

Programme Specification

BA (Hons) Marketing Advertising and Public Relations

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NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at <http://www.bcu.ac.uk/business-school/courses.html>, (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

Awarding Institution / Body:	Birmingham City University
Teaching Institution:	Birmingham City University
Interim Awards and Final Award:	Cert He / Dip HE / BA / BA (Hons)
Programme Title:	BA (Hons) Marketing Advertising and Public Relations
Main fields of Study:	Marketing Advertising & Public Relations
Modes of Study:	3 years FT 4 year S/W
Language of Study:	English
UCAS Code:	NLM2
JACS Code:	NLM2

Relevant subject benchmark statements and other external reference points used to inform programme outcomes:

General business and management benchmark

University Teaching and Learning Strategy

Faculty Teaching and Learning Strategy

Faculty Mission Statement

Programme philosophy and aims

Preparation for a career in marketing, equipping you with the practical skills required to make an immediate impact and conceptual framework to make a long-term difference.

Explain the overall approach adopted by the programme and how it leads to the aims shown below

The aims of the programme are to:

Provide students with:

- an in-depth understanding of marketing, advertising and public relations theory;
- the ability to apply marketing, advertising and public relations theory in a variety of business situations;
- tasks and challenges that develop key transferable skills essential to a career in marketing, advertising or public relations;
- the skills and underpinning knowledge necessary to evaluate dynamic marketing, advertising and public relations situations which require cross-fictional business solutions;
- key transferable skills essential to a career in marketing, advertising or public relations management.

Intended learning outcomes and the means by which they are achieved and demonstrated:

Learning Outcomes¹

A. Knowledge and Understanding of:

- A1 The business environment in which marketing advertising and public relations managers operate.
- A2 Influences on customer behaviour and the interaction between organisations and customers.
- A3 The marketing advertising and public relations communications process applied to a variety of stakeholders.
- A4 The development of marketing advertising and public relations plans and strategies within a UK and international context.
- A5 The importance of service design and quality in delivering brand value.
- A6 The role of marketing research.
- A7 The key concepts and skills that underpin the practice of marketing advertising and public relations.
- A8 Aspects of costing, budgeting and finance as related to the practice of marketing, advertising and public relations practice.

B. The ability to:

- B1 Apply marketing advertising and public relations concepts to a range of specific organisational scenarios.
- B2 Analyse the factors that influence marketing advertising and public relations decision-making.
- B3 Synthesise appropriate solutions to complex marketing advertising and public relations problems.
- B4 Evaluate the effectiveness of marketing advertising and public relations activity.

C. The skills necessary to

- 1. Design observation and data collection activities to support creation of activity models and simulations for marketing advertising and public relations situations.
- 2. Analyse operational situations and devise approaches that may improve performance of the marketing advertising and public relations aspects of an organisation.
- 3. Generate ideas for new marketing advertising and public relations activity

¹ Guidance on the specification of learning outcomes is available from the Centre for the Enhancement of Learning and Teaching.

and evaluate the feasibility of those ideas.

4. Evaluate the business environment and make judgements as to how marketing advertising and public relations activity might be adjusted to respond to those changes.
5. Act independently in constructing own learning models, plan and undertake tasks, and accept accountability for own learning decisions.
6. Identify accurately those issues which require research, and apply appropriate methodologies using a variety of sources.

D. Deploy the following transferable skills:

1. Communicate in writing appropriate for specific academic and professional audiences.
2. Reference all source materials consistently and accurately using the Harvard referencing system.
3. Present effectively for specific academic and professional audiences.
4. Productively use appropriate information and communications technology.
5. Work independently.
6. Numerical skills.
7. Problem solving skills
8. Research skills and the use of modern online electronic sources and databases.
9. Work with, and relate effectively to, others.
10. Manage time and prioritise workloads.
11. Show confidence and self-awareness, reflect on own learning, be self-reliant and constructively self-critical.

Learning teaching, and assessment methods used

The application of key concepts during lectures and workshops and explored further during seminars and self-directed study. Case studies are used to explore concepts applied to real-world scenarios. Experiential learning is encouraged via project-based assignments. Analysis, synthesis and evaluation are developed as themes throughout the programme.

A wide variety of assessment approaches are used across the programme. These include portfolios, articles, business reports, presentations, projects and examinations (case-based, open-book and closed-book).

Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

BA Marketing, Advertising and Public Relations Full Time Structure Diagram Level 4 CertHE

Autumn	Business Fundamentals (30)		Design in Marketing (15)	Marketing Fundamentals (30)
Spring	Understanding consumer behaviour (15)	Service Design (15)	Creative Concepts (15)	

Level 5 DipHE

Autumn	Marketing Communications Planning	Digital Communications (15)	Marketing Research (15)	Managing the Brand (30)
Spring		Financial Metrics for Marketing (15)	MAPR Practice Project (15)	

Level 6 - Ordinary and Honours Degree

Autumn	Marketing Strategy and Planning (30) (Core)	PR Planning (15) (Core)	Marketing Option	Dissertation or Project* (30) (Core)
Spring		Contemporary Advertising (15) (Core)	Marketing Option	

Level 6 – Options

Term One	Term Two
Sustainable Marketing	Social Marketing
Digital Marketing Strategy	Creative Industries Marketing
Global Marketing	Relationship Marketing

*Dissertation or Consultancy Project

BA Marketing, Advertising and Public Relations Sandwich Structure Diagram
Level 4 CertHE

Autumn	Business Fundamentals (30)		Design in Marketing (15)	Marketing Fundamentals (30)
Spring	Understanding consumer behaviour (15)	Service Design (15)	Creative Concepts (15)	

Level 5 DipHE

Autumn	Marketing Communications Planning	Digital Communications (15)	Marketing Research (15)	Managing the Brand (30)
Spring		Financial Metrics for Marketing (15)	MAPR Practice Project (15)	

PLACEMENT YEAR

Level 6 - Ordinary and Honours Degree

Autumn	Marketing Strategy and Planning (30) (Core)	PR Planning (15) (Core)	Marketing Option	Placement Project (30) (Core)
Spring		Contemporary Advertising (15) (Core)	Marketing Option	

Level 6 – Options

Term One	Term Two
Sustainable Marketing	Social Marketing
Digital Marketing Strategy	Creative Industries Marketing
Global Marketing	Relationship Marketing

Support for Learning including Personal Development Planning (PDP)

Students will receive assistance for their own development through co-curriculum activities including dedicated study weeks and extended induction programmes. They are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to meet those needs:

- Course Administrators.
- Departmental Undergraduate Coordinator for academic support.
- Personal Tutors for academic and personal support and guidance.
- Module tutors and module coordinators are available for individual student support and guidance.
- Academic study skills from Learner Support tutors.
- Business English support from CELT.
- Placements Office.
- Student services including Careers, Disability Services, Health and Child Care, Financial advice and Counselling Services.

To increase the employability of our graduates, co-curriculum activities will be implemented utilising the Future Proof Graduates Employability Skills Framework as a method of benchmarking the skills needed.

Criteria for admission

Candidates must satisfy the general admissions requirements of the programme, which are as follows:

Normally, a minimum offer of 280 points, with a minimum of 2 subjects at A2 level, two 6-unit or one 12-unit VCE. (Any) remaining points may be made up with AS qualifications.

International Baccalaureate 32 points, including internationally accredited Foundation courses.

Students whose first language is not English must also have an English Language qualification such as IELTS (minimum score of 6.0) or TOEFL (minimum score 550).

Satisfactory completion of a full-time Foundation Course of an appropriate type.

Qualifications must include a minimum of 5 GCSEs at grade C or above. These must include Mathematics and English language or an equivalent qualification.

All non-UK students are required to take the BCU English Language Diagnostic Assessment on arrival at Birmingham City University.

The programme welcomes applications from mature students and from students with business experience. Each application is considered on its individual merit.

Methods for evaluation and enhancement of quality and standards including listening and responding to views of students

All Business School degrees are subject to a range of quality assurance and enhancement procedures. A full review of the programme is conducted every five years, by a panel of internal and external experts. Within these five-year periods internal annual monitoring of the operation of the programme is undertaken.

The programme is subject to a number of mechanisms to ensure academic standards. All awards and assessments are subject to a rigorous system of internal marking and moderation, and to the approval of a team of external examiners who ensure that awards are comparable with those made by other universities.

Student feedback on their experience is sought in a number of ways. A Board of Studies comprising academic staff teaching on the programme and student representatives meets at least once each term and is supplemented by course representative meetings. Students are also asked to complete module feedback questionnaires, and random samples of them are asked to participate in the University's annual student satisfaction survey. Final year students are encouraged to participate in the National Student Survey (NSS). Actions taken to address issues raised by students through these various mechanisms are discussed in the Board of Studies and in annual monitoring reports.