degree-Awarding Bodies (February 2024)
- Institute of Practitioners in Advertising
- AdAge, 2018, Ad Age's 2018 Industry Predictions, AdAge (online), 8<sup>th</sup> January 2018
- Higginbotham, D., 2017, Overview of the UK's marketing, advertising and PR sector, Prospects (online), December 2017

## Programme Specification - Section 2

- The research, academic, and professional expertise of the programme team.
- Interviews with our industry partners

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

This programme is informed by and aligned with the BU 2025 strategic plan and fusion ethos to inspire learning, advance knowledge and enrich society through the fusion of education, research and practice. The BU 2025 values of excellence, inclusivity, creativity and responsibility are woven throughout the programme.

The design of the unit specifications has taken into account FLIE's use of Bloom's Taxonomy of Higher Order Thinking in the level-appropriate use of consistent assessment terminology in Intended learning Outcomes (ILOs). We have also integrated the UN Sustainability Development Goals in the specifications to align with BU's vision, as well as employability skills that align with the BU Graduate Skills programme.

### LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for each unit is designed to align with BU assessment design regulations and is reviewed annually to ensure appropriate balance of assessment across the programme and level.

Specific to this programme, most units are worth 20 credits (the dissertation is worth 40 credits) and are compliant with the common academic structure. Students can opt to undertake a 4 week or 30 week placement for work-based learning experience typically between Levels 5 and 6.

### STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians, research students, and visiting Fellows.

### INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

#### PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<b>A: Subject knowledge and understanding</b>  This programme provides opportunities for students to :	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
<b>A1</b> Critically engage with bodies of knowledge relevant to marketing communications and advertising  <b>A2</b> Achieve a critical appreciation of the organisational, political, social, commercial and economic contexts of marketing communications and advertising, to include the UN Sustainable Development Goals	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"><li>• lectures (A1–A4);</li><li>• seminars (A1–A4);</li><li>• directed reading (A1-A4);</li></ul>

## Programme Specification - Section 2

<p><b>A3</b> Make informed judgements about the role of advertising plans and strategy within organisations</p>	<ul style="list-style-type: none"> <li>• independent research (for dissertation and coursework) (A4).</li> </ul>
<p><b>A4</b> Demonstrate detailed understanding of advertising practice and the role of the individual and organisation in a global, competitive, fast-moving environment</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Coursework (A1–A4);</li> <li>• Dissertation (A4)</li> </ul>
<p><b>B: Intellectual skills</b> This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p><b>B1</b> Develop and apply critical frameworks for the analysis of complex problems and issues in marketing communications and advertising</p> <p><b>B2</b> Demonstrate the ability to develop new meanings and new critiques of established models and theories in the advertising and marketing communications fields</p> <p><b>B3</b> Critically evaluate appropriate techniques for the comprehensive analysis, evaluation and synthesis of data from a wide variety of research methods</p> <p><b>B4</b> Consider and critically evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (B1 - B4);</li> <li>• seminars (B1 – B4);</li> <li>• directed reading (B1 – B4);</li> <li>• independent research (for dissertation and coursework) (B1 – B4).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework (B1 – B4);</li> <li>• Dissertation (B1 – B4).</li> </ul>
<p><b>C: Practical skills</b> This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>C1</b> Design and conduct an appropriate piece of quantitative/qualitative research to address a contemporary marketing communications issue</p> <p><b>C2</b> Demonstrate a well-informed appreciation of the likely future shape of the marketing communications and advertising industry through critical analysis of academic and professional perspectives</p> <p><b>C3</b> Practice the advertising discipline as a future professional in a knowledgeable, skilled, critical and responsible way</p> <p><b>C4</b> Produce accurately referenced work to a given format, brief and deadline</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C4);</li> <li>• seminars/workshops (C1 - C4);</li> <li>• independent research for dissertation &amp; coursework (C1 - C4).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework (C1 – C4);</li> <li>• dissertation (C 1 – C4).</li> </ul>
<p><b>D: Transferable skills</b> This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>

## Programme Specification - Section 2

<p><b>D1</b> Effectively communicate advertising concepts, plans, proposals and issues to diverse range of interested parties</p> <p><b>D2</b> Professionally present and rigorously defend ideas, with a sense of self and voice, in a variety of forms, including orally, in writing, online and other business contexts</p> <p><b>D3</b> Work successfully in collaboration with others, adopting a leadership role where and when appropriate</p> <p><b>D4</b> Effectively manage their own continuing professional development, with the ability to identify new emerging themes in the advertising industries</p> <p><b>D5</b> Demonstrate competence in digital literacy in order to operate in a working environment within marketing and advertising context</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D5);</li> <li>• seminars (D1 – D5);</li> <li>• directed reading (D1 – D5).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework (D1 – D5);</li> <li>• dissertation (D1 – D5).</li> </ul>
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### LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to :</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>A1</b> Engage with bodies of knowledge relevant to marketing communications and advertising and apply theory to practice</p> <p><b>A2</b> Achieve an appreciation of the organisational, social, commercial and economic contexts of marketing communications and advertising, to include the UN Sustainable Development Goals</p> <p><b>A3</b> Develop informed judgements about the role of advertising, plans and strategy within organisations</p> <p><b>A4</b> Develop an appreciation and understanding of advertising practice and the characteristics of effective advertising campaigns</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (A1- A4);</li> <li>• seminars (A1- A4);</li> <li>• directed reading (A1- A4);</li> <li>• independent research (for coursework) (A1, A4).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. online test) (A1);</li> <li>• coursework (A1 – A4).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>B1</b> Identify and apply appropriate techniques for the collection, evaluation and synthesis of primary and secondary data from a wide variety of research methods</p> <p><b>B2</b> Develop and apply frameworks for the analysis of problems and issues in marketing communications and advertising</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (B1 – B3);</li> <li>• seminars (B1 – B3);</li> <li>• directed reading (B1 – B3);</li> <li>• independent research for coursework (B1 – B3).</li> </ul> <p>Assessment strategies and methods:</p>



## Programme Specification - Section 2

<p><b>B3</b> Understand the methods for the investigation and resolution of professionally-oriented research and marketing communications and advertising problems</p>	<ul style="list-style-type: none"> <li>• time-constrained assessment (e.g. online exam) (B1);</li> <li>• coursework (B1 – B3).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>C1</b> Plan and implement advertising campaigns and materials to professional standards</p> <p><b>C2</b> Design an appropriate piece of quantitative/qualitative research to address a contemporary marketing communications and advertising issue</p> <p><b>C3</b> Apply professional writing and creative techniques to evidence their ability to practice the advertising discipline in a knowledgeable, skilled and responsible way</p> <p><b>C4</b> Produce appropriately referenced work to a given format, brief and deadline</p> <p><b>C5</b> Demonstrate competence in understanding how to design, develop, and evaluate advertising plans and strategies as part of a team</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C5);</li> <li>• seminars and workshops (C1 - C5).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework (C1 - C5).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>D1</b> Effectively communicate advertising concepts, plans, proposals and issues to a diverse range of interested parties</p> <p><b>D2</b> Professionally present and defend ideas in a variety of forms, including orally, in writing, online and other business contexts</p> <p><b>D3</b> Work responsibly and professionally in collaboration with others, adopting a leadership role and exercising initiative and personal responsibility, where and when appropriate</p> <p><b>D4</b> Develop competence in digital literacy in order to operate in a working environment within advertising context</p> <p><b>D5</b> Analyse effectively numerical information within the context of their industry using appropriate techniques in order to make judgements and solve problems</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D5);</li> <li>• seminars (D1 – D5);</li> <li>• directed reading (D1 – D5).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework (D1 – D4);</li> <li>• time-constrained assessments (e.g. online exam) (D5).</li> </ul>

**LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES**

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to :</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>A1</b> Understand core bodies of knowledge relevant to marketing communications practice and its various components, within the broader micro and macro environment, to include the UN Sustainable Development Goals</p> <p><b>A2</b> Engage in debates on the common and emerging themes in the marketing communications industries</p> <p><b>A3</b> Demonstrate an understanding of the role of marketing communications activity in society and culture</p> <p><b>A4</b> Develop a fundamental understanding of marketing communications practice and the characteristics of effective marketing communications campaigns</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (A1- A4);</li> <li>• seminars (A1 – A4);</li> <li>• directed reading (A1 – A4).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework (A1 – A4).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>B1</b> Understand the basic techniques for the collection, evaluation and synthesis of secondary data</p> <p><b>B2</b> Understand appropriate frameworks and develop arguments through discussion of current problems and issues in marketing communications</p> <p><b>B3</b> Apply a range of academic and professional skills appropriate to marketing communications practice</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (B1 – B3);</li> <li>• seminars (B1 – B3);</li> <li>• directed reading (B1 – B3).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework (B1 – B3)</li> </ul>
<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>C1</b> Understand how marketing communications campaigns and materials are planned and evaluate them</p> <p><b>C2</b> Understand how professional communications are used in the marketing communications context in a knowledgeable, skilled, thoughtful and responsible way</p>	<p>Learning and teaching strategies and methods :</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C5);</li> <li>• seminars (C1 – C5).</li> </ul>

## Programme Specification - Section 2

<p><b>C3</b> Develop skills to communicate and support results of enquiry accurately and reliably, and with a structured and coherent argument</p> <p><b>C4</b> Develop a core appreciation of digital literacy tools and their use in the marketing communications context</p> <p><b>C5</b> Develop skills to produce appropriately referenced work to a given format, brief and deadline</p>	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework (C1 – C5).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>D1</b> Reflect on a sense of self and voice as a future professional</p> <p><b>D2</b> Understand their role and responsibility as an individual and team member in a marketing communications profession</p> <p><b>D3</b> Demonstrate an ability to exercise initiative in planning and managing their independent learning</p> <p><b>D4</b> Understand the importance of digital literacy skills in a working professional environment</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D4);</li> <li>• seminars (D1- D4);</li> <li>• directed reading (D1- D4).</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• coursework (D1 – D4).</li> </ul>

## ADMISSION REGULATIONS

Please refer to the course website for further information regarding admission regulations for this programme:  
[Courses | Bournemouth University](#)

## PROGRESSION ROUTES

Students who successfully complete the Foundation programme for Media and Communication at Bournemouth University International College with an average of 50% overall and an English exit average of 65% (with a minimum of 60% in each English component) will be accepted on the BA (Hons) Marketing Communications programmes.

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the Recognition Register ([https://intranet.sp.bournemouth.ac.uk/pandptest/7J\\_Recognition\\_Register\\_Public.xlsx](https://intranet.sp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx)) for a full list of approved Recognition arrangements and agreed entry criteria.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the faculty as early as possible.

## ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations.

## WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Students may opt to complete a sandwich placement of either 4 or 30 weeks, which takes place between the second and final year of study and should relate to learning on the programme. Relevant placement will be broadly defined to allow work placement in marketing communications, advertising, public relations, and digital media roles in a range of organisations. This can include work in agencies, in-house communications roles, government, charities, NGOs, etc. Successful completion of the placement will require students to submit all relevant documentation set out in the placement handbook/logbook.

Programme Specification - Section 2

Programme Skills Matrix

	Programme Intended Learning Outcomes	A 1	A 2	A 3	A 4	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5
L6	Campaign Planning for Advertising	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X
L6	Your Professional Identity			X	X		X		X		X	X	X		X	X		X	X
L6	Dissertation	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X
L6	Behavioural Psychology	X	X			X	X	X	X		X	X	X		X	X		X	X
L6	Brand Meaning	X	X			X	X				X		X			X			X
L6	Consumer Insights and Thought Leadership	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X
L6	Corporate Sponsorship	X	X			X	X				X		X			X			X
L6	Applied Creativity	X	X	X	X	X	X				X	X	X		X	X	X	X	X
L6	Persuasion and Influence	X	X		X	X	X		X		X		X		X	X	X	X	X
L6	Activism and Communication	X	X			X	X		X		X		X						X
L6	Relationship Marketing	X	X		X	X	X		X		X		X			X			X
L6	Social Media Management	X	X			X	X		X	X			X			X	X	X	X
L5	Advertising Strategy	X	X	X	X	X				X		X	X	X	X	X	X	X	
L5	Research in Action 2		X				X	X			X		X			X	X	X	X
L5	Content Creation	X	X					X				X	X		X	X		X	
L5	Brands & Digital Branding	X	X	X		X		X			X		X			X		X	
L5	Creative Practice	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
L5	Media Planning	X	X	X	X	X		X		X	X	X	X		X	X		X	X
L4	Principles Marketing Communications	X		X	X			X		X		X		X		X	X	X	
L4	Academic and Professional Skills	X	X	X	X		X	X		X	X	X	X	X	X		X	X	
L4	Contemporary Debates in Marketing Communications	X	X	X	X		X	X		X	X	X	X	X	X		X	X	
L4	Digital Essentials	X			X	X		X				X	X	X	X		X	X	
L4	Research in Action 1	X			X	X		X				X	X	X		X	X	X	
L4	Integrated Marketing Communications	X		X	X		X	X		X	X	X		X		X	X	X	