

## Course Specification

Course Summary Information				
1	<b>Course Title</b>		BA (Hons) Marketing (Digital)	
2	<b>BCU Course Code</b>	<b>UCAS Code</b>	US0641-04	N50B
3	<b>Awarding Institution</b>		Birmingham City University	
4	<b>Teaching Institution(s)</b> (if different from point 3)			
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)		Chartered Institute of Marketing (CIM)	

6	<b>Course Description</b>
	<p>Want to get into a career in digital marketing in Birmingham? Our BA (Hons) Marketing (Digital) course allows you to take a year-long industry placement.</p> <p>Whilst digital marketing is no longer seen as something new and now firmly established in most businesses, there still remains a need to understand how to maximise the technology for commercial gain. This course focuses on the important issue of application and how to use digital media strategically.</p> <p>On this course we'll teach you the skills you need to be a qualified marketing professional. You will learn an array of modern marketing principles, work on real-life projects with real business clients and have the opportunity to undertake a paid work placement.</p> <p><b>What's covered in the course?</b></p> <p>We teach by using real business scenarios, so you'll get the chance to draft marketing plans for actual companies, develop and communicate digital ideas. You will also have the opportunity to gain experience in our very own in-house marketing agency, The Link.</p> <p>Businesses value marketing more than ever due to its ability to identify opportunities, shape customer experiences and drive profits. To be successful in this exciting area not only requires a depth understanding of the core principles, but also relies on having the acumen and practical abilities to apply and adapt this knowledge in a wide variety of scenarios. This in-demand course has been designed to give you the practical and professional skills that employers seek through our practice based learning.</p> <p>Part of a suite of six interrelated degrees, you will get the chance to develop additional specialist skills in Digital Marketing as well as all other key areas of marketing such as Branding and Communications, helping you to fulfil your career aspirations. This flexibility coupled with innovative extra curriculum activities and a placement year mean you take control of your learning and your career.</p> <p>This course is also fully recognised by Chartered Institute of Marketing (CIM). This helps to ensure content remains fresh, relevant and full of key industry insight making you industry-ready the second you graduate. Plus, you receive the maximum possible exemptions from the CIM Professional Diploma. Our alignment with the Chartered Institute of Marketing (CIM) ensures our course content remains fresh, relevant and full of key industry insight making you industry-ready the second you graduate.</p>

As one of six marketing degrees this course is distinct in that it offers you a set of pathways that you can choose from irrespective of the course that you entered on. This allows you to develop additional specialist skills of your choice and career aspirations, alongside the core underpinning market concepts you will need in practice.

Each course in the suite has been designed to:

- Equip students with the ability to apply marketing theory and practice in a variety of business situations.
- Develop key transferable skills that are essential to a career in marketing.
- Meet the accreditation requirements of Chartered Institute of Marketing.
- Provide students with the opportunity to develop specialist marketing skills of their choice.

Students can switch to a named pathway (or route in the case of professional practice version) after the first year, as all level 4 modules are common to all courses. On successful completion of this level, you will be able to choose a specified degree pathway or route from the following list:

BA Marketing (Advertising and Public Relations)  
BA Marketing (Consumer Psychology)  
BA Marketing (Retailing)  
BA Marketing (Digital)  
BA Marketing (Professional Practice)

Any student not taking a named pathway can select any option modules from any pathway, and graduate in BA Marketing.

<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Bachelor of Arts with Honours Marketing (Digital)	6	360
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Marketing	4	120
	Diploma of Higher Education Marketing (Digital)	5	240
	Bachelor of Arts Marketing (Digital)	6	300

<b>8</b>	<b>Derogation from the University Regulations</b>		
	Not applicable		

9	Delivery Patterns		
Mode(s) of Study	Location	Duration of Study	Code
Full Time	City Centre	3 Years	US0641-04
Part Time	City Centre	5 Years*	US0851-04
Sandwich	City Centre	4 Years	US0641-04S

\* If you study this course part-time, you will study modules alongside full-time students in daytime hours (not evenings or weekends). The duration of the course will depend on how many modules you take per year, and will be agreed before you commence your studies. To qualify as a PT student you cannot undertake more than 90 credits in any one year.

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a> , or may be found by searching for the course entry profile located on the <a href="#">UCAS website</a> .

11	Course Learning Outcomes
1	Knowledge and understanding of the major theories, principles, concepts of marketing
2	Familiarity with the practices of marketing within a wider business context
3	Acquisition of key transferable skills essential to a career in marketing.
4	Productive use of acquired marketing knowledge and transferable skills within a defined marketing environment.
5	Differentiate a range of marketing strategies
6	Utilise principles of marketing practice in an operational context
7	Use a range of marketing and business techniques to initiate and undertake critical analysis of business scenarios, applying findings to solve a set marketing problem.
8	Effectively communicate and present information, arguments and analysis in a variety of forms
9	Utilise marketing knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain marketing problems.
10	Compose and construct effective methods of communicating marketing concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices
11	Apply professional skills in contexts where the scope of the task and the criteria for decisions are generally well defined, but where some personal responsibility and initiative is required
12.	Utilise and apply professional and academic skills to create and justify compelling marketing solutions.

12	Course Requirements																																																																					
12a	<p><b>Level 4:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>FIN4007</td><td>Finance For Managers</td><td>20</td></tr><tr><td>MKT4015</td><td>Marketing Foundations</td><td>20</td></tr><tr><td>MKT4020</td><td>Professional Development</td><td>20</td></tr><tr><td>MKT4016</td><td>Consumer Psychology</td><td>20</td></tr><tr><td>MKT4017</td><td>Introduction to Creative Concepts And Design</td><td>20</td></tr></table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MKT4019</td><td>Introduction to Digital Media</td><td>20</td></tr><tr><td>MKT5011</td><td>Introduction to Retail Marketing</td><td>20</td></tr><tr><td>MKT4018</td><td>Introduction to Integrated Marketing Communications</td><td>20</td></tr></table> <p><b>Level 5:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MKT5023</td><td>Marketing Insights and Analytics</td><td>20</td></tr><tr><td>MKT5029</td><td>Service Experience Design</td><td>20</td></tr><tr><td>MKT5015</td><td>Brand Management</td><td>20</td></tr><tr><td>MKT5022</td><td>Marketing Communications Planning</td><td>20</td></tr><tr><td>MKT5028</td><td>Content Marketing Strategy</td><td>20</td></tr><tr><td>MKT5030</td><td>User Experience and Architecture</td><td>20</td></tr></table> <p><b>Level 6:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MKT6041</td><td>Strategic Marketing Management and Planning</td><td>20</td></tr><tr><td>BUS6059</td><td>Integrated Business Research Project</td><td>40</td></tr><tr><td>MKT6036</td><td>Emerging Themes</td><td>20</td></tr><tr><td>BUS6067</td><td>One Planet Business</td><td>20</td></tr><tr><td>MKT6042</td><td>Digital Enterprise</td><td>20</td></tr></table>	Module Code	Module Name	Credit Value	FIN4007	Finance For Managers	20	MKT4015	Marketing Foundations	20	MKT4020	Professional Development	20	MKT4016	Consumer Psychology	20	MKT4017	Introduction to Creative Concepts And Design	20	Module Code	Module Name	Credit Value	MKT4019	Introduction to Digital Media	20	MKT5011	Introduction to Retail Marketing	20	MKT4018	Introduction to Integrated Marketing Communications	20	Module Code	Module Name	Credit Value	MKT5023	Marketing Insights and Analytics	20	MKT5029	Service Experience Design	20	MKT5015	Brand Management	20	MKT5022	Marketing Communications Planning	20	MKT5028	Content Marketing Strategy	20	MKT5030	User Experience and Architecture	20	Module Code	Module Name	Credit Value	MKT6041	Strategic Marketing Management and Planning	20	BUS6059	Integrated Business Research Project	40	MKT6036	Emerging Themes	20	BUS6067	One Planet Business	20	MKT6042	Digital Enterprise	20
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## 12b Structure Diagram

*Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.*

### Full Time Course Structure

Level 4	Level 4 HE Learner Course (Two weeks)			
	Semester 1	MKT4017: Introduction To Creative Concepts And Design (20 credits)	MKT4015: Marketing Foundations (20 credits)	MKT4020: Professional Development (20 credits)
	Semester 2	MKT4016: Consumer Psychology (20 credits)	FIN4007 Finance for Managers (20 credits)	Option (20 credits)
Level 5	Level 5 Transition Course			
	Semester 1	MKT5023: Marketing Insights and Analytics (20 credits)	MKT5029: Service Experience Design (20 credits)	MKT5015: Brand Management (20 credits)
		Optional International Exchange		
	Semester 2	MKT5022: Marketing Communications Planning (20 credits)	MKT5028: Content Marketing Strategy (20 credits)	MKT5030: User Experience and Architecture (20 credits)
		Optional International Exchange		
Optional Placement Year				
Level 6	Level 6 Transition Course			
	Semester 1	MKT6041: Strategic Marketing Management and Planning (20 credits)	BUS6059: Integrated Business Research Project (40 credits)	MKT6036: Emerging Themes (20 credits)
	Semester 2	BUS6067: One Planet Business (20 credits)		MKT6042: Digital Enterprise (20 credits)

## Part Time Course Structure

Year 1	Semester 1	MKT4018 Introduction To Creative Concepts And Design (20 credits)	MKT4015 Marketing Foundations (20 credits)
	Semester 2	MKT4016 Consumer Psychology (20 credits)	FIN4007 Finance for Managers (20 Credits)
Year 2	Semester 1	MKT4020: Professional Development (20 credits)	MKT5023 Marketing Insights and Analytics (20 credits)
	Semester 2	Level 4 Option Module	MKT5022 Marketing Communications Planning (20 credits)
Year 3	Semester 1	MKT5029 Service Experience Design (20 credits)	MKT5015 Brand Management (20 credits)
	Semester 2	MKT5028: Content Marketing Strategy (20 credits)	MKT5030: User Experience and Architecture (20 credits)
Year 4	Semester 1	MKT6041 Strategic Marketing Management and Planning (20 credits)	MKT6036 Emerging Themes (20 credits)
	Semester 2	MKT6037 One Planet Business (20 credits)	MKT6042: Digital Enterprise (20 credits)
Year 5	Semester 1	BUS6059 Integrated Business Research Project (Pathway Specific) (40 credits)	

### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, written examination and practical examination) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, written examination and practical examination is shown below.

#### Level 4

##### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	264
Directed Learning	120
Private Study	816
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	27%
In-Person	23%

#### Level 5

##### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	288
Directed Learning	96
Private Study	816
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	17%
In-Person	33%

## Level 6

### Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	252
Directed Learning	240
Private Study	708
<b>Total Hours</b>	1200

### Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0