

Programme specification

BA (Hons) Marketing Management

Est.
1841 | YORK
ST JOHN
UNIVERSITY

<i>School:</i>	York Business School		
<i>Entry in:</i>	Academic Year 2019/20	<i>In:</i>	September, November, January, March, May, July
<i>Awarding Institution:</i>	York St John University		
<i>Teaching Institution:</i>	Nanyang Institute of Management		
<i>Delivery Location:</i>	Nanyang Institute of Management		
<i>Programme/s Accredited by:</i>			
<i>Exit Awards:</i>	BA (Hons) Business Administration BA (Ord) Marketing Management Diploma of Higher Education Marketing Management Certificate of Higher Education Marketing Management		
<i>UCAS Code / GTTR / Other:</i>	Not applicable		
<i>Joint Honours Combinations:</i>	Not applicable		
<i>QAA Benchmark Group(s):</i>	Business and Management (2015)		
<i>Mode/s of Study:</i>	Full-time 3 years		
<i>Language of Study:</i>	English		

Introduction and Special Features

As the global business environment continues to become increasingly competitive and challenging, businesses need to be more innovative, take more risks and develop sustainable marketing strategies that serve their customers and have a positive impact on society's well-being. The BA (Hons) Marketing Management award aims to provide you with a critical understanding of the marketing function of organisations and the role of business in contemporary society.

Studying the BA (Hons) Marketing Management programme is a great opportunity to gain a degree that is clearly focused on your long-term career prospects, in a wide variety of contexts. Whether you are thinking of setting up your own business, working in a large corporation, the public sector or not-for-profit sector, you will need to possess an understanding of how businesses operate and how marketing can contribute to their success.

But marketing is also about people, and we will enable you to develop your own skills as a team player, a group member and ultimately as a manager of other people. Our Marketing Management programme allows you to specialise in marketing and observe the interrelationships with other functions such as finance. Alongside this knowledge you will also develop the skills you will need to be effective in a managerial role.

Special features

- Taught by a small yet highly qualified and approachable business management and marketing team. You will be allocated an academic tutor to support you throughout the programme.

- Use of 'real life' (live) projects in assessments, giving you practical application of the theory
- Access to a range of specialist resources including, Financial Information Database (FAME) and Financial Times Interactive and business simulation software to support learning and research.
- Throughout the course there is regular opportunity to engage with a range of practising managers, organisations, employers and entrepreneurs and take part in work related experiences and internships
- Programme of guest speakers which will enhance your learning and links with the business community

Admissions Criteria

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#).

We also consider applications for entry with advanced standing.

Programme Aims

The BA (Hons) Marketing Management Programme is based on the philosophy that development should be incremental.

The programme encourages you to develop the skills and competences of a future marketer. To do this, you should be capable of making marketing decisions at both a strategic and at a tactical level, emphasising the complexity and dynamics of marketing and management and taking cognisance of the integrative nature of the various factors which impinge upon business decisions. The programme incorporates frameworks for reviewing, reflecting, analysing and critiquing existing individual and organisational practices linked with marketing.

The outcome of this process will be a critical appreciation of marketing and management, in order to: make justified marketing and management decisions; apply those decisions in a variety of contexts; communicating the decisions and make integrative links between disciplines and across organisations.

The aims of the programmes are to:

1. prepare you for a career in a rapidly changing business and social environment with the skills needed to adapt and develop as the environment changes;
2. provide a challenging, integrated programme of study that equips you with a sound general knowledge of organisations, their management and the global environments in which they operate, within the context of the guiding principles of the Principles for Responsible Management Education (PRME);
3. provide you with the opportunity to focus on particular aspects of marketing and management relevant to your background, interests and career aspirations through a choice of final independent research activity;

4. facilitate the development and demonstration of your intellectual skills of information processing, analysis, synthesis, critical appraisal, creativity and innovation and the ability to manage and make decisions in situations of ambiguity and uncertainty;
5. enable you to develop marketing and management competences and research skills to enhance employability and support career advancement;
6. enable you to be a graduate who is able to improve the quality of marketing management decision-making, leadership and business practice across a range of organisations and in a variety of contexts.

Programme Learning Outcomes

Level Four

On successful completion of the level four you will be able to:

Knowledge and Understanding

1. Describe and explain a range of relevant concepts, theories and models to the solution of marketing and management problems.
2. Describe and identify marketing and management decisions in a variety of organisational contexts.

Cognitive and Thinking Skills

3. Demonstrate the ability to apply a range of academic and intellectual skills relevant to Level Four study including, information-gathering, analysis and problem identification.

Practical/Professional Skills

4. Exhibit the development of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds.
5. Demonstrate the use of research skills to gather information.

Key Transferable Skills

6. Develop your own learning with guided support to explore a wide variety of learning sources and opportunities

Level Five

On successful completion of level five you will be able to:

Knowledge and Understanding

1. Compare and contrast a range of relevant concepts, theories and models to the solution of marketing and management problems.
2. Analyse and discuss tactical marketing and management decisions in a variety of organisational contexts.

Cognitive and Thinking Skills

3. Demonstrate the ability to apply a range of academic and intellectual skills relevant to Level Five study including, information-gathering, problem-solving, analysis, and evaluation.

Practical/Professional Skills

4. Exhibit the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds.
5. Demonstrate the use of research and enquiry to further your understanding

Key Transferable Skills

6. Develop independence and your own learning to explore a wide variety of learning sources and opportunities

Level Six

On successful completion of level six you will be able to:

Knowledge and Understanding

1. Apply a range of relevant concepts, theories and models to the solution of marketing and management problems.
2. Synthesise and evaluate strategic and tactical marketing and management decisions in a variety of organisational contexts.
3. Critically evaluate marketing and management, thinking through an extended piece of research

Cognitive and Thinking Skills

4. Demonstrate the ability to apply a range of academic and intellectual skills relevant to undergraduate level study including, information-gathering, problem-solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid management decision-making.

Practical/Professional Skills

5. Exhibit the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds in a professional manner.
6. Conduct research and enquiry to further your understanding and to inform management decision-making
7. Demonstrate the use of management skills (e.g. delegation, negotiation and leadership)

Key Transferable Skills

8. Manage your own learning to explore a wide variety of learning sources and opportunities

Programme Structure

At level four, the five compulsory modules are designed to give you a grounding in the key theoretical areas of marketing and management.

At level six, you study a minimum of three compulsory modules directly related to your award. Alongside this you undertake 40 credits worth of research. You will complete a total of either five modules if you choose to undertake the 40 credit dissertation, or six modules if you choose to undertake one of the alternative research routes which consist of two 20 credit research modules (as opposed to the 40 credit dissertation).

Modules for the Programme

Code	Level	Title	Credits	Status of Module*
1BMT05	4	Delivering the Consumer Experience	20	C
1BMB02	4	Responsible Business	20	C
1BMM01	4	Marketing Principles	20	C
1BMB09	4	Ethics, Scandal and Business Decisions	20	C
1BMB04	4	Ventures in Entrepreneurship	20	O
1BMB05	4	The Politics of Business	20	O
1BMI02	4	Website Development	20	O
1BMM02	4	Marketing Research	20	C
2BMB01	5	Management and Leadership	20	C
2BMM01	5	Strategic Marketing Planning	20	C
2BMM02	5	Consumer Behaviour	20	C
2BMB03	5	Research Methods and Project Management	20	C
2BMB04	5	People Management	20	O
2BMH02	5	Developing Talent in Organisations	20	O
2BMM03	5	Integrated Marketing Communications	20	C
2BMT02	5	Cultural and Heritage Tourism	20	O
2BMB10	5	Professional Practice	20	O
3BMM10	6	Dissertation	40	C ¹
3BMB16	6	Business Creation Project	40	C ¹
3BMM11	6	Developing a Business Research Project	20	C ¹
3BMM13	6	Developing an Organisation Based Project	20	C ¹
3BMB02	6	Organisational Strategy & Decision Making	20	C
3BMM01	6	Digital Marketing and Communications	20	CA
3BMM12	6	Business Research Project	20	C ¹
3BMM14	6	Organisation Based Project	20	C ¹
3BMM02	6	International Marketing	20	CA
3BMB04	6	Leadership, Innovation and Change	20	O
3BMH03	6	Managing Organisational Development	20	O
3BMI03	6	Contemporary Issues in the Technological Era	20	O

***C**: compulsory, **CA**: compulsory for award, **O**: option

Teaching, Learning and Assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

¹ Students must take 40 credits from either: a) Dissertation or; b) Developing a Business Research Project *and* Business Research Project or;c) Developing an Organisational Based Project *and* Organisational Based Project d) Business Creation Project

Throughout the programme you will be introduced to a range of different teaching and learning strategies. For example in Level 4 you will undertake simulation based learning (Ventures in Entrepreneurship) in which we use a computer based simulation to develop your business skills through developing your awareness of market forces and the decision making process you may require as a manager. In addition, the foundations of core marketing concepts are laid through Marketing Principles and Marketing Research. At Level 5 (for example) there will be evidence of practice based learning (Strategic Marketing Planning) in which you will be expected to engage in practical based activities while also developing skills in managing projects (Research Methods and Project Management). Finally at Level 6 (for example) you will demonstrate your skills through practice and enquiry based learning giving you the opportunity to develop creative and innovative solutions to problems through Organisational Strategy and Decision Making, Digital Marketing and Communication and Managing Organisational Development. You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations, exams and tests, and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Marketing and business management.

Progression and Graduation Requirements

The University's [general regulations for undergraduate awards](#) apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section.

Students who achieve the standard requirements for an honours degree who do not achieve the compulsory for award modules will be awarded the degree of BA(Hons) Business Administration.

Internal and External Reference Points

This programme specification was formulated with reference to:

- [Strategic Plan 2015-20](#) [see page four]
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

Further Information

Further information on the programme of study may be obtained from:

- Admissions entry profile (Admissions)
- Programme validation document (Registry – Academic Quality Support)
- Regulations (Registry – Academic Quality Support)
- Student programme handbook (school)
- Module handbooks (school)

Date written / revised: updated July 2017