

YORK ST JOHN UNIVERSITY

PROGRAMME SPECIFICATION

1.	Awarding Institution	York St John University
2.	Teaching Institution	York St John University
3.	Delivery locations (if different to Teaching Institution)	
4.	Programme(s) Accredited by (professional/statutory body)	
5.	School offering the Programme(s)	York Business School
6.	Final Award(s)	BA (Hons) Marketing Management
7.	Interim Awards	BA(Hons) Business Management BA (Ord) Marketing Management
8.	Programme Title(s)	BA (Hons) Marketing Management
9.	UCAS Code / GTTR / Other	N2N5
10.	Approved Combinations (for Joint Honours programmes only)	
11.	QAA Benchmark Group(s)	Business Management
12.	Applicable to Year of Entry to the Programme(s)	September 2017
13.	Date Produced/Revised	March 2013 Oct 2014 – no change July 2017
14.	Mode of Study	<p>The programme is offered in the following modes of study:</p> <p>Full-time: Over 1 year Part-time: Over 1 - 3 years</p>
15.	Introduction and Special Features	
15-a		<p>The BA (Hons) Marketing Management top up provides opportunity for students with prior related qualifications to engage in a one year (one to three years part time) programme leading to an Honours level award. On entering the programme students will be expected to have advanced prior knowledge of marketing management equivalent to having completed the second year at a UK University.</p> <p>The programme provides the opportunity to further understand, analyse and interpret marketing in an organisational context. The programme combines a comprehensive grounding in key aspects, and consists of a range of modules which aim to give students a broad understanding of the working of organisations. The programme integrates the development of ICT, academic and research skills, culminating in the production of an</p>

	independent study in semester 2 at level 6. This provides the opportunity for students to integrate their academic skills in real-life case studies.
15-b	<p>Special features of the programme.</p> <ul style="list-style-type: none"> • Entry point from a wide spectrum of relevant sub-degree programmes. • Excellent personal and academic support. Each student is allocated an academic tutor to support them throughout the programme. Students will also have regular (monthly) group tutorials.

16.	<p>Criteria for Admission</p> <p>Entry Requirements</p> <p>The admission of any applicant to a programme of study is based on YSJU admissions criteria and that the applicant has a reasonable expectation of being able to:</p> <ul style="list-style-type: none"> - Fulfil the aims and outcomes of the course. - Achieve the standard of the course. <p>Admissions policies and procedures are designed to ensure that students who meet the minimum criteria for entry set by YSJU are eligible for admission to the programme. All applicants will be expected to have a minimum level qualification comparable to students at YSJU who have completed level 2.</p> <p>Entrants to the programme will therefore have the equivalent of 240 credits with a minimum of 120 at level 2. Accepted example qualifications are:</p> <ul style="list-style-type: none"> • HND Business (Marketing) • HND Business (but must have achieved units 1, 17, 19) • CIM Level 6 Professional Diploma in Marketing • FdA in Marketing or equivalent from a UK HEI • International qualifications (equivalent UK Diploma in HE) approved via the NARIC database and in line with common competitor practice, for example: <ul style="list-style-type: none"> - Diploma In Business Administration at Nilai University College, Malaysia - Diploma in Marketing at Central University of Finance and Economics, China <p>The programme specific elements of the entry qualification will normally have been taught and assessed in English.</p> <p>Non UK applicants whose home language is not English must be able to demonstrate a proficiency in English equivalent to IELTS band score of 6 overall, with not less than 5.5 in any section in line with university policy. http://www.yorks.ac.uk/international/how-to-apply/english-language-requirements.aspx</p> <p>Entrants to the programme may be full or part time.</p>
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17.	<p>Programme Aims</p> <p>The programme has four main aims:</p> <ol style="list-style-type: none"> 1. Academic excellence – to develop individuals with a sound knowledge and understanding of the role of marketing management in the management of organisations. 2. Critical thinking and effective communication – to create reflective practitioners who are able to analyse and synthesise complex information. Develop students' ability to communicate and collaborate in a variety of contexts. 3. Learning and personal development – to promote individuals who are willing to adapt to a complex and rapidly changing environment. 4. Active citizenship - to foster through adopting a critical stance students' contribution to society at large.
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18-3	YSJU Level 6 / NQF Level 6 / FHEQ H
18-3a	<p><u>Level 6 Programme Outcomes</u> (specify subject specific learning outcomes and key skills and where an interim award is attainable)</p> <p>Students who gain the award specified will have demonstrated the following learning outcomes, which are common to all graduates of the Business Management Subject Area:</p> <p>Academic Excellence</p> <ul style="list-style-type: none"> • Proficiency in acquiring and organising information with increased emphasis on primary sources which is accessed independently. • Proficiency in combining theories and principles in the analysis and solution of complex problems. • The ability to synthesise theory and professional/vocational practice and critically evaluate theory, process, solutions and outcomes. <p>Critical Thinking and Effective Communication</p> <ul style="list-style-type: none"> • Make flexible use of concepts, information and practical competencies, and incorporate them where appropriate, whilst also showing evidence of drawing on recent research, recent scholarship and current understanding of professional competencies. • Proficiency in evaluating the appropriateness of different approaches to problem solving associated with the business and management discipline, along with the ability to describe and comment on particular recent research and scholarship. • The ability to proficiently use and communicate the results of generic and subject specific approaches in order to access, analyse and evaluate qualitative and quantitative data. • The ability to effectively communicate information, arguments and analysis orally and in writing. <p>Learning and Personal Development</p> <ul style="list-style-type: none"> • The ability to proficiently apply learned theory and principles in the identification of a range of valid solutions to complex problems and appreciate the uncertainty, ambiguity and limitations of their own knowledge. • The ability to understand the importance of strategic thinking within business and its link to critical reflective thinking. The student will be an independent learner able to define and achieve objectives and work within time constraints. • Develop autonomy and self-management as a learner. Engage in independent research activity. <p>Active Citizenship</p> <ul style="list-style-type: none"> • Be aware of and adjust to professional and vocational expectations • Actively interact with wider society by putting into practice skills learned through academic study and practical experience, during previous years' learning. <p>In addition students who gain the BA(Hons) Marketing Management will be able to:</p> <ul style="list-style-type: none"> • Critically apply marketing principles and techniques to a wide range of organisations within the context of marketing • Discuss, synthesise and evaluate theoretical perspectives within the discipline of Marketing Management • Utilise marketing information in practical and strategic decision making within marketing environments
18-3b	<p><u>Level 6 Programme Structure and Content</u></p> <p>The programme and modules have been mapped against the QAA Subject Benchmark Statements for General Business Management and as such meet the required standards for Honours graduates in Business Management.</p> <p>The programme aims to ensure that students are thinking strategically, making reference to</p>

current professional and academic practice, considering alternative theoretical perspectives, and applying their knowledge and skills to current and important events (e.g. the continuing economic and financial crisis and the impact on organisations).

The awards will develop both specialist skills and knowledge and also wider graduate attributes. Alongside this, students will develop research skills by undertaking a Research Preparation module and an (independent) Business Research Case Study.

Students complete a total of six taught modules and the Business Research Study (two 10 credit modules plus five 20 credit modules) accumulating to 120 credits.

Students will undertake an introduction to case study research module (10 credits) in their first semester of study. The aim of this module is to prepare the students for the independent research they will undertake in their second Semester. Students undertake an independent study which is the 20 credit Business Research Case Study in Semester 2. The focus of the research will be related to the subject area of Marketing Management. Students are allocated a subject specialist supervisor. Students are allocated 3 hours of tutorial support.

Additional support will be provided through the appointment of academic tutors to support students on an individual basis and the provision of regular (monthly) group tutorials.

Students may enter the programme in September or January. All modules operate independently of each other with the exception of the Introduction to Case Study Research and Advanced Communication Skills modules which must be undertaken prior to the Business Research Case Study Module.

Modules for the Programme

Code	Title	Credits	Semester	Status of Module (Hons)	Status of Module (Ord)
3BM020	Organisational Strategy & Decision Making	20	1	C	C
3BM280	Introduction to Business Research	20	1	C	C
3BM090	Consumer Behaviour	20	1	CA	C
3BM060	International Marketing	20	2	CA	C
3BM290	Applied Business Research	20	2	C	C
3BM140	Marketing Communications	20	2	CA	C

Status of Module will be either:

C: Compulsory, **CP:** Compulsory for progression to the next level, **CA:** Compulsory for award, **O:** option or **E:** elective

18-3c

Level 6 Teaching and Learning and Assessment Strategies

The programme will include an induction period beginning with welcome week prior to the start of teaching. During welcome week students will receive general University based induction material such as tours of the campus, information about the library, Student Union discussions, as well as programme specific material, such as receipt of student programme handbooks, explanation of module diets and synopses of modules to be studied, timetable information, and information about the library. During induction students will receive a programme overview and partake in team building activities and orientation events. All full time and part time students attend welcome week which runs twice during the year. It runs in September and January to ensure that both intakes of students receive an equal experience.

Teaching and Learning Strategies

The delivery of the programme utilises a student-centred, blended approach which incorporates 30 contact hours per module; consisting of lectures, seminars, supported open learning, independent learning and learning supported by the virtual learning environment (VLE). Student-led discussion of independently selected case studies; critical reflection on current news events; application of theories and evidence to inform strategic business choices are examples of the approaches utilised at level 6.

Independent Learning is emphasised at level 6, in which students are encouraged to take responsibility for their role in managing their learning and its outcomes. It is structured to require and reward increasing independence and autonomy of learning.

Employability skills are emphasised at Level 6 with students undertaking a 20 credit Business Research Case Study. This significantly develops the students' research skills and their engagement with business practice.

Assessment Strategies

Formative assessment strategies include informal discussion of essay ideas or research interests and student-led peer review of informal presentations.

Students at level 6 of the Business Management programme will experience a wide range of types of summative assessment, including:

- Case study.
- Critical analysis/review.
- In-module test.
- Portfolio of Activities
- Oral presentation.
- Personal reflective Journal
- Written assignment
- Essay.

Assessment criteria: Students will be assessed in every module for which they enrol. Level 6 work usually carries a word count of 4000-5000 words.

19.

Progression and Graduation Requirements

The University's general regulations for undergraduate awards apply to this programme. These can be found in the YSJU web pages.

In addition, the following specific programme regulations apply in respect of progression and graduation. The programme has two types of awards, Ordinary Degree of Bachelor and Bachelor Degree with Honours.

Bachelor Degree with Honours in Marketing Management

The award of Bachelor degree with honours is dependent upon students having made a serious attempt at 120 credits and having been awarded at least 100 credits and having passed the compulsory for award modules denoted above.

Bachelor Degree with Honours in Business Management

The award of Bachelor degree with honours is dependent upon students having made a serious attempt at 120 credits and having been awarded at least 100 credits but having failed to pass one of the compulsory for award modules denoted above.

Ordinary Degree of Bachelor in Marketing Management

The award of Ordinary degree of Bachelor is dependent upon students having made a serious attempt at all modules on the programme and having been awarded at least 60 credits.

20.	<p>Internal and External Reference Points</p> <p>This programme specification was formulated with reference to:</p> <ul style="list-style-type: none"> • University Mission Statement. • York St John University Learning, Teaching and Assessment Strategy. • QAA Framework for Higher Education Qualifications. • QAA subject benchmark statement. • YSJ Corporate Plan 2009-12. • School Business Plan. • Business Management Suite Validation Document. • UCAS. • Market Research Document – Vincent Consulting. • National Qualification Framework. • Professional and Statutory bodies.
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21.	<p>Further Information</p> <p>Further information on the programme of study may be obtained from:</p> <ul style="list-style-type: none"> • Admissions Entry Profile (Admissions). • Programme validation document (Registry – Academic Standards). • Regulations (Registry – Academic Standards). • Student programme handbook (School). • Module handbooks (School).
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Agreed by QSEC executive group May 2010
 QA Ref PMA8
 Maintained by: Registry
 Updated: July 2011