

PROGRAMME SPECIFICATION

1. Key Information

Programme Title:	BA (Hons) Marketing BA (Hons) Marketing with Foundation Year
Awarding Institution:	Buckinghamshire New University
Teaching Institution(s):	Buckinghamshire New University
Subject Cluster:	Business
Award Title (including separate Pathway Award Titles where offered):	BA (Hons) Marketing BA (Hons) Marketing and Media Communication
Pathways (if applicable)	Marketing Marketing and Media Communication
FHEQ level of final award:	6
Other award titles available (exit qualifications):	Certificate of Higher Education Diploma of Higher Education BA Marketing (or relevant pathway)
Accreditation details:	N/A
Length of programme:	3 years Full Time 4 years with Foundation Year
Mode(s) of Study:	Full Time
Mode of Delivery:	In person (on-site) delivery
Language of study:	English
QAA Subject Benchmark(s):	Business and Management (2019) Media Communications Pathway: Communication, Media, Film and Cultural Studies (2019)
Other external reference points (e.g. Apprenticeship Standard):	N/A
Course Code(s):	BAMARKFT / BAMARKFY
UCAS Code(s):	
Approval date:	01/12/2022
Date of last update:	

2. Programme Summary

The Marketing programme is the perfect way to gain a comprehensive understanding of the role of the marketer and to help develop the analytical and critical thinking skills required to research, design, develop and deploy strategic marketing plans at local and global level.

The only certainty in the rapidly changing and evolving commerce world is the customer. Being able to study and understand the mind of those you are selling to is critical to the success of a business. The programme is aimed to give learners a comprehensive understanding of the role of marketing in this changing landscape, aligned with a portfolio of practical skills required to make your mark in the business world.

The programme is designed to teach you the theoretical knowledge needed to excel in your future job role alongside the 'soft skills' needed to work collaboratively, problem solve and creatively approach workplace projects. Learners will cover topics including, the global business environment, introduction to data analytics, strategic marketing, consumer brand relationships and Integrated Marketing Communications (IMC) strategy and planning. Staff will use an experiential teaching approach including a guest lecture programme and live briefs from clients, agencies and media owners. This approach will be blended with an awareness of both established and emerging practices and theoretical thinking to enhance your ability to think critically and apply justified solutions to real world situations. The programme provides you with a thorough understanding and grounding in marketing and business to ensure you graduate ready for employment or further post-graduate study.

Digital technology is causing large scale economic and social disruption which is creating a demand for graduates with the skills that can demonstrate how to develop and deploy effective marketing and media communications in this new reality. Clients, agencies, media owners, technology companies and management consultancies are all vying to provide marketing and media communications expertise for this emerging landscape. Learners on the media communication pathway will have the opportunity to tailor their experience to understand how agencies, clients and media owners operate, the emerging job roles in the sector, understand the requirements of a client brief for the production of video content and the use of analytic tools to assess the effectiveness of digital and e-commerce strategy.

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. Provide learners with a commercial mind-set that enables them to understand how marketing can be effectively used to achieve business objectives, at both a tactical and strategic level
2. Develop in learners a clear understanding of the evolving role and importance of the consumer in the marketing and marketing communications process
3. Enable learners to develop an understanding of the critical role of digital technology in marketing and where and how this can be used effectively and efficiently
4. Develop in learners an ability to critically assess leading edge thinking and practice and ascertain its practical use including understanding of the sustainability landscape and its wider concepts and what it means for business and society
5. Instil in learners a range of transferable skills to make effective contributions in the workplace, to take responsibility for their continuing personal and professional development and to be lifelong learners

Programme Learning Outcomes

Knowledge and Understanding (K)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
K1	Outline the relevant theories, practices, tools and methods within marketing and organisations that can then be appropriately and systematically applied to problems and situations in both the business and consumer contexts.
K2	Recognise and be able to utilise the business, technological and social contexts in which marketing and media communications takes place with consideration of the changing nature of business within the global environment.
K3	Implement management skills in the development of marketing and marketing communications programmes, problem solving and the completion of other tasks, to meet the relevant requirements and timescales.
K4	Recognise the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Analysis and Criticality (C)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
C1	Analyse the advantages and disadvantages of different marketing and communication strategies as potential approaches for successfully achieving marketing and business objectives.
C2	Evaluate and creatively deploy tools and techniques learned on the programme to enable effective problem solving and decision-making.
C3	Evaluate critically information, arguments and concepts.
C4	Practice adaptability and flexibility in response to new, changing and unpredictable situation.

Application and Practice (P)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
P1	Research information about complex business situations using appropriate techniques to analyse and evaluate a range of business data, sources of information which includes the need for strong digital literacy and to use that research for evidence-based decision-making.
P2	Demonstrate the ability to determine the cause of a problem and identifying and selecting appropriate solutions utilising problem-solving and critical analysis skills.
P3	Execute commercial acumen based on an awareness of the key drivers for business success, causes of failure and the importance of the consumer for success in the strategic planning process.
P4	Conduct innovation and creativity of thought in the development and communication of ideas in response to business challenges set to ensure delivery of successful outcomes.

P5	Recognising the different roles within a team, be able to make different and appropriate contributions to a collaborative project demonstrating leadership skills, according to the nature of the problem and the skill set within the group.
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Transferable skills and other attributes (T)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
T1	Demonstrate the ability to work collaboratively as part of a team utilising emotional intelligence and empathy skills.
T2	Practice written and verbal communication and listening skills, including the ability to produce clear, structured business communications in a variety of formats.
T3	Utilise critical thinking and problem-solving skills.
T4	Apply creativity of thought, originality and innovation in response to business challenges set.
T5	Employ the skills of self-management and working independently to effectively plan, organise and manage time.

Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens.

On this programme, attributes are developed through the practical application of marketing and marketing communications knowledge and skills within the context of ethical and social responsibility (K1,K2,K4,C1,P3 and P4)

Through case studies and real-world projects, the attributes of leadership and creativity are fostered and an innovative approach to problem-solving is acquired. (K3,C1,C2,C3, C4,P2,P3,P4,T3 &T4.)

The application and understanding of any principles and guidelines of conduct applicable to professional practice, such as integrity, confidentiality, competence and fairness prepares highly employable, socially aware marketing professionals ready to provide support for colleagues and to act properly towards clients and others and make a positive impact as global citizen. (K3,K4,C3,C4,P5 and T1.)

4. Entry Requirements

The University's [general entry requirements](#) will apply to admission to this programme with the following additions / exceptions:

- UCAS tariff score of: 88 - 112

If you do not meet the entry requirements you may, if you have relevant professional experience, still be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our [accreditation of prior learning](#) (APL) process.

5. Programme Structure

Pathway 1: BA (Hons) Marketing

[11](#) Modules on the Foundation Year only apply to learners who are enrolled on the “with Foundation Year” programme.

Level	Modules (Code, Title and Credits)	Exit Awards
Foundation Year	<p>Core modules: FY026 Preparing for Success: Knowledge and Creativity (zero credits) FY027 Preparing for Success: Self Development and Responsibility (zero credits) FY021 Introduction to Business Studies (zero credits) FY028 Inquiry Based Learning (zero credits)</p> <p>Option modules: No option modules are available at this level.</p> <p>Opportunity modules: No Opportunity modules are available at this level.</p>	N/A. No credit is awarded at this Level.
Level 4	<p>Core modules: BAM4011 People Management and Employment Skills (20 credits) BAM4012 Global Business and Sustainability (20 credits) BAM4013 Introduction to Data and Analytics (20 credits) BAM4019 Introduction to Financial Decision Making (20 credits) BAM4020 Principles of Marketing (20 credits)</p> <p>Option modules: No option modules are available at this level.</p> <p>Opportunity modules:</p>	Certificate of Higher Education, awarded on achievement of 120 credits at Level 4

	You must choose 2 x 10 credit Level 4 Opportunity modules from the Opportunity module catalogue www.bnu.ac.uk/oppmodules	
Level 5	<p>Core modules: BAM5009 Consulting in Practice (20 credits) BAM5013 Strategic Marketing (20 credits) BAM5026 Customer Experience (20 credits) BAM5024 Responsible Enterprise and Ethical Research (20 credits)</p> <p>Option modules: Choose modules to the total of 20 credits: BAM5025 Consumer Behaviour (20 credits) BAM5028 Data Analytics for Business Decisions (20 credits)</p> <p>Opportunity modules:</p> <p>In addition, you must choose 2 x 10 credit Level 5 Opportunity modules from the Opportunity module catalogue www.bnu.ac.uk/oppmodules</p>	Diploma of Higher Education , awarded on achievement of 240 credits, including a minimum of 120 credits at Level 5
Level 6	<p>Core modules: BAM6010 Consumer Brand Relationship (20 credits) BAM6011 International Marketing (20 credits) BAM6016 Integrated Marketing Communications (IMC) Strategy and Planning (20 credits) BAM6014 Independent Professional Project (40 credits)</p> <p>Option modules: Choose modules to the total of 20 credits: BAM6006 Sustainable Strategic Agility and Innovation (20 credits) BAM6026 Digital and E-commerce Strategy (20 credits)</p> <p>Opportunity modules: No Opportunity modules are available at this level.</p>	Ordinary Degree , awarded on achievement of 300 credits, including 60 credits at Level 6 and 120 credits at each of Levels 4 and 5

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area.

Pathway 2: BA(Hons) Marketing and Media Communications

[ii](#) Modules on the Foundation Year only apply to learners who are enrolled on the “with Foundation Year” programme.

Level	Modules (Code, Title and Credits)	Exit Awards
Foundation Year	<p>Core modules: FY026 Preparing for Success: Knowledge and Creativity (zero credits) FY027 Preparing for Success: Self Development and Responsibility (zero credits) FY021 Introduction to Business Studies (zero credits) FY028 Inquiry Based Learning (zero credits)</p> <p>Option modules: No option modules are available at this level.</p> <p>Opportunity modules: No Opportunity modules are available at this level.</p>	N/A. No credit is awarded at this Level.
Level 4	<p>Core modules: BAM4011 People Management and Employment Skills (20 credits) BAM4012 Global Business and Sustainability (20 credits) BAM4013 Introduction to Data and Analytics (20 credits) BAM4019 Introduction to Financial Decision Making (20 credits) BAM4020 Principles of Marketing (20 credits)</p> <p>Option modules:</p>	Certificate of Higher Education, awarded on achievement of 120 credits at Level 4

	<p>No option modules are available at this level.</p> <p>Opportunity modules: You must choose 2 x 10 credit Level 4 Opportunity modules from the Opportunity module catalogue www.bnu.ac.uk/oppmodules</p>	
Level 5	<p>Core modules: BAM5013 Strategic Marketing (20 credits) BAM5024 Responsible Enterprise and Ethical Research (20 credits) BAM5026 Customer Experience (20 credits) BAM5029 Media and Communications Management and Planning (20 credits) MED5004 Client Video Production (20 credits) <i>run by CDI School</i></p> <p>Option modules: No option modules are available on this pathway</p> <p>Opportunity modules:</p> <p>In addition, you must choose 2 x 10 credit Level 5 Opportunity modules from the Opportunity module catalogue www.bnu.ac.uk/oppmodules</p>	<p>Diploma of Higher Education, awarded on achievement of 240 credits, including a minimum of 120 credits at Level 5</p>
Level 6	<p>Core modules: BAM6010 Consumer Brand Relationship (20 credits) BAM6014 Independent Professional Project (40 credits) BAM6016 Integrated Marketing Communications (IMC) Strategy and Planning (20 credits) BAM6025 Corporate Communications and Content Management (20 credits) BAM6026 Digital and E-commerce Strategy (20 credits)</p> <p>Option modules No option modules are available on this pathway</p> <p>Opportunity modules: No Opportunity modules are available at this level.</p>	<p>Ordinary Degree, awarded on achievement of 300 credits, including 60 credits at Level 6 and 120 credits at each of Levels 4 and 5</p>

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area.

6. Learning, Teaching and Assessment

Learning and teaching

Throughout the award the objective is to develop the knowledge, skills and analytical ability of learners to enable them to enter successful careers in marketing and media communications. This objective is met by a combination of lecture inputs, seminars, interactive workshops, self-study and directed research. Learners are required to work both individually and in teams.

During the Foundation Year, learners will be exposed to a variety of summative and formative assessments whilst developing the academic skills to be a successful learner at university; course content and Learning Outcomes strongly relate to learners developing their knowledge and understanding of the subjects being studied and assessed.

Level 4 teaching and learning methods are aimed at introducing learners to the core areas of Business and providing them with a foundation of knowledge and skills to build upon in levels 5 and 6.

At levels 4 and above, several different methods will be utilised, including lectures, classroom-based activities, independent learning methods and practical sessions, where applicable. Lectures are learner-focused and include interactive sessions and flipped classroom methods to enable dissemination of knowledge to large numbers of learners. They typically provide structure to the topic area in order to facilitate understanding and inspire learners to think critically about the issues. At this level seminars will also provide a forum in which learners can interact, collaborate to engage with the subject, clarify issues and begin to discuss the subject matter.

At Level 5 learners are expected to acquire more in-depth knowledge and understanding of the subjects at a strategic level actively deploy skills through more in-depth analysis of the subject and its key elements, whilst practicing and utilising creativity of thought via examination of real-world examples and live briefs.

At Level 6 learners will be encouraged to develop independent learning, analytical and critical evaluation skills and critical application of their knowledge, considering wider contexts, to the level expected of a graduate entrant. Within the programme the learner will be able to, via course content, discussions with staff and the industry professionals, use their studies to focus on potential career pathways and to develop a strategy to successfully enter the workplace.

The University has a **Virtual Learning Environment** which is a digitally based programme that offers an abundance of supportive features used by lecturers teaching on this programme. This is not offered as an alternative to classroom interaction between learners and tutors, rather it is seen as an additional resource in the forms of:

Peer support – facilitated through the use of the discussion board facility

Notices – maintains communication between lecturer and learners between teaching sessions.

Resources page – on-line links to good academic articles of relevance to the module

E-Journals – learners registered on Blackboard can access full-text e-journals that the library subscribes to from anywhere that they have Internet access.

Course documents – such as; lecture handouts, seminar activities, module guides, seminar readings, assessment guidelines, reading list etc.

Assessment

Summative assessments are designed to test the achievement of module learning outcomes. Some modules include formative assessments. Whilst these do not give marks towards the final module grade, they offer learners a valuable learning resource by way of feedback from the tutors, which can offer direction for improved performance on the summative assignments.

A range of summative assessment methods will be employed on this course, as follows:

Essay/Report will provide the opportunity for learners to demonstrate in-depth understanding of a particular aspect of their learning. It will encourage them to engage in conducting a systematic literature review and provide the opportunity for them to demonstrate their capacity to critically analyse, synthesis and evaluate the principles, processes and debates inherent in the material, and to present a rational, coherent, information-based argument.

Oral Presentations will permit learners to demonstrate their knowledge through effective verbal communication skills, and to demonstrate sensitivity to contextual and interpersonal factors.

Portfolios will facilitate the learner and allow examination of selected samples of activities and documents related to outcomes being assessed.

Structured independent work represents a major piece of independent research focused on strategic business issues chosen by the learner and undertaken in their final year. This will be undertaken with support from an academic supervisor and with regular meetings throughout the academic year.

Contact Hours

Learners can expect to receive up to 12 hours of scheduled learning activities per week. This may include lectures, seminars or workshops. A full breakdown of contact hours can be found in individual module descriptors.

7. Programme Regulations

This programme will be subject to the following assessment regulations:

- Academic Assessment Regulations

8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme
- A programme handbook and induction at the beginning of your studies

- Library resources, include access to books, journals and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet or mobile device
- Access to the MyBNU portal where you can access all University systems, information and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on university regulations, exams, and other aspects of learners and course administration
- Central learner services, including teams supporting academic skills development, career success, learner finance, accommodation, chaplaincy, disability and counselling
- Support from the Bucks Student Union, including the Student Union Advice Centre which offers free and confidential advice on university processes.

9. Programme monitoring and review

BNU has several ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module ‘check-ins’
- Participation in external surveys
- Programme Committees, via appointed learner representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University’s Education Committee
- Review by the relevant PSRB(s)
- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy

Mapping of Subject Benchmark Statement and any relevant Apprenticeship Standard to Programme Learning Outcomes

Subject Benchmark Statement QAA Subject Benchmark Standard Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5	
Benchmark / Standard requirement Knowledge and understanding																			
Graduates should be able to demonstrate relevant knowledge and understanding of organisations, the business environment in which they operate and their management. Courses emphasise understanding, responding and shaping the dynamic and changing nature of business and the consideration of the future of organisations within the global business environment, including the management of risk.	X	X		X		X		X			X					X	X		
The interrelationships among and the integration between these areas are very important within the overall learning experience and should be demonstrated in the capabilities of successful	X		X		X	X	X			X	X					X	X		

Subject Benchmark Statement QAA Subject Benchmark Standard Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5	
Benchmark / Standard requirement Knowledge and understanding graduates from all modes of delivery.																			
Organisations: this encompasses the internal aspects, functions and processes of organisations, including their diverse nature, purposes, structures, size/scale, governance, operations and management, together with the individual and corporate behaviours and cultures which exist within and between different organisations and their influence upon the external environment.	X	X	X		X	X	X				X	X				X	X		
The business environment: this encompasses the fast pace of change within a wide range of factors, including economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological, together with their effects at local, national and global levels upon the strategy,	X	X		X		X	X	X	X	X	X					X	X		

Subject Benchmark Statement QAA Subject Benchmark Standard Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5	
Benchmark / Standard requirement Knowledge and understanding behaviour, management and sustainability of organisations.																			
Management: this encompasses the various processes, procedures and practices for effective management of organisations. It includes theories, models, frameworks, tasks and roles of management, including the management of people and corporate social responsibility, together with rational analysis and other processes of decision-making within different organisations	X	X	X	X	X	X	X				X	X	X				X	X	
Subject-specific knowledge																			
Markets: the development, access and operation of markets for resources, goods and services	X		X		X	X	X					X							
Marketing and sales: different approaches for segmentation, targeting, positioning generating	X		X		X	X	X	X		X	X	X	X				X	X	

Subject Benchmark Statement QAA Subject Benchmark Standard Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5	
Benchmark / Standard requirement Knowledge and understanding																			
sales and the need for innovation in product and service design.																			
Customers: management of customer expectations, relationships and development of service excellence.	X	X	X	X	X	X	X	X	X	X	X	X				X	X		
Finance: the sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision-making and managing financial risk.	X				X	X	X	X				X				X			
People: leadership, management and development of people and organisations, including the implications of the legal context.	X						X												
Organisational behaviour: design, development of organisations, including cross-cultural issues, change, diversity and values	X			X			X												
Information systems and business intelligence: the development, management, application and implementation of information systems and their impact upon organisations.	X		X				X	X			X	X					X		

Subject Benchmark Statement QAA Subject Benchmark Standard Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5	
Benchmark / Standard requirement Knowledge and understanding																			
Communications: the comprehension and use of relevant communications for application in business and management, including the use of digital tools.	X	X	X		X	X	X		X	X		X			X	X	X		
Digital business: the development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models	X	X	X		X	X	X	X	X	X	X	X				X	X		
Business policy and strategy: the development of appropriate policies and strategies within a changing environment to meet stakeholder interests, and the use of risk management techniques and business continuity planning to help maximise achievement of strategic objectives.	X	X	X	X	X	X	X	X	X	X	X	X				X	X		
Business innovation and enterprise development: taking innovative business ideas to create new products, services or	X		X		X	X	X	X	X	X	X	X				X	X		

Subject Benchmark Statement QAA Subject Benchmark Standard Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5	
Benchmark / Standard requirement Knowledge and understanding																			
organisations, including the identification of intellectual property and appreciation of its value.																			
Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.	X	X	X	X			X												
Subject-specific skills																			
People management: to include communications, team building, leadership and motivating others.			X			X	X					X	X						
Problem-solving and critical analysis: analysing facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions			X			X	X	X		X	X	X	X			X	X		
Research: the ability to analyse and evaluate a range of business data, sources of information and appropriate methodologies, which includes the need for strong digital						X	X			X	X					X		X	

Subject Benchmark Statement QAA Subject Benchmark Standard Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5	
Benchmark / Standard requirement Knowledge and understanding																			
literacy, and to use that research for evidence-based decision-making.																			
Commercial acumen: based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.	X				X	X	X			X	X	X	X			X	X		
Innovation, creativity and enterprise: the ability to act entrepreneurially to generate, develop and communicate ideas, manage and exploit intellectual property, gain support, and deliver successful outcomes.			X		X	X	X			X	X	X	X		X	X	X		
Numeracy: the use of quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena.	X		X		X	X	X			X	X						X		
Networking: an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation and their use in generating business contacts.			X		X			X					X	X	X				

Subject Benchmark Statement QAA Subject Benchmark Standard Business & Management (2019)	Knowledge and understanding (K)				Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5	
Benchmark / Standard requirement Knowledge and understanding																			
Ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.			X					X					X	X	X				
Ability to work with people from a range of cultures.			X										X	X					
Articulating and effectively explaining information.			X					X		X	X	X			X		X		
Building and maintaining relationships.			X					X					X	X					
Communication and listening, including the ability to produce clear, structured business communications in a variety of media.	X		X		X		X			X	X	X			X		X		
Emotional intelligence and empathy.			X	X				X						X					
Conceptual and critical thinking, analysis, synthesis and evaluation					X	X	X			X	X					X			
Self-management: a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.								X					X	X				X	
Self-reflection: self-analysis and an awareness/sensitivity to								X					X	X					

Subject Benchmark Statement QAA Subject Benchmark Standard Business & Management (2019)	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement Knowledge and understanding	K1	K2	K3	K4		C1	C2	C3	C4		P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
diversity in terms of people and cultures. This includes a continuing appetite for development.																				

Mapping of Programme Learning Outcomes to Modules

Programme Learning Outcome	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)					
	Module Code (Core)	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Level 4																			
Global Business and Sustainability with Academic Skills	X	X		X		X	X	X	X			X			X	X		X	X
People Management and Employment Skills	X			X		X	X		X							X			X
Introduction to Data and Analytics	X			X		X	X		X			X	X	X	X	X			X
Financial Decision Making	X			X		X	X		X							X			X
Principles of Marketing	X	X		X	X		X	X	X		X	X	X	X	X	X		X	X
Level 5																			
Strategic Marketing	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Responsible Enterprise and Ethical Research	X			X		X	X	X	X	X							X		X
Customer Experience	X	X		X	X	X	X		X		X					X			
Consultancy in Practice Core Marketing pathway	X		X		X	X		X	X	X		X	X	X	X	X	X	X	X

Programme Learning Outcome	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Consumer Behaviour (Option marketing)	X	X			X	X	X		X		X	X			X			
Data Analytics for Business Decisions (Option marketing)	X	X	X			X	X	X	X	X		X			X	X		
Client Video Production Core Marketing and Media Comms (MMC) pathway	X		X			X		X		X		X	X	X	X	X	X	X
Media and Communications Management and Planning. Core (MMC)					X	X	X		X	X	X				X			
Level 6																		
International Marketing	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X		
Integrated Marketing Communications (IMC) Strategy and Planning	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Consumer Brand Relationship	X	X				X	X			X	X				X	X		X
	X		X			X	X	X	X	X		X			X	X	X	X

Programme Learning Outcome	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Independent Professional Project																		
Digital and e- commerce Strategy. Option marketing pathway	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	
Sustainable Strategic Agility and Innovation Option marketing pathway.			X	X		X	X		X	X		X	X	X	X	X	X	
Corporate Communications and Content Management Core MMC only	X	X		X	X		X	X	X				X		X	X	X	