Aston University

REG/13/512(a)

PROGRAMME SPECIFICATION 2013-14

Programme Title	**MARKETING**
UCAS/JACS code	N500
School/Subject Area	ASTON BUSINESS SCHOOL
Final Award	BSc
Interim Award(s)	CERTIFICATE IN HE (YEAR 1 – 120 CREDITS) DIPLOMA IN HE (YEARS 1 & 2 – 240 CREDITS)
Mode(s) of Study	SANDWICH
Normal Length of programme	4 YEARS (WITH PLACEMENT YEAR)
Total Credits	480
Programme Accredited By	Chartered Institute of Marketing (CIM) Chartered Institute of Management Accountants (CIMA) Chartered Institute of Purchasing and Supply (CIPS) Institute of Chartered Secretaries and Administrators (ICSA) Chartered Insurance Institute (CII) Association of International Accountants (AIA)
Dates Programme Specification Written and Revised	1st January 2003, 17th February 2004, 2nd February 2004, 22nd March 2004, 28th April 2004, 20th August 2004, 26th August 2005, 10th August 2006, 10th September 2007, 22nd September 2008, 11th September 2009, 29th September 2010, 14th September 2011, 29th August 2012, 31st July 2013
Educational Aims of the Programme	• To provide students with an excellent learning experience via a stimulating peer environment that draws on the research and consultancy of Aston academic staff • To provide well qualified graduates with key skills for life long learning • To meet the accreditation requirements of appropriate management-related professional bodies • To ensure relevance by maintaining and enhancing the School's links with business, professional and public sector organisations • To maintain and enhance the employability of graduates. • To provide graduates with the main skills and knowledge to operate in the field of marketing.

Relevant Subject Benchmark Statements and other External and Internal Strategies, Policies or Research used to inform programme outcomes	• Chartered Institute of Marketing (CIM) • The Mission, Aims and Objectives of the ABS UG Programme • Aston Business School Advisory Panel (a group of senior business leaders who meet regularly with the ABS management team). • Quality Assurance Agency (QAA) Benchmarking statement on Business & Management • UK Quality Code Part A.1 (2011)

STAGE 1

Programme Structures and Requirements: Levels, Modules and Credits

Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
Principles of Financial Accounting	10	4	BF1101	CORE	Y	N
Introduction to Management Accounting	10	4	BF1114	CORE	Y	N
Introduction to Organisational Behaviour	10	4	BH1107	CORE	Y	N
Personal, Professional & Academic Effectiveness	10	4	BH1181	CORE	Y	N
International Perspectives in Organisations	10	4	BH1109	CORE	Y	N
Law for Business	10	4	BL1104	CORE	Y	N
Introduction to Marketing Management	10	4	BM1134	CORE	Y	N
Foundations of/Introduction to Business Analytics	10	4	BN1115/6	CORE	Y	N
Principles of Operations Management	10	4	BN1135	CORE	Y	N
Information Technology for Business	10	4	BN1160	CORE	Y	N
Economic Environment for Business	10	4	BS1102	CORE	Y	N
Topics in Applied Economics	10	4	BS1108	CORE	Y	N
TOTAL	120					

STAGE 2

Programme Structures and Requirements: Levels, Modules and Credits

Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
Strategic Finance	10	5	BF2244	CORE	Y	Y
Business Game	10	5	BN2225	CORE	Y	N
Business Policy	10	5	BS2232	CORE	Y	N
Business, Government and Society	10	5	BS2246	CORE	Y	N
Market Research	10	5	BM2217	CORE	Y	Y
e-Marketing	10	5	BM2243	CORE	Y	Y
Principles of Services Marketing	10	5	BM2249	CORE	Y	Y
Consumer Behaviour	10	5	BM2258	CORE	Y	Y
Advanced Consumer Behaviour	10	5	BM2259	CORE	Y	Y
Business to Business Marketing and Relationship Management	20	5	BM2275	CORE	Y	Y
Marketing Communications	10	5	BM2282	CORE	Y	Y
TOTAL	120					

STAGE 3						
Programme Structures and Requirements: Levels, Modules and Credits						
Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
COMPULSORY PLACEMENT YEAR	120	P	BUP100	CORE	Y	N
TOTAL	120					

STAGE F

Programme Structures and Requirements: Levels, Modules and Credits

Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
Strategic Management	20	6	BM3399	CORE	Y	Y
International Marketing	20	6	BM3309	CORE	Y	N
Advanced Marketing Research	10	6	BM3375	CORE	Y	Y
Retail Management	20	6	BM3323	CORE	Y	Y
Marketing Strategy	20	6	BM3326	CORE	Y	Y
Marketing Communications	10	6	BM3338	CORE	Y	Y
Strategic Brand Management	10	6	BM3388	CORE	Y	Y
Advanced Marketing Communications	10	6	BM3382	CORE	Y	Y
TOTAL	120					

Programme Outcomes and Learning, Teaching and Assessment Strategies			
A. Knowledge and Understanding			
	On successful completion of their programme, students are expected to have knowledge and understanding of:	Learning, Teaching and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
A1	The main functions of management and specifically marketing	The following learning and teaching methods are used: Lectures: • to introduce students to key concepts and theories, • to indicate areas of further study and reading, • to provide a broad overview of the subject • to stimulate enthusiasm and desire for further enquiry Tutorials: • to clarify, reinforce and extend students' understanding and knowledge • to give an opportunity for more individual advice on difficult concepts • to give students the support which is most appropriate to their ability and experience in the subject • to stimulate discussion Independent learning such as computer-based learning packages: • to enable students to work through at their own pace and to develop an understanding of the subject	The following assessment methods are used to assess knowledge and understanding: Closed Book Examinations/Tests: • to examine appreciation of key issues • to assess understanding of content and aims Multiple Choice tests • to assess students range of knowledge and understanding of the subject • to provide students with formative information on their progress A wide range of written assignments: • to enable students to show their understanding of different perspectives and their critical appreciation of different questions and approaches • to demonstrate whether student are able to apply what they have learnt
A2	The theories, principles and underlying concepts of subjects relevant to management, and an understanding of business models and processes		
A3	The theories and techniques of marketing		
A4	How strategic decision-making within organisations as a whole takes place		

B. Intellectual Skills			
	On successful completion of their programme, students are expected to be able to:	Learning, Teaching and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
B1	Critically reflect on management problems and how to solve them	Intellectual skills are developed through: Lectures: • to stimulate enthusiasm and desire for further enquiry Tutorials: • to give an opportunity for individual advice on difficult concepts • to stimulate discussion and critical thought	Intellectual skills are assessed via: Closed Book Examinations/Tests: • to assess the ability to marshal arguments, apply models, and present ideas in a coherent and literate way • to assess whether students can apply the techniques of analysis taught Open Book Examinations/Tests: • to allow students to prepare in advance in a more creative way A wide variety of written assignments: • to assess students' ability to research the topic • to assess students' ability to assemble and evaluate data, apply models, reason and present ideas in a coherent and literate way • to enable students to show their understanding of different perspectives and their critical appreciation of different questions and approaches

C. Professional Skills			
	On successful completion of their programme, students are expected to be able to:	Learning, Teaching and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
C1	Apply the theories and techniques of marketing to simulated and real life marketing situations	Subject Specific skills are taught via: Tutorials/Case Studies: • to facilitate practical exercises • to understand theory in a practical context • to place techniques and theories in a wider business environment Workshops/Simulation: • to give practical experience of packages and techniques which students will need to know as practising managers Placement experience	Subject Specific skills are assessed via: Case Studies: • to assess ability to apply knowledge and skills to a practical scenario Group work/Business Games: • to assess ability to run a fictitious company Placement essay, log book and report: • to assess ability to analyse a practical problem in a real world situation • to demonstrate progress in the development of relevant general and specific management skills
C2	Apply their key skills and competencies within a real work-based situation (via placement experience)		

D. <u>Transferable Skills</u>			
	On successful completion of their programme, students are expected to show:	Learning, Teaching and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
	A range of general and specific skills including:	Key skills are taught by a range of practical sessions: Tutorials: • to provide an opportunity for students to work in groups • to provide an opportunity for more individual advice on difficult concepts • to facilitate practical exercises Workshops: • to give practical experience of computer packages and techniques • to use computer facilities to obtain data and to communicate	Key skills are assessed via: Presentations: • to assess students' ability in analysing information and presenting their argument orally in front of a group of people Group Work: • to assess ability to work in a team Practical tests and portfolios: • to assess ability of using IT in a business environment Written work: • to assess ability to communicate effectively in written form • to assess ability to assemble and evaluate statistical and financial data by applying relevant models
D1	IT and computing skills		
D2	Report writing skills		
D3	Presentational skills		
D4	Communication and team working skills		
D5	Competency in understanding relevant statistical analyses and financial reports		

Entry Requirements	• Candidates must meet the general University entry qualifications as set out in the General Regulations for Undergraduate Programmes. • Candidates must satisfy the specific entry requirements for each programme as approved by the School Learning and Teaching Committee.

1. Attendance Requirements	1.1 Students are normally required to attend the University for nine terms over a period of four consecutive academic years including industrial/ professional training. 1.2 In order to qualify for the award of the Degree a student must have attended at least 80% of the required proportion of tutorials, seminars, practical classes, and lectures, as set out in the Student Handbook.
2. Industrial/ Professional Training	2.1 Students will be required to undertake an appropriate programme of integrated industrial/professional training of at least 30 weeks and a maximum of 48 weeks at such times as approved by the Director Undergraduate Programmes. NB. The normal length of an Undergraduate industrial placement within the Business School is 48 weeks. 2.2 Students can undertake the programme of industrial/ professional training (as detailed in 2.1), by studying at specified institutions abroad. A Full Learning Agreement/Plan, must be approved by the partner school and by Aston within four weeks of arrival. 2.3 The Director Undergraduate Programmes may exempt students from the Placement Year if they have overseas status or have very special circumstances. 2.4 Marks from the placement year contribute to the degree classification as specified in the General Regulations for Undergraduate Programmes.

3. Assessment	3.1. Requirements for the Ordinary Degree 3.1.1 The Board of Examiners may require a student to transfer to the Ordinary Degree programme if the student's performance in the Level 4 or Level 5 Examination of the Honours Degree programme is not of Honours Degree standard. 3.1.2 The conditions governing Ordinary degrees are as set out in the University General Regulations. 3.1.3 At the discretion of the Director Undergraduate Programmes, students who have been transferred to the Ordinary Degree at the end of the first year may follow the Honours degree requirements in their second year in order to give them the opportunity to return to the Honours degree at the end of the academic year if their performance is deemed at Honours level by the second year Examination Board. 3.1.4 Students in their final year, who are studying for an Ordinary Degree, must successfully complete the core module BM3399 Strategic Management.
4 Classification of Awards	4.1 The final degree classification will be calculated as set out in the University General Regulations.
5 Prizes	5.1 The award of available Prizes is at the discretion of the Examination Board. 5.2 The Board of Examiners will not award a prize to any student who has failed the module in question or who is unsuccessful in progressing to the next stage of the degree.
6 Certificate/Diploma of Higher Education	The final degree classification will be calculated as set out in the University General Regulations. The Board of Examiners may award a Certificate of Higher Education (after satisfactory completion of year one) or a Diploma of Higher Education (after satisfactory completion of year one and year two) to a student who, for whatever reason, is unable to complete their degree programme.
General Regulations (http://www1.aston.ac.uk/registry/for-staff/regsandpolicies/general-regulations/) and the Regulations for the programme (above) take precedence over other information sources such as student handbooks if there is a conflict. If there is a conflict between General Regulations and Programme Regulations then General Regulations take precedence unless an exemption has been approved.	

Further Information	

This specification provides a concise summary of the main features of the programme and the threshold learning outcomes that a student might normally be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. **The individual modules included in the programme may differ from those included in this programme specification as our programmes are subject to continuous review.** Information on admissions requirements and career opportunities is available in the relevant prospectus. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the appropriate module guides and programme handbook(s) which are available to students on enrolment.