

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Bournemouth University Business School
Final award(s), title(s) and credits BSc (Hons) Marketing (360 credits; 180 ETCS credits)	
Intermediate award(s), title(s) and credits Certificate in Higher Education (Cert HE) Marketing - 120 credits; 60 ECTS Diploma in Higher Education (Dip HE) Marketing - 240 credits; 120 ECTS	
UCAS Programme Code(s) N504	HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. 100075
External reference points The Framework for Higher Education Qualifications in England, Wales and Northern Ireland (FHEQ) (QAA, 2023). General Business and Management Subject Benchmark Statement (QAA, 2023)	
Professional, Statutory and Regulatory Body (PSRB) links Institute of Data & Marketing (IDM) The Chartered Institute of Marketing (CIM) - <i>Pending Review</i>	
Places of delivery Bournemouth University	
Mode(s) of delivery Full-time sandwich Full-time	Language of delivery English
Typical duration 4 years full-time sandwich 3 years full-time	
Date of first intake September 2026	Expected start dates September
Maximum student numbers N/A	Placements Optional 30 weeks minimum
Partner(s) N/A	Partnership model Not applicable
Date of this Programme Specification May 2025	
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Programme Specification

PROGRAMME STRUCTURE

Programme Award and Title: BSc (Hons) Marketing								
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 Code (plus balanced or major/minor load)
			Exam 1	Cwk 1	Cwk 2			
Global Business Environment	Core	20		50	50	40	1.0	100449
Developing Management Competencies	Core	20		100		30	1.1	100078
Principles of Marketing	Core	20	30	70		39	1.2	100075
Fundamentals of Digital Marketing	Core	20		100		39	1.0	100075
Responsible Consumer Behaviour and Green Marketing	Core	20	30	70		39	1.0	100075
Customer Experience and Relationship Management	Core	20		100		39	1.0	100075
Progression requirements: To proceed to Level 5, students must normally achieve 120 Level 4 credits.								
Exit qualification: A Certificate in Higher Education (Cert HE) in Marketing is awarded to a student who exits with 120 credits (60 ECTS) achieved at Level 4.								

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Year 2/Level 5

- Students are required to complete 2 core units and 4 optional units.
- Students are required to opt for at least two option units each semester to fulfil the overall programme objectives.

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/minor load)
			Exam 1	Cwk 1	Cwk 2			
Marketing Research in Action	Core	20		60	40	39	1.0	100075
Innovation in Marketing	Core	20		50	50	39	1.0	100075
Global Crisis and Contingency Marketing	Option	20		100		39	1.0	100853, 100823 (balanced)
Branding and Integrated Communications	Option	20		50	50	40	1.0	100075
Globally Responsible Business Practice	Option	20		100		40	1.0	100078
Project Management	Option	20		100		35	1.0	100812
Content Creation	Option	20		100		39	1.0	100075 (major) 100440 (minor)
Consumer Behaviour and Contemporary Issues	Option	20	60	40		40	1.0	100075
Emerging Technologies and Marketing	Option	20		100		39	1.0	100075 (major) 100372 (minor)
Ethnographic Research and Cultural Intelligence in Marketing	Option	20		50	50	39	1.0	100075

Progression requirements: To proceed to optional placement or Level 6, students must normally achieve 120 Level 5 credits.

Exit qualification: A Diploma in Higher Education (Dip HE) in Marketing is awarded to a student who exits with 120 credits (60 ECTS) achieved at Level 5

Optional placement year in industry/business

- Optional 30-week (minimum) Placement in Year 3 (Level P);
- Placement must be full-time, in a position of meaningful responsibility and formally approved by BU;
- Placement must normally comprise no more than two separate internships;
- Students with prior work experience may be considered for exemption from Placement in accordance with BU's Policies and Procedures.

Progression requirements: To proceed to Level 6, students who choose to do an optional placement must have met all Placement requirements, including successful completion of a Professional Development Portfolio.

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Year 3/Level 6 Students are required to complete 3 core units and 2 optional units.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/minor load)
			Exam 1	Cwk 1	Cwk 2			
Marketing Strategy	Core	20		80	20	39	1.0	100075
Business Futures	Core	20		50	50	36	1.0	100962
Marketing Impact Project	Core	40		100		16	1.0	100075
Societal Marketing	Option	20		100		39	1.0	100075
International Management	Option	20		50	50	35	1.0	100085
Fashion Business	Option	20		100		40	1.0	100054
Digital Marketing	Option	20		60	40	40	1.1	100075
Exit qualification: BSc (Hons) Marketing is awarded to a student who exits with 120 credits (60 ECTS) achieved 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

The BSc (Hons) Marketing programme has been developed in accordance with the QAA Subject Benchmark Statement for Business and Management (March 2023). A successful marketing professional should have a strong foundation in core marketing principles, adaptability across digital and traditional channels, analytical thinking, creativity, and the ability to lead strategy while responding to evolving consumer trends and technologies (CIM 2024).

Therefore, the overall aim of the BSc (Hons) Marketing programme is to transform students into reflective and critical marketing practitioners who are cognisant of the historical roots of the discipline and the context in which it takes place. The course also enables the students to be critical of existing marketing practices and be innovative and creative in their own practice in not only pure marketing subjects but also covering business functions. The students will learn and apply research and data analysis techniques in their units to make data-informed decisions when they are developing marketing strategies and campaigns. They will also understand how to use and implement emerging technologies including artificial intelligence tools in an ethical and efficient manner in marketing activities.

Whilst not a purely vocational degree, students are keen to join our programmes for the knowledge and understanding that will give them a competitive edge in the graduate market, which is achieved through a carefully planned and delivered curriculum with a wide range of specialisation opportunities.

Additionally, the programme aims to develop students with the academically and professionally relevant skills and independent learning ability required for continuing personal development and ongoing learning. Those students who wish to progress their higher education studies are well-equipped to successfully apply for MA courses either within Bournemouth University or elsewhere.

We prepare students for a career in broad Marketing roles (in management, advertising, marketing communications, digital marketing, or public relations) in consultancies, agencies, and the advertising or marketing departments. These are based in a range of organisations, large, small or 'virtual', profit-oriented or not-for-profit. Case study material and guest lectures also encourage students to consider 'entrepreneurship' – whether as a possible future career path or as an appropriate style of creative thinking.

From experience over many years and reflecting on our graduates, we aim to produce employable and valued graduates who are an asset for the University.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The BSc (Hons) Marketing programme is aligned to the principles of BU2025, especially “inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice.”

The programme is fully aligned with the BU 2025 Strategic Plan, BU's Fusion vision and outcomes, and its values of excellence, inclusivity, responsibility and creativity:

- All our programmes fuse relevant, inclusive and contemporary curricula with the expertise of the teaching team, as well as industry practitioners, both within and beyond the university's campus;
- Learning, teaching and assessment are informed by the current research, education and professional practice interests of the teaching team and relevant external collaborators and partners;
- Our programmes equip students with the intellectual, practical and transferable skills for future employment;
- Our students develop a critical understanding of ethical management, corporate governance and social responsibility, sustainability, and responsible business practice;
- Our curricula enable students to develop cultural awareness and/or an appreciation of their subject within a global context through the study of units with an international focus, as well as through opportunities to study and/or work abroad.

Additionally, our programmes align with other key BU priorities, as follows:

- All programmes align with BU's *Common Academic Structure*;
- In accordance with BU's Academic Regulations, Policies and Procedures, all our programmes have entry and exit points at the beginning and end of each Level;
- In order to allow students to better personalise their studies, the programmes are structured according to the principle of deferred choice, enabling students to tailor their studies according to their personal preferences, academic strengths and future career aspirations;
- Our assessment strategy has been fully aligned with the *6C Principles of Assessment Design Policy*, except where PSRB requirements determine otherwise;
- Our programmes align with BU's internationalization agenda in several ways:
 - the international focus of our curricula ensures that our students understand their subject specialism in a global context;
 - they provide opportunities for students to study and/or work abroad;
- Direct entry onto Level 5 or Level 6 is permitted on the basis of Recognition of Prior Learning / Recognition.
- Programme delivery makes full use of BU's virtual learning environment (VLE), Brightspace, through which students can remotely access programme-related materials and additional information / support, as well as submit assessment;
- Learning, teaching and assessment on these programmes are informed by BU's Centre for Fusion Learning, Innovation and Excellence (FLIE), including the Technology Enhanced Learning (TEL) strategy. Accordingly, blended learning, flipped learning, co-creation, feedback / feed-forward, patchwork assessment, phased assessment, and a multiple of other dynamic and innovative pedagogical approaches are embedded within the programmes;
- In line with BU's commitments to responsibility and sustainability, BSc (Hons) Marketing is delivered in accordance with the Principles for Responsible Management Education (PRME), as well as with the UN Sustainability Development Goals (UNSDGs).
- The programme have been designed in accordance with the requirements of the AACSB International, in respect of Assurance of Learning (AoL), as well as to ensure that innovation, engagement and impact are emphasised throughout the curriculum.

This course gets the benefit of utilising on the skills of a pool of academic resources have to offer, such as:

- **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 and communications knowledge. Previous partners have included, BCP Council,

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Weymouth Sea Life Centre, Barker Limited, Techno Cool, Beam, Shrap, Magna Learning Partnership, Workcity 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 CIM Pitch and DMA Talent Marketing Challenge.

LEARNING HOURS AND ASSESSMENT

Bournemouth University's taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The credit value of all BSc (Hons) Marketing units, with the exception of the Level 6 Marketing Impact Project, is 20 credits. The credit value of the project unit is 40 credits.

20 credits equates to 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 Bournemouth University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

Contact hours may take the form of timetabled / scheduled sessions, such as lectures, seminars, demonstrations, lab sessions, one-to-one tutorials, assessment feedback sessions and so on, but may also take the form of virtual contact, e.g. via email, Brightspace and other forms of technology.

The assessment workload for a unit takes into account the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit normally consists of 3,000 words or equivalent, except where PSRB requirements determine that the assessment load must be greater. Where this is the case, the Unit Specification will specify the assessment load and associated PSRB.

Level 6 Marketing Impact Project are distinct from other assessment types, in that the word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

Students undertake an optional sandwich placement for a full-time work-based learning experience typically between Levels 5 and 6.

STAFF DELIVERING THE PROGRAMME

The students will usually be taught by a combination of senior academic staff and 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.

Since this degree focus significantly on the needs and expectations of employers, as well as organisational contexts and challenges, some assessments, e.g. presentations, simulations, practical exercises, may also be evaluated formatively by qualified professional practitioners, who will typically provide informal feedback at the time of the assessment.

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

LEVEL 6 INTENDED PROGRAMME OUTCOMES

A: Subject knowledge and understanding This programme/level 6 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/ level 6 learning outcomes:
A1 organisations, the environments in which they operate and how they are managed; A2 business functions and processes; A3 the limitations of current knowledge and practices; A4 pervasive, contemporary and emerging issues; A5 tools, techniques and methods for undertaking research and analysis; A6 current wider issues that impact on the theory and practice of marketing	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> lectures (A1-A6); seminars (A1-A6); directed reading (A1-A6); use of the VLE (A1-A6); independent research (A1-A6) Collaborative learning (A1-A6) Assessment strategies and methods: <ul style="list-style-type: none"> essays / reports (A1-A6); collaborative assessment (A1-A6); examinations (A1-A6); digital artefacts (A1-A6); presentations (A1-A6); simulations / role plays (A1-A6); project (A1-A6).
B: Intellectual skills This programme/level 6 provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level 6 outcomes:
B1 critically evaluate and apply concepts, theories and models to analyse complex and dynamic situations; B2 collate and integrate evidence from a range of sources to support findings and generate proposed solutions and hypotheses; B3 analyse and synthesise information, identifying implicit values, detecting false logic or reasoning and ensuring that conclusions are supported by evidence; B4 apply appropriate knowledge and skills, in familiar and unfamiliar contexts, to identify, define and resolve complex problems; B5 Demonstrate the ability to develop new meanings and new critiques of established models and theories.	Learning and teaching strategies and methods: <ul style="list-style-type: none"> lectures (B1–B5); seminars (B1–B5); guided study (B1-B5); use of the VLE (B1-B5); independent study (B1-B5); collaborative learning (B1-B5). Assessment strategies and methods: <ul style="list-style-type: none"> essays / reports (B1-B5); collaborative assessment (B1-B5); examinations (B1-B5); digital artefacts (B1-B5); presentations (B1-B5); simulations / role plays (B1-B5); project (B1-B5).
C: Practical skills	The following learning and teaching and assessment strategies and methods enable

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This programme/level 6 provides opportunities for students to:	students to achieve and to demonstrate the programme/level 6 learning outcomes:
<p>C1 demonstrate high levels of confidence, competence and professionalism in the use of information and digital technologies, including working effectively in an online environment;</p> <p>C2 locate, extract, analyse and interpret data from multiple sources, acknowledging and referencing sources in accordance with prescribed referencing and ethical requirements;</p> <p>C3 communicate professionally in a range of different contexts and scenarios, using a variety of media / channels;</p> <p>C4 prepare, collect, analyse and present data in a range of appropriate formats.</p> <p>C5 Demonstrate critical thinking and analytical skills in a variety of professional and academic contexts</p> <p>C6 Make an effective contribution as an individual to the design, development, implementation, control and evaluation of marketing plans and strategies</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (C1-C6); • seminars (C1-C6); • guided study (C1-C6); • use of the VLE (C1-C6); • independent study (C1-C6); • collaborative learning (C1-C6). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays / reports (C1-C6); • collaborative assessment (C1-C6); • examinations (C1-C6); • digital artefacts (C1-C6); • presentations (C1-C6); • simulations / role plays (C1-C6); • project (C1-C6).
<p>D: Transferable skills</p> <p>This programme/level 6 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/level 6 learning outcomes:</p>
<p>D1 perform professionally and sensitively when working in collaboration with others;</p> <p>D2 deploy a range of high-level interpersonal skills, including effective listening, negotiating, conflict resolution, persuasion and presentation;</p> <p>D3 demonstrate openness and sensitivity to diversity in terms of other people, cultures and practices;</p> <p>D4 manage their own motivation, tasks and behaviour in enterprising, creative, innovative and professionally appropriate ways;</p> <p>D5 evidence the ability to reflect, upon self and others, in order to improve learning and performance;</p> <p>D6 demonstrate high levels of resilience, as well as the ability to manage information gaps, complexity, uncertainty and ambiguity.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (D1-D6); • seminars (D1-D6); • guided study (D1-D6); • use of the VLE (D1-D6); • independent study (D1-D6); • collaborative learning (D1-D6). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays / reports (D1-D6); • collaborative assessment (D1-D6); • examinations (D1-D6); • digital artefacts (D1-D6); • presentations (D1-D6); • simulations / role plays (D1-D6); • project (D1-D6)

LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

<p>A: Knowledge and understanding</p> <p>Level 5 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 5 learning outcomes:</p>
<p>A1 theories, practices, tools and techniques associated with Marketing Research in Action;</p> <p>A2 theories, practices, tools and techniques associated with Innovation in Marketing;</p> <p>A3 theories, practices, tools and techniques associated with at least two of the following subject areas: Emerging Technologies in Marketing, Branding and Integrated Communications, Globally Responsible Business Practice, Content Creation, Global Crisis and Contingency Marketing, Project Management, Ethnographic Research and Cultural Intelligence in Marketing, Consumer Behaviour and Contemporary Issues</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (A1–A3); seminars (A1–A3); guided study (A1–A3); use of the VLE (A1–A3); independent study (A1–A3); collaborative learning (A1–A3). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> essays / reports (A1–A3); collaborative assessment (A1–A3); examinations (A1–A3); digital artefacts (A1–A3); presentations (A1–A3); simulations / role plays (A1–A3); project (A1–A3).
<p>B: Intellectual skills</p> <p>Level 5 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 5 learning outcomes:</p>
<p>B1 analyse and evaluate core and specialised business and marketing functions and processes;</p> <p>B2 identify and apply appropriate concepts, theories and models to analyse situations;</p> <p>B3 select, prioritise, analyse synthesise and integrate information professionally and credibly, ensuring that conclusions are supported by evidence;</p> <p>B4 deploy an array of skills to undertake marketing research and generate credible solutions and hypotheses.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (B1–B4); seminars (B1–B4); guided study (B1–B4); use of the VLE (B1–B4); independent study (B1–B4); collaborative learning (B1–B4). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> essays / reports (B1–B4); collaborative assessment (B1–B4); examinations (B1–B4); digital artefacts (B1–B4); presentations (B1–B4); simulations / role plays (B1–B4).
<p>C: Practical skills</p> <p>Level 5 provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to</p>

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	demonstrate the Level 5 learning outcomes:
<p>C1 demonstrate increasing confidence and competence in the use of information and digital technologies;</p> <p>C2 locate, extract and interpret data from different sources, acknowledging and referencing sources in accordance with prescribed referencing and ethical requirements;</p> <p>C3 communicate effectively in a range of different contexts and scenarios, using a variety of media / channels, and presenting data in a range of appropriate formats;</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (C1-C3); seminars (C1-C3); guided study (C1-C3); use of the VLE (C1-C3); independent study (C1-C3); collaborative learning (C1-C3). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> essays / reports (C1-C3); collaborative assessment (C1-C3); examinations (C1-C3); digital artefacts (C1-C3); presentations (C1-C3); simulations / role plays (C1-C3).
<p>D: Transferable skills</p> <p>Level 5 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 5 learning outcomes:</p>
<p>D1 perform professionally and sensitively when working in collaboration with others;</p> <p>D2 deploy a range of interpersonal skills including effective listening, negotiating, conflict resolution, persuasion and presentation;</p> <p>D3 demonstrate openness and sensitivity to diversity in terms of other people, cultures and practices;</p> <p>D4 manage their own motivation, tasks and behaviour in enterprising, creative, innovative and professionally appropriate ways;</p> <p>D5 evidence the ability to reflect, upon self and others, in order to improve learning and performance;</p> <p>D6 increasingly demonstrate resilience, and the ability to manage complexity, uncertainty and ambiguity.</p> <p>D7 Produce appropriately referenced work to a given format, brief and deadline</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> lectures (D1-D7); seminars (D1-D7); guided study (D1-D7); use of the VLE (D1-D7); independent study (D1-D7); collaborative learning (D1-D7). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> essays / reports (D1-D7); collaborative assessment (D1-D7); examinations (D1-D7); digital artefacts (D1-D7); presentations (D1-D7); simulations / role plays (D1-D7).

LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

<p>A: Knowledge and understanding</p> <p>Level 4 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 4 learning outcomes:</p>
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<p>A1 Understand and identify with bodies of knowledge relevant to marketing and global business environment.</p> <p>A2 the inter-relationships between functions, processes and the external environment;</p> <p>A3 theories, practices, tools and techniques associated with learning, developing employability skills, and personal and professional development.</p> <p>A4 Identify and develop a repertoire of examples and case studies in marketing</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (A1–A4); • seminars (A1–A4); • guided study (A1-A4); • use of the VLE (A1-A4); • independent study (A1-A4); • collaborative learning (A1-A4). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays / reports (A1-A4); • collaborative assessment (A1-A4); • examinations (A1-A4); • digital artefacts (A1-A4); • presentations (A1-A4); • simulations / role plays (A1-A4);
<p>B: Intellectual skills</p> <p>Level 4 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 4 learning outcomes:</p>
<p>B1 understand, analyse and evaluate core and specialised business functions and processes;</p> <p>B2 evaluate and apply fundamental concepts, theories and models to analyse situations;</p> <p>B3 effectively select, prioritise, synthesise and integrate information, ensuring that conclusions are supported by evidence;</p> <p>B4 deploy appropriate skills to undertake marketing research and generate proposed solutions and hypotheses</p> <p>B5 develop appropriate frameworks and case studies/examples for the discussion of problems and issues in marketing</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (B1–B4); • seminars (B1–B4); • guided study (B1-B4); • use of the VLE (B1-B4); • independent study (B1-B4); • collaborative learning (B1-B4). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays / reports (B1-B5); • collaborative assessment (B1-B5); • examinations (B1-B5); • digital artefacts (B1-B5); • presentations (B1-B5); • simulations / role plays (B1-B5).
<p>C: Practical skills</p> <p>Level 4 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 4 learning outcomes:</p>
<p>C1 demonstrate confidence and competence in the use of information and digital technologies;</p> <p>C2 locate, extract and interpret data from different sources, acknowledging and referencing sources in accordance with prescribed referencing and ethical requirements;</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (C1-C5); • seminars (C1-C5); • guided study (C1-C5); • use of the VLE (C1-C5); • independent study (C1-C5);

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<p>C3 communicate effectively in a range of different contexts and scenarios, using a variety of media / channels, and presenting data in a range of appropriate formats.</p> <p>C4 understand the design, development, implementation, control and evaluation of marketing plans and strategies</p> <p>C5 understand how marketing campaigns and materials are planned and evaluate them</p>	<ul style="list-style-type: none"> • collaborative learning (C1-C5). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • essays / reports (C1-C5); • collaborative assessment (C1-C5); • examinations (C1-C5); • digital artefacts (C1-C5); • presentations (C1-C5); • simulations / role plays (C1-C5).
<p>D: Transferable skills</p> <p>Level 4 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 4 learning outcomes:</p>
<p>D1 perform effectively when working in collaboration with others;</p> <p>D2 begin to develop competence and confidence in a range of interpersonal skills, including effective listening, negotiating, conflict resolution, persuasion and presentation;</p> <p>D3 demonstrate openness and sensitivity to diversity in terms of other people, cultures and practices;</p> <p>D4 understand and increasingly manage their own motivation, tasks and behaviour in enterprising, creative, innovative and professionally appropriate ways;</p> <p>D5 evidence the ability to reflect, upon self and others, in order to improve learning and performance;</p> <p>D6 begin to demonstrate resilience, as well as the ability to manage a degree of complexity, uncertainty and ambiguity.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (D1-D6); • seminars (D1-D6); • guided study (D1-D6); • use of the VLE (D1-D6); • independent study (D1-D6); • collaborative learning (D1-D6). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • essays / reports (D1-D6); • collaborative assessment (D1-D6); • examinations (D1-D6); • digital artefacts (D1-D6); • presentations (D1-D6); • simulations / role plays (D1-D6).

ADMISSION REGULATIONS

The regulations for this programme can be found here: [Courses | Bournemouth University](#)

PROGRESSION ROUTES

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.

ASSESSMENT REGULATIONS

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

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

The BSc (Hons) Marketing degree has an optional work placement of a minimum period of 30 working weeks (excluding holidays). The work placement must take place between the second and final year of study and be in the broad area of marketing.

The supervised work placement year draws on the units studied on the first two levels of the programme. It allows the student to test their competencies and apply academic learning from Levels 4 and 5 in a professional context. It also provides an opportunity to further develop their critical skills, through exposure to the application of tools and techniques in a variety of real scenarios. This exposure to the workplace may confirm the student's original career choice or allow him/her to reflect and consider alternative career paths. It provides the opportunity for the student to develop their abilities and understanding of marketing and related subjects, as well as providing a platform for successful entry into the profession following graduation. It applies and develops understanding and skills acquired in Levels 4 and 5, makes a major contribution to the understanding of the final level units, further develops dissertation research by utilising the context of the work experience as appropriate and enhances students' prospects of future employment.

The optional placement help students synthesise and integrate their learning at workplace. It also enhances their personal and professional effectiveness and employability traits. In preparation for the placement, specialist Placements and Careers staff are available to advise student on application procedures, interview techniques and self-presentation. The Placements team maintains contact with a large and growing network of organisations that regularly turn to the School to recruit placement students. Placements can be anywhere in the world, although experience shows that the majority of students find jobs that are UK-based. Placements are carefully screened to ensure that they provide the student with an appropriate, relevant and sufficiently challenging work experience.

Students are primed to start thinking about placement search from Level 4, when they are required to develop a professional CV. From the start of Level 5, they are advised on application procedures, interview technique, self-presentation and recruitment processes such as assessment centres. The Level 5 Assessment Board will determine students' eligibility to progress to placement. In the case of international students, progression will be subject to UK Border Agency policies.

During their placement, each student receives ongoing support from a specialist Placement Development Advisor (PDA) who will hold a review meeting with each student whilst they are on placement, including supporting them in the development of their Placement Development Log. Students also receive support via communication channels such as e-mail, telephone and the VLE. In order to be allowed to proceed to the final year of study, students who choose to do an optional placement must:

Programme Specification

- Complete a minimum of 30 weeks satisfactory work experience;
- formally approved by BU;
- Complete the placement log book satisfactorily; this may include assignments relating to the nature of their work and the organisation they are working in;
- Satisfactorily meet the performance criteria of the placement as determined by the completed assessment forms from the company, the PDA and the student.
- Comprise no more than two separate internships.

Having completed the placement the student is expected to demonstrate:

- an appreciation of organisational processes and practice, along with a critical awareness of the competencies required to manage organisational tasks;
- an awareness and ability to adapt and apply academic skills to a professional working environment, relating programme material to an organisational context;
- an ability to manage their own personal development and learning effectively as an individual and as part of a team;
- the ability to reflect on experience (reflection on action), personal and professional development.
- critically reflect upon career choices and direction;
- showcase their talents to a potential Graduate employer;
- shape the nature and subject of their final-year subject specialisation;
- refine their ideas in respect of the Level 6 Project.

Programme Skills Matrix

	Programme Intended Learning Outcomes Units	A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	C 4	C 5	C 6	D 1	D 2	D 3	D 4	D 5	D 6	D 7
L6	International Management	*	*	*	*	*		*		*	*	*	*	*	*	*	*		*	*	*	*	*	*	
L6	Business Futures	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	
L6	Societal Marketing	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*		*	*	*	*	*	*	
L6	Fashion Business	*	*	*	*	*		*		*	*	*	*	*	*	*	*		*	*	*	*	*	*	
L6	Digital Marketing	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
L6	Marketing Strategy	*	*	*	*	*	*	*		*	*	*	*	*	*	*	*		*	*	*	*	*	*	
L6	Marketing Impact Project	*	*	*	*	*		*		*	*	*	*	*	*	*	*		*	*	*	*	*	*	
L5	Marketing Research in Action	*						*	*	*	*		*	*	*				*	*	*	*	*	*	*
L5	Innovation in Marketing		*					*	*	*	*		*	*	*				*	*	*	*	*	*	*
L5	Emerging Technologies and Marketing			*				*	*	*			*	*	*				*	*	*	*	*	*	*
L5	Branding and Integrated Communications			*				*	*	*			*	*	*				*	*	*	*	*	*	*
L5	Global Crisis and Contingency Marketing			*				*	*	*			*	*	*				*	*	*	*	*	*	*
L5	Content Creation			*				*	*	*			*	*	*				*	*	*	*	*	*	*
L5	Consumer Behaviour and Contemporary Issues			*				*	*	*			*	*	*				*	*	*	*	*	*	*
L5	Project Management			*				*	*	*			*	*	*				*	*	*	*	*	*	*
L5	Ethnographic Research and Cultural Intelligence in Marketing			*				*	*	*			*	*	*				*	*	*	*	*	*	*
L5	Globally Responsible Business Practice			*				*	*	*			*	*	*				*	*	*	*	*	*	*
L4	Global Business Environment	*	*	*				*	*	*			*	*	*				*	*	*	*	*	*	
L4	Developing Management Competencies	*	*	*				*	*	*			*	*	*				*	*	*	*	*	*	
L4	Principles of Marketing	*	*	*	*			*	*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	
L4	Fundamentals of Digital Marketing	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*		*	*	*	*	*	*	
L4	Customer Experience and Relationship Management	*	*	*	*			*	*	*	*	*	*	*	*	*			*	*	*	*	*	*	
L4	Responsible Consumer Behaviour and Green Marketing	*	*	*	*			*	*	*	*	*	*	*	*	*			*	*	*	*	*	*	