

**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 – Level 4: 120 credits (60 ECTS); Level 5: 120 credits (60 ECTS); Placement (sandwich); 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: 120 Level 4 credits (60 ECTS)/ 120 Level 5 credits (60 ECTS)	
<b>UCAS Programme Code(s) (where applicable and if known)</b> <a href="#">Click here to enter text.</a>	<b>HECoS Subject Code</b> <b>Link to valid HECoS codes and percentage split per programme/pathway</b> 100075 Marketing
<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 (October 2016)</li> <li>• Brown, T. 2014. <i>Back to basics: meeting the needs of today's marketers and building capability for tomorrow</i>. Cookham: Chartered Institute of Marketing</li> <li>• Hays Marketing, 2016. <i>Elements of a Marketer: Skills for a Digital World</i>. London: Hays Recruitment</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)	
<b>Places of delivery</b> Bournemouth University, Talbot Campus	
<b>Mode(s) of delivery</b> Full time sandwich	<b>Language of delivery</b> English
<b>Typical duration</b> 4 years full time with sandwich placement	
<b>Date of first intake</b> September 2018	<b>Expected start dates</b> September
<b>Maximum student numbers</b> N/A	<b>Placements</b> 30 weeks placement
<b>Partner(s)</b> Not applicable	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> January 2024	
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<b>Approval, review or modification reference numbers</b> E20171838, approved 15/06/2018 BU1819 01, approved 10/12/2018, previously version v1.0-0918 FMC 1819 21 approved 04/08/19, previously version v1.1-0919 FMC202101, approved 23/09/2020, previously version v1.2-0920	

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BU2021 01, approved 30/09/2020, previously version v1.3-0920  
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FMC 2223 19, approved 04/05/2023, previously version 1.7 -0923  
EC 2324 06, approved 09/01/2024, version remains unchanged

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## Programme Specification – Section 1

### PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Marketing Communications									
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 and Marketing Communications	Core	20		100%		36	V1.2	100075	
Academic and Professional Practices for Marketing Communications	Core	20		25%	75%	36	V1.1	100075	
Contemporary Debates in Marketing Communications	Core	20		100%		36	V1.2	100075	
Digital Essentials	Core	20	60%	40%		36	V1.2	100075 50%	100440 50%
Consumer and Stakeholder Principles	Core	20	50%	50%		36	V1.3	100075	
Integrated Marketing Communications	Core	20	50%	50%		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

<b>Year 2/Level 5</b> 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				
Marketing Communications in a Global Context	Core	20		100%		36	V1.1	100075	
Research Principles and Practice	Core	20		100%		36	V1.2	100075	
Content Creation	Core	20		100%		36	V1.2	100075	
Brands & Branding	Core	20		100%		36	V1.2	100075	
Customer Experience	Core	20		100%		36	V1.2	100075	
Marketing Communications Campaigns in Practice	Core	20		40%	60%	36	V1.2	100075	
<b>Progression requirements:</b> Requires 120 credits at Level 5 <b>Exit qualification:</b> Dip HE Marketing Communications (requires 120 credits at Level 4 and 120 credits at Level 5)									
<b>Year 3/Level P - Compulsory placement year in industry/business</b> For programmes with a compulsory placement - exemption may be possible for those who have worked in industry/business at a relevant level.  Students must normally complete all 30 weeks of placement before progressing to Level 6.  <b>Progression requirements:</b> Satisfactory completion of a minimum 30-week placement in industry/business and successful completion of the placement assessment.									

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### Year 3/4/Level 6

Students are required to complete 2 core units, 2 optional units, and the 40-credit dissertation. 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				
Strategic Marketing and Planning	Core	20		25%	75%	48	V1.0	100075	
Marketing Communications Portfolio	Core	20		100%		20	V1.2	100075	
Dissertation	Core	40		100%		24	V1.0	100075	
Behavioural Economics	Option	20		100%		48	V1.2		
Brand Meaning	Option	20		100%		48	V1.1	100075	
Consumer Insights	Option	20		30%	70%	48	V1.3	100075	
Corporate Communications	Option	20		50%	50%	48	V1.0	100075	100076
Influencer Marketing	Option	20		50%	50%	48	V1.0	100075	
Persuasion and Influence	Option	20		50%	50%	48	V4.0	100075	
Promotion, Power and Democracy	Option	20		70%	30%	48	V1.0	100491 60%	100076 40%
Race, Media and Inequality	Option	20		40%	60%	48	V1.0	100629	
Relationship Marketing	Option	20		100%		48	V1.2	100075	
Social and Intercultural Communication	Option	20		30%	70%	48	V1.0	100075	
Social Media Management	Option	20		100%		48	V1.0	100075	100440

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

**Sandwich UG award:** Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of a placement year.

### 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

This programme is designed to produce visionary Marketing Communications professionals with key knowledges and skills relevant to the academic and professional discipline. 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 programme is to transform students into reflective, critical 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, as well as the context in which it takes place; be critical of existing practice and be innovative, strategic, and creative 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, including analysis, planning, implementation and control.
- can develop innovative and effective solutions to communication problems, addressing the needs of a diverse group of internal and external stakeholders.
- appreciate the value of traditional and digital media in marketing communications and the range of applications for media, the tools, strategies and techniques to engage and understand contemporary consumers and organisations;
- can critically appraise contemporary marketing communication theories and practice relevant to academic and industry needs;
- have a deep understanding of the cultural and societal impact of marketing communications
- 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 as a core strategic activity, as well as its practices. Marketing communications professionals work in a range of organisations and institutions in every sector and industry, with a variety of job roles and responsibilities that require knowledge and understanding of marketing communications theory and practice. 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.

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

- The QAA Benchmarking Statement for Communication, Media, Film and Cultural Studies (October 2016),
- The Frameworks for Higher Education Qualifications and UK Degree-Awarding Bodies (October 2014),
- Brown, T. 2014. *Back to basics: meeting the needs of today's marketers and building capability for tomorrow*. Cookham: Chartered Institute of Marketing
- Hays Marketing, 2016. *Elements of a Marketer: Skills for a Digital World*. London: Hays Recruitment
- The research, academic, and professional expertise of the programme team.

## ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The Marketing Communications programme is aligned to the principles of BU2025, especially “inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice.” This degree evolves from the expertise built within the department and especially the research and professional practice of staff who specialise in marketing communications. The Marketing Communications programme has a long and distinguished history for offering an excellent, industry-relevant programme and is sector-leading as evidenced by HESA 2017 data (UG CMC Market Research Report 2017). The programme has exceptional industry links supported in part through its prominent alumni, who work in the media, entertainment, fashion, automotive, technology, and charity sectors as well as a range of leading communication agencies. Additionally, BU is the home to the annual Chartered Institute of Marketing “flagship” Mike Warne Event, attracting practitioners, business professional, academic staff and students to their only external student-led event on the calendar. The degree has benefited from alumni mentoring, giving live briefs to the students and participating in master class sessions. The department’s research and professional practice have played an important role in the continuous improvement of the degree, and students directly benefit from working with staff with national and international research and professional reputations.

The programme team has wide-ranging and interdisciplinary expertise grounded in years of research and professional practice within the fields of marketing communications, public relations, advertising, politics and political communications, consumer behaviour, branding, organisational behaviour, sociology, and cultural studies. The programme is designed to balance academic rigour with the expectations of a demanding and fast-paced industry to develop the reflective, critical, strategic, creative practitioners described above. We do this by providing a range of opportunities for students, including:

- **Live Briefs for Unit Assessments:** companies have worked with staff to give students the opportunity to work on live current briefs, which allow them to explore and apply their marketing communications knowledge. Previous partners have included, Dorset Police, Weymouth Sea Life Centre, Organix, Merlin Entertainment and other local and national organisations.
- **Student involvement in External Marketing Competitions:** Students have as an extra-curricular option, chosen to put themselves forward for student competitions such as The Pitch. In 2017 a team of our Marketing Communications students came second in this nationwide student competition. Some have been put forward through academic staff; others through the successful SUBU Marketing Society.
- **Student-led, Co-creation of research:** SURE Conference allows students to present their academic work to an external audience, as part of the BU engagement strategy with the wider community.
- **Student research assistants:** Bournemouth University regularly offers the opportunity for undergraduate students to take up paid work as research assistants on staff projects relevant to their degree. The department has had considerable success in recruiting students from our undergraduate programmes to work alongside them in academic and professional research projects.
- **The Journal of Promotional Communications and dissertation conference:** Annually, the department holds a dissertation conference where students have the opportunity to present their final research to their peers, staff, industry and academic guests, and their parents/guardians. They also have the opportunity to have their dissertation published in the department’s open access *Journal of Promotional Communications*.
- **Masterclass series:** As noted above, the department annually holds a masterclass series where students have the opportunity to hear from professionals working in advertising, marketing communications, public relations and digital media, including Edelman, Google, and Future Brands.
- **CIM Mike Warne Event:** Group of final year students create, plan and execute the only external event on the CIM national calendar, based on the latest topics dominating our discipline. Past events have focused on Influencer marketing (2018), virtual reality (2017), and Sponsorship (2016), attracting guest speakers from companies such as Warner Bros, SORTEDFood, Barclays, Virgin Media and various leading communications agencies.

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Although the department's programmes have always provided a dynamic curriculum that leads to highly employable graduates, the new suite of Marketing Communications degrees enhances this through further aligning and integrating industry-standard qualifications relevant to each of the titles. We have historically offered some of these qualifications (e.g. the CIM Foundation Certificate) as a co-curricular/extra-curricular opportunity, but the newly designed degrees more closely align the certifications with the programmes. In doing so, it ensures the sustainability of providing students with the opportunity to gain these certifications (e.g. ensuring sufficient staff resources in teaching, assessment and administration for the certifications) and supporting all students in achieving certifications in addition to their degree that enhances their employability. Certifications for students undertaking Marketing Communications include:

- CIM Foundation Certificate in Marketing
- CIM Certificate in Professional Marketing
- CIM Diploma in Professional Marketing

In most cases, students will undertake these certifications in levels 4 and 5, which is before undertaking a mandatory placement. The placement is an important feature of BU degrees as it helps students contextualise their learning in relevant employment, realising and embedding the theoretical, practical and transferrable knowledge and skills learned on the degree. CMC students have undertaken placements at a range of companies/organisations across every conceivable sector (e.g. Sky, Disney, Panasonic, HP, IBM, Rolls Royce, Bentley)

Many of our graduates have returned to full time employment with their placement companies. Within 2-3 years, our graduates have secured positions such as:

- Associate Brand Specialist at Amazon
- Brand Manager at Johnson & Johnson
- Senior Account Executive at Spark44
- Digital marketing executive at Disney
- Marketing executive at Ford UK.
- Worldwide Product Marketing Manager at HP Enterprise.
- Business Development Managers at Infotrack
- Channel Manager at Vodafone

The evaluation of this work-based learning experience has recently been redesigned to invite students to write a reflective blog linking their placement to their educational experiences and develop a poster that outlines their placement achievements. The poster is then displayed at a placement celebration, held for the first time in 2017, where all the department's students returning from placement display their posters to peers, staff, industry guests, and level 5 students who will go on placement at the end of the academic year. The celebration included inspirational industry and student speakers, awards, and a networking opportunity.

The BA (Hons) Marketing Communications programme is designed to allow students to develop in-depth learning across the broad marketing communications areas, throughout their degree. Their first year will build a strong foundation, upon which in their second year, they will undertake units particular to this chosen programme (e.g. Customer Experience; Marketing Communications in a Global Context). Students have a further opportunity to personalise their learning through the choice of two options in their final year and their dissertation project. The dissertation, which is primarily carried out in semester 2 of the final year, culminates the student's degree programme. This research project allows students to develop a piece of research of individual interest and can take the form of an academic study (humanities or social sciences) or a practice-based research project. Additionally, students can share their research through the department's annual dissertation conference, which attracts industry (including alumni) and academic guests and allows for students to invite their parents to see their work. Some of the strongest dissertations are also published in the department's open-access, online journal – *The Journal of Promotional Communications*. The combination of the above is just one of many examples of how these programmes meet the university aim of "inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice."



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The new programme content and structure builds on the success of the past and the solid foundation that the department's marketing communications, advertising, and public relations programmes provided. This programme will further contribute to this emphasis on providing an industry-relevant and authentic curriculum, opportunities for all students to achieve their personal and professional goals, and an outstanding student experience, which aligns with BU2025 values of excellence, inclusivity, creativity and responsibility.

### **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 undertake a sandwich placement for a full-time work-based learning experience typically between Levels 5 and 6.

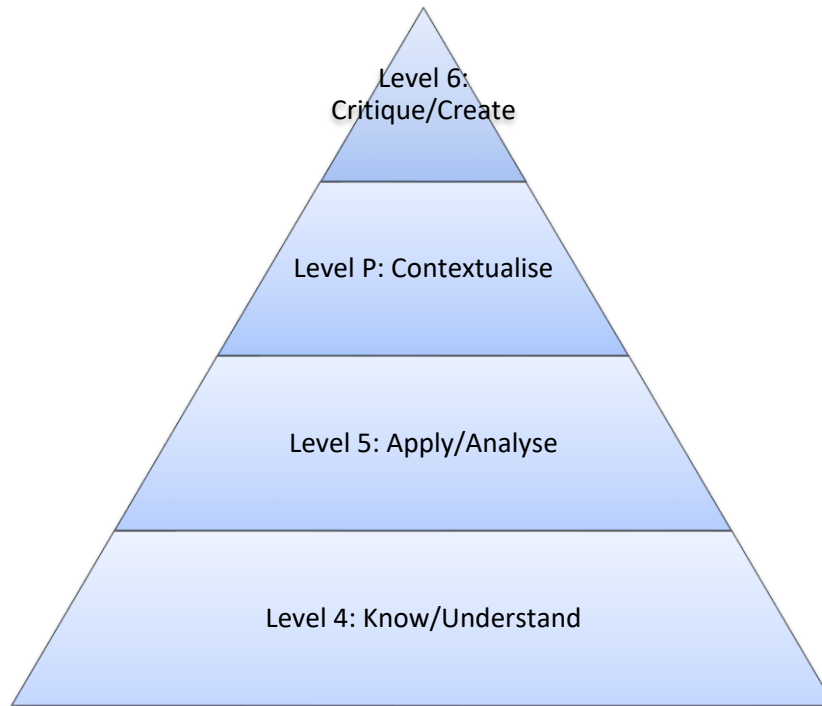
### **STAFF DELIVERING THE PROGRAMME**

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 and research students.

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

Learning on the Marketing Communications programme is developmental and designed to scaffold knowledge and skills throughout the curriculum. It is also designed to recognise the diversity of students and their prior educational and life experiences. The four-year programme is designed to create an environment full of learning opportunities that turn a curious student into a critical and creative thinker in marketing communications. The curriculum can be broadly understood to follow this pedagogy:

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This developmental approach to learning on the programme means that students are engaging the following kinds of learning:

- **Level 4** – Learning foundational knowledge, theories and skills. Specifically defining key concepts and identifying core knowledge that informs the academic and professional practice for Marketing Communications.
- **Level 5** – Building on the foundation set at level 4, students will apply, expand and deepen this acquired knowledge and skillset in level 5. This level has a particular focus on preparing students for placement and so the curriculum significantly focuses on applied knowledge and practice, as well as analysis/evaluation of marketing communications.
- **Placement** – During placement students will have the opportunities to reflect on and put into practice the theoretical, practical and transferrable knowledge and skills gained at Level 5 through relevant employment.
- **Level 6** – With the accumulated knowledge and practice gained through the programme, students have opportunities to critique and innovate marketing communications knowledge and practice.

The programme team recognises there is inevitable blurriness between knowing (level 4), applying (level 5), contextualising (placement) and critiquing (level 6), but finds articulating the pedagogical approach is particularly useful in clarifying the learning outcomes, assessment and what we expect students to deliver at each level. It is also an accessible model for outlining the pedagogical approach of the programme for students, staff, externals, employers, and other relevant stakeholders.

The first-year experience is key to the department's pedagogical approach, which was strongly established in the previous validation of the department's marketing communications degrees. It established an approach to designing and delivering the Level 4 Semester 1 units that support students' transition from a range of previous educational experiences to undergraduate study, which based on global higher education research and the experiences of our students and staff, is a challenging transition for many. These first units that students encounter – Principles of Marketing and Marketing Communications; Contemporary Debates in Marketing Communications; and Academic and Professional Practices for Marketing Communications – are designed to work in concert to clearly signpost connections in the knowledges and skills acquired in the individual units and to support the academic skill development students need for university. Altogether, it aims to reduce the potential for

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students – and staff – to treat units as silos and facilitate the integration of knowledge that is so important for students' long-term academic and professional success. Staff delivering these units work collaboratively to ensure that content each week is linked across the three units. Furthermore, it aims to provide students with foundational academic skills that are appropriate to university and lifelong learning; including library and desk-based research, critical thinking and evaluation, critical reading and writing, building academic and professional credibility through proper referencing relevant to each context, peer- and self-assessment, and other important lifelong learning skills. The semester 2 units continue to build on that foundation set in semester 1, but begin to encourage students towards greater independence in their learning for work at higher levels.

This first year is foundational to the suite of marketing communications degrees and supports students' understanding of marketing communications (used in this context as an umbrella term for to include the related fields of advertising and public relations). As such, it is shared across the four programmes and is designed to help students understand and locate Marketing Communications, Advertising, Public Relations and Digital Media before choosing their final degree title, which they would enrol on from second year.

Overall, teaching and learning at level 4 will be more formal and structured through lectures, seminars and tasks set in the virtual learning environment to support students in making the transition to university. Structured reading alongside formative and summative assessment tasks will enable them to gain and share the knowledge and understanding of marketing communications, and introduce them to accessing and appreciating the range of subject-specific academic and professional resources available to them. Students will also be introduced to technology enhanced learning through a range of tools, including those within and beyond the virtual learning environment (Brightspace).

In level 5, students have an opportunity to develop intermediate knowledge and skills relevant to all areas of marketing communications. At this level, the degree differentiates from the others in the suite through programme-specific content (e.g. the Customer Experience unit) and in units that are shared across the suite of degrees (e.g. Content Creation) through bespoke seminars, which allow students to consider how shared practices are adopted and adapted across marketing communications. Also important at this level is the continued development of students as independent scholars. Though formal classroom-based learning and guided independent learning on the virtual learning environment and through reading and independent study tasks, students will be asked to engage more in student-led seminars individually and in small groups to continually enhance independent, critical thinking appropriate to this level.

During the placement, students have the opportunity to put into practice the knowledge and professional and transferrable skills learned in the first two years of study. This work-based learning experience is an integral part of the programme, which is why it is a requirement for students to undertake the sandwich placement unless they can demonstrate they have engaged in equivalent, relevant work-based learning experience.

In Level 6, students continue to develop their expertise in marketing communications and have the opportunity to personalise their learning experience through the choice of options and setting their dissertation title. Units at this level are designed to enable students to reflect on their placement experience and the first two years of study to synthesise their learning and evaluate/critique marketing communications.

Through the scaffolding of knowledge and skills throughout the programme as appropriate to each level, graduates are expected to demonstrate thorough understanding of marketing communications, advertising, public relations and digital media concepts, theories, and practices in order to critically evaluate these fields and the communications produced by professionals in these fields. In doing so, they will be prepared to develop innovative and ethical/socially responsible communications as cutting-edge professionals in their field. They will have a range of discipline-specific and transferrable skills, including primary and secondary research and analysis, problem-solving, argumentation, communication, and independent working skills.

Assessment on the programme draws on a range of assessment tools and techniques, including individual and group work written and oral assignments, live briefs, essays and examinations. Fundamental to the university principles of assessment and programme's assessment strategy is the

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use of formative assessment to support student development through appropriate and timely feedback, as such each unit includes an indication of formative assessment. These will be appropriate to each unit, but can include essay plans, multiple-choice quizzes on the virtual learning environment, report completions (e.g. writing the introduction or conclusion on an industry report), developing a table or graph from a dataset, etc. Feedback for these formative tasks can similarly take a variety of forms, including staff and peer feedback

Specific to summative assessment, the balance and diet of assessment will be reviewed annually through the university's annual monitoring process and the development of the following year's independent marking plan to ensure that year-to-year amendments/evolutions to individual unit assessment strategies do not create imbalances in the overall assessment and feedback strategy for the programme.

As appropriate to individual units, examinations (which are typically 2 or 3 hours in duration) may be seen or unseen. Examinations provide students with the opportunity to demonstrate their ability to structure a concise, reasoned argument and analyse an issue in a limited timeframe. Where appropriate, exams will be unseen, case-study based or open book/notes.

Coursework, which is included in all units on the programme, can include a range of assessment methods to ensure an inclusive approach to assessment and to embed authentic and discipline-relevant assessments throughout the programme. The specific methods include essays, reports, presentations, leading a seminar or group discussion, viva, marketing communications strategies, writing for different media, negotiated assignments, live briefs from external agencies/clients, and so on.

### PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<b>A: Subject knowledge and understanding</b>  This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:	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  <b>A2</b> Achieve a critical appreciation of the organisational, political, social, commercial and economic contexts of Marketing Communications  <b>A3</b> Make informed judgements about the role of marketing communications plans and policies within organisations  <b>A4</b> Demonstrate a detailed understanding of marketing communications practice and the role of the individual and the organisation in a global, competitive, fast-moving environment  <b>A5</b> Understand the importance of current wider issues that impact on the theory and practice of marketing communications	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>• lectures (A1 – A5);</li> <li>• seminars (A1 – A5);</li> <li>• directed reading (A1, A3);</li> <li>• use of the VLE (A4, A5);</li> <li>• independent research (for dissertation and coursework) (A5).</li> </ul>
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. exam) (A1– A4);</li> <li>• coursework (A1 – A5);</li> <li>• dissertation (A5).</li> </ul>
<b>B: Intellectual skills</b>	The following learning and teaching and assessment strategies and methods

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This programme provides opportunities for students to:	enable students to achieve and to demonstrate the programme outcomes:
<p><b>B1</b> Develop and apply critical frameworks for the analysis of complex problems and issues in marketing communications</p> <p><b>B2</b> Devise methods for the investigation and resolution of academic and professionally oriented research and marketing communications problems</p> <p><b>B3</b> Identify and apply appropriate techniques for the comprehensive analysis, evaluation and synthesis of data from a wide variety of research methods</p> <p><b>B4</b> Demonstrate the ability to develop new meanings and new critiques of established models and theories in the marketing communications industries</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1 - B4);</li> <li>• seminars (B1 – B4);</li> <li>• directed reading (B1 – B4);</li> <li>• use of the VLE (B1 – B4);</li> <li>• independent research (for dissertation and coursework) (B1 – B4).</li> </ul>
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Time-constrained assessments (e.g. exam) (B1- B4);</li> <li>• Coursework (B1 – B4);</li> <li>• dissertation (B1 – B4).</li> </ul>
<b>C: Practical skills</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:
<p><b>C1</b> Make an effective contribution as an individual to the design, development, implementation, control and evaluation of marketing communication plans, strategies and materials from the perspective of marketing communications</p> <p><b>C2</b> Commission and conduct exploratory, conclusive and performance-monitoring research in qualitative and quantitative vein</p> <p><b>C3</b> Demonstrate critical thinking and analytical skills in a variety of professional and academic contexts</p> <p><b>C4</b> Practice the marketing communications discipline in a knowledgeable, skilled, critical and responsible way</p> <p><b>C5</b> Demonstrate a well-informed appreciation of the likely future shape of the marketing communications industry</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C5);</li> <li>• seminars/workshops (C1 - C5);</li> <li>• independent research for dissertation &amp; coursework (C2, C3, C5);</li> <li>• group exercises (C3 – C5).</li> </ul>
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Time-constrained assessments (e.g. exam, agency brief) (C1 – C5);</li> <li>• coursework (C1 – C5);</li> </ul>

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	<ul style="list-style-type: none"> <li>dissertation (C3, C5).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>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>D1</b> Effectively communicate marketing communications concepts, plans, proposals and issues to diverse audiences and constituencies</p> <p><b>D2</b> Work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p><b>D3</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><b>D4</b> Produce accurately referenced work to a given format, brief and deadline</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (D1 – D7);</li> <li>seminars (D1- D7);</li> <li>use of the VLE (D1 – D7);</li> <li>directed reading (D1- D7);</li> <li>group exercises (D2, D3)</li> </ul>
<p><b>D5</b> Professionally present and rigorously defend ideas in a variety of forms, including orally, in writing, online and other business contexts</p> <p><b>D6</b> Be able to consider and apply global perspectives to their work.</p> <p><b>D7</b> Effectively manage their own continuing professional development leadership and entrepreneurship, with the ability to identify new emerging themes in the marketing communications industries</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (D1 – D7);</li> <li>time-constrained assessments (e.g. exams, live briefs) (D1 – D6);</li> <li>dissertation (D1, D3- D7).</li> </ul>

### LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</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 apply theory to practice</p> <p><b>A2</b> Achieve an appreciation of the organisational, political, social, commercial and economic contexts of marketing communications</p> <p><b>A3</b> Develop informed judgements about the role of marketing communications, plans and policies within organisations</p> <p><b>A4</b> Develop an appreciation and understanding of marketing communications practice and the characteristics of effective marketing communications campaigns</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (A1- A6);</li> <li>seminars (A1 – A6);</li> <li>directed reading (A1 - A6);</li> <li>use of the VLE (A1 – A6);</li> <li>independent research (for coursework) (A1, A6)</li> </ul>

**Programme Specification - Section 2**

<p><b>A5</b> Demonstrate a meaningful understanding of the practitioner roles in each discipline</p> <p><b>A6</b> Recognize the importance of current wider issues in that impact on the theory and practice of marketing communications, for example corporate social responsibility, ethics and global perspectives, informed by scholarship and professional practice</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>time-constrained assessments (e.g. online test) (A2, A4);</li> <li>coursework (A1 – A6);</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 basic techniques for the collection, evaluation and synthesis of 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</p> <p><b>B3</b> Understand the methods for the investigation and resolution of professionally oriented research and marketing communications problems</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (B1 – B3);</li> <li>seminars (B1 – B3);</li> <li>directed reading (B1 – B3);</li> <li>use of the VLE (B1 – B3);</li> <li>independent research for coursework (B1 – B3).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>time-constrained assessment (e.g. online test) (B2);</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 marketing communications campaigns and materials to professional standards</p> <p><b>C2</b> Conduct small-scale exploratory, conclusive and performance-monitoring research in qualitative and quantitative vein</p> <p><b>C3</b> Produce acceptable professional writing and industry-specific visualisation and creative skills for the marketing communications context</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</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 (referring to numbered Intended Learning Outcomes):</p>

## Programme Specification - Section 2

<p><b>C4</b> Show evidence of the ability to practice the marketing communications discipline in a knowledgeable, skilled and responsible way</p> <p><b>C5</b> Make an effective contribution as part of a team to the design, development, implementation, control and evaluation of marketing communications plans and strategies</p>	<ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. online test) (C4);</li> <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 marketing communications concepts, plans, proposals and issues to a range of audiences and constituencies</p> <p><b>D2</b> Develop the ability to work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p><b>D3</b> Consider and evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions</p> <p><b>D4</b> Produce appropriately referenced work to a given format, brief and deadline</p> <p><b>D5</b> Present and defend ideas orally</p> <p><b>D6</b> Be able to consider and apply appropriate global perspectives to their work.</p> <p><b>D7</b> Demonstrate an increasing ability to exercise initiative and personal responsibility within a professional working environment</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D7);</li> <li>• seminars (D1- D7);</li> <li>• use of the VLE (D1 – D7);</li> <li>• directed reading (D1- D7).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (D1 – D7);</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 develop and demonstrate knowledge and understanding of:</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 and identify with bodies of knowledge relevant to marketing communications</p> <p><b>A2</b> Achieve a foundational understanding of the organisational, political, social, commercial and economic contexts of marketing communications</p> <p><b>A3</b> Engage in debates on the common and emerging themes in the marketing communications industries</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1- A6);</li> <li>• seminars (A1 – A6);</li> <li>• directed reading (A1, A2, A5);</li> <li>• use of the VLE (A1 – A6);</li> </ul>



## Programme Specification - Section 2

<p><b>A4</b> Demonstrate an understanding of marketing communications practice, particularly the role of the individual and the key artefacts in each discipline</p> <p><b>A5</b> Demonstrate an understanding of the role of marketing communications activity in society and culture</p> <p><b>A6</b> Identify and develop a repertoire of examples and case studies in marketing communications</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. exam) (A1, A4, A5);</li> <li>• coursework (A1 – A6);</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 appropriate techniques for the collection, evaluation and synthesis of data from a variety of research methods</p> <p><b>B2</b> Develop appropriate frameworks and case studies/examples for the discussion of problems and issues in marketing communications</p> <p><b>B3</b> Understand how to devise methods for the investigation and resolution of professionally oriented advertising problems</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1 – B3);</li> <li>• seminars (B1 – B3);</li> <li>• directed reading (B1 – B3);</li> <li>• use of the VLE (B1 – B3);</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. exams) (B1- B3);</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> Understand how marketing communications campaigns and materials are planned and evaluate them</p> <p><b>C2</b> Conduct simple exploratory, conclusive and performance-monitoring research in qualitative and quantitative vein</p> <p><b>C3</b> Produce professional communications for the marketing communications context</p> <p><b>C4</b> Understand the importance of practicing the marketing communications in a knowledgeable, skilled, thoughtful and responsible way</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C1 – C5);</li> <li>• seminars (C1 – C5);</li> <li>• use of the VLE (C1 – C5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• time-constrained assessments (e.g. exams) (C1, C4, C5);</li> </ul>

## Programme Specification - Section 2

<p><b>C5</b> Understand the design, development, implementation, control and evaluation of marketing communications plans and strategies</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> Develop a sense of self and voice in the marshalling of argument and debate</p> <p><b>D2</b> Understand how to work productively, responsibly and accountably in a team, able to listen, contribute and lead</p> <p><b>D3</b> Consider and reflect on their own work and that of others with reference to academic and professional issues, debates and conventions</p> <p><b>D4</b> Produce appropriately referenced work to a given format, brief and deadline</p> <p><b>D5</b> Present and justify ideas orally</p> <p><b>D6</b> Be able to understand and consider commercial and academic perspectives to their work</p> <p><b>D7</b> Demonstrate an ability to exercise initiative and personal responsibility</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1 – D7);</li> <li>• seminars (D1- D7);</li> <li>• use of the VLE (D1 – D7);</li> <li>• directed reading (D1- D7).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (D1 – D7);</li> <li>• time-constrained assessments (e.g. exams) (D1, D3, D6)</li> </ul>

## ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Admission Regulations with the following exceptions: Applicants whose first language is not English must offer evidence of qualifications in written and spoken English. Acceptable qualifications are: IELTS (academic) 6.5 (with a minimum of 6.0 in each of four categories) or direct equivalent.

## 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.bournemouth.ac.uk/pandptest/7J\\_Recognition\\_Register\\_Public.xlsx](https://intranet.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx)) for a full list of approved Recognition arrangements and agreed entry criteria.

## **Programme Specification - Section 2**

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 must complete a sandwich placement of 30 weeks, which takes place between the second and final year of study and must relate to learning on the programme. Relevant placement will be broadly defined to allow work placement in a 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 Skills Matrix

Units		Programme Intended Learning Outcomes																				
		A 1	A 2	A 3	A 4	A 5	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	D 6	D 7
6	L Strategic Marketing and Planning	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X
	E Marketing Communications Portfolio	X		X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X
	V Dissertation	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	E Behavioural Economics	X	X			X	X		X	X	X		X	X	X		X	X	X	X	X	X
	L Brand Meaning	X	X	X	X		X		X	X	X		X	X	X		X	X	X	X	X	X
	6 Consumer Insights	X	X		X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X
	Corporate Communications	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X
	Influencer Marketing	X			X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X
	Persuasion and Influence	X	X		X	X	X		X	X	X		X	X	X	X	X	X	X	X	X	X
	Promotion, Power and Democracy	X	X		X	X	X			X	X		X	X	X	X	X	X	X	X	X	X
	Race, Media and Inequality	X	X		X	X	X		X	X	X		X	X	X	X	X	X	X	X	X	X
	Relationship Marketing	X	X	X	X	X	X			X	X		X	X	X	X	X	X	X	X	X	X
	Social and Intercultural Communication	X	X			X	X		X	X	X		X	X	X	X	X	X	X	X	X	X
	Social Media Management	X		X	X	X	X		X	X	X	X	X	X	X		X	X	X	X	X	X
5	L Marketing Communications in a Global Context	X	X	X	X	X	X		X	X	X		X	X	X		X	X	X	X	X	
	E Research Principles and Practice	X	X	X	X		X	X	X	X	X	X	X	X	X		X	X	X	X	X	X
	V Content Creation	X			X		X				X	X	X	X	X	X	X	X	X	X		X
	E Brands & Branding	X		X	X	X	X		X	X	X	X	X	X	X		X	X	X	X	X	X
	L Customer Experience	X		X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X
5 Marketing Communications Campaigns in Practice	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
4	L Principles of Marketing and Marketing Communications	X	X	X	X	X	X		X		X		X	X	X		X	X	X	X	X	X
	E Academic and Professional Practices for Marketing Communications	X	X				X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
	V Contemporary Debates in Marketing Communications	X	X		X	X	X				X		X	X	X	X	X	X	X	X	X	X
	L Digital Essentials	X			X	X	X		X		X	X	X	X	X		X	X	X	X	X	X
	4 Consumer and Stakeholder Principles	X			X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
4 Integrated Marketing Communications	X	X	X	X		X		X		X		X	X	X	X	X	X	X	X	X	X	

### A – Subject Knowledge and Understanding

This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:

1. Critically engage with bodies of knowledge relevant to marketing communications
2. Achieve a critical appreciation of the organisational, political, social, commercial and economic contexts of Marketing Communications
3. Make informed judgements about the role of marketing communications plans and policies within organisations
4. Demonstrate a detailed understanding of marketing communications practice and the role of the individual and the organisation in a global, competitive, fast-moving environment

### C – Subject-specific/Practical Skills

This programme provides opportunities for students to:

1. Make an effective contribution as an individual to the design, development, implementation, control and evaluation of marketing communication plans, strategies and materials from the perspective of marketing communications
2. Commission and conduct exploratory, conclusive and performance-monitoring research in qualitative and quantitative vein
3. Demonstrate critical thinking and analytical skills in a variety of professional and academic contexts

<p>5. Understand the importance of current wider issues that impact on the theory and practice of marketing communications</p>	<p>4. Practice the marketing communications discipline in a knowledgeable, skilled, critical and responsible way</p> <p>5. Demonstrate a well-informed appreciation of the likely future shape of the marketing communications industry</p>
<p><b>B – Intellectual Skills</b> This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> <li>1. Develop and apply critical frameworks for the analysis of complex problems and issues in marketing communications</li> <li>2. Devise methods for the investigation and resolution of academic and professionally oriented research and marketing communications problems</li> <li>3. Identify and apply appropriate techniques for the comprehensive analysis, evaluation and synthesis of data from a wide variety of research methods</li> <li>4. Demonstrate the ability to develop new meanings and new critiques of established models and theories in the marketing communications industries</li> </ol>	<p><b>D – Transferable Skills</b> This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> <li>1. Effectively communicate marketing communications concepts, plans, proposals and issues to diverse audiences and constituencies</li> <li>2. Work productively, responsibly and accountably in a team, able to listen, contribute and lead</li> <li>3. 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</li> <li>4. Produce accurately referenced work to a given format, brief and deadline</li> <li>5. Professionally present and rigorously defend ideas in a variety of forms, including orally, in writing, online and other business contexts</li> <li>6. Be able to consider and apply global perspectives to their work.</li> <li>7. Effectively manage their own continuing professional development leadership and entrepreneurship, with the ability to identify new emerging themes in the marketing communications industries</li> </ol>