

## Programme specification

### BA (Hons) Marketing and International Hospitality Management

### BA (Hons) Marketing and International Hospitality Management with placement

<i>School:</i>	York Business School	
<i>Entry from:</i>	2018	September
<i>Awarding institution:</i>	York St John University	
<i>Teaching institution:</i>	York St John University	
<i>Delivery location:</i>	York St John University	
<i>Programme/s accredited by:</i>	Institute of Hospitality (TBC) Chartered Management Institute Chartered Institute of Marketing	
<i>Exit awards:</i>	BA (Hons) Business Administration BA (Hons) Business Administration with placement BA (Ord) Marketing and International Hospitality Management BA (Ord) Marketing and International Hospitality Management with placement Diploma of Higher Education Marketing and International Hospitality Management Diploma of Higher Education Marketing and International Hospitality Management with placement Certificate of Higher Education Marketing Management Foundation Certificate Business	
<i>UCAS code / GTTR / other:</i>		
<i>Joint Honours combinations:</i>		
<i>QAA benchmark group(s):</i>	Events, Hospitality, Leisure, Sport and Tourism (2016) Business and Management (2015)	
<i>Mode/s of study:</i>	Full-time for 4 years with placement Full-time for 3 years standard	
<i>Language of study:</i>	English	
<i>Study abroad opportunities:</i>	Yes	

## Introduction and special features

While Hospitality may be a thriving industry, like all business sectors, its success depends on effective marketing. This course combines an understanding of both marketing and hospitality management, allowing you to develop as an effective marketer in the Hospitality sector.

This course is designed for people who wish to pursue a marketing career focussed on the hospitality sector and will develop the skills and knowledge you require to be effective in the role. In year one you will develop key knowledge in marketing while appreciating some of the nuances associated with hospitality. This knowledge will be developed in years two and three during which you will develop key specialist knowledge in consumer behaviour and strategic marketing planning and how to get your message and service to the Hospitality customer.

Upon graduation you should be equipped with the skills and knowledge to work as a marketer in the Hospitality Sector or in the broader business arena

If you are studying on the BA (Hons) Marketing and International Hospitality Management with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between your second and third year.

### Special features

- The programme is accredited by the Institute of Hospitality (subject to approval)
- Multiple accreditation with the Chartered Institute of Marketing, and Chartered Management Institute giving you a professionally recognised qualification alongside your degree
- Throughout the course there is regular opportunity to engage with a range of practising managers within hospitality organisations and marketers from across the sector and take part in work related experiences and internships
- Programme of guest speakers which will enhance your learning and links with the hospitality business community
- Opportunity to study abroad without extending the length of your degree
- A 'Year in Industry' (sandwich year) for those on the with placement variant
- Use of 'real life' (live) projects in assessments giving you practical application of the theory
- Opportunity to compete in business simulation competitions both within the University and on national / international scales
- Opportunity to learn a language
- Excellent personal and academic support. You will be allocated an academic tutor to support you throughout the programme.

### 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 <http://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements.aspx>).
- 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 and International Hospitality Management programme is based on the philosophy that your development should be incremental and this course aims to build on the grounding in the disciplines as studied prior to admission.

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

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

### **The aims of the programmes are to:**

1. Prepare you for a marketing career in the rapidly changing Hospitality Industry 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 Hospitality, their management and the global environments in which they operate, within the context of the guiding principles of the Principles of Responsible Management Education (PRME).
3. Provide you with the opportunity to focus on particular aspects of Marketing and Hospitality 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 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 decision-making, leadership and business practice within a variety of contexts.

### **Programme learning outcomes**

#### **Level 4 (Year One) Learning Outcomes**

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 problems within Marketing and Hospitality.
2. Describe and identify marketing and management decisions in an international Hospitality context.

#### **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 5 (Year Two)**

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 problems within Marketing and Hospitality.
2. Analyse and discuss marketing and tactical management decisions in an international Hospitality context.

### **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 their understanding

### **Key Transferable Skills**

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

## **Level 6 (Year Three)**

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 problems within Marketing and Hospitality.
2. Synthesise and evaluate marketing and strategic and tactical management decisions in an international Hospitality context.
3. Critically evaluate Marketing and Hospitality 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.

- Conduct research and enquiry to further their understanding and to inform Hospitality Management decision-making

### Key Transferable Skills

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

### Programme Structure

#### Level 4 (Year 1)

In year one of the programme you will study three 20 credit modules per semester, six modules in total over the academic year accumulating to 120 credits. Core modules are designed to give you a grounding in the key theoretical areas of Business and Management, while you will also take specialist modules introducing you to marketing and the Hospitality industry.

Code	Level	Semester	Title	Credits	Status of Module*
1BMT05	4	1	Delivering the Consumer Experience	20	C
1BMT02	4	1	Hospitality & Events in the 21 <sup>st</sup> Century	20	C
1BMM01	4	1	Marketing Principles	20	C
1BMB09	4	2	Ethics, Scandal and Business Decisions	20	C
1BMT04	4	2	Corporate Events and Hospitality	20	C
1BMM02	4	2	Marketing Research	20	C

\*C: Compulsory; O: Option.

#### Level 5 (Year 2)

In Year 2 you study compulsory modules (Management and Leadership, Event Planning and Development, Consumer Behaviour, Strategic Marketing Planning, Integrated Marketing Communications and Research Methods and Project Management). You complete a total of 6 modules accumulating to 120 credits.

Code	Level	Semester	Title	Credits	Status of Module*
2BMB01	5	1	Management and Leadership	20	C
2BMM01	5	1	Strategic Marketing Planning	20	C
2BMM02	5	1	Consumer Behaviour	20	C
		1	Study Abroad	60	O
2BMB03	5	2	Research Methods and Project Management	20	C
2BMM03	5	2	Integrated Marketing Communications	20	C
2BMT04	5	2	Hospitality Service Operations	20	C
		2	Study Abroad	60	O

\*C: Compulsory; O: Option.

### Level 6 (Year 3)

At level 6 you undertake 40 credits worth of research. You will complete a total of either 5 modules, if you choose to undertake the 40 credit dissertation, or 6 modules if you choose to undertake one of the alternative research routes which consists of two 20 credit research modules (as opposed to the 40 credit dissertation) - amounting to 120 credits in total.

Code	Level	Semester	Title	Credits	Status of Module*
3BMT10	6	1+2	Dissertation	40	C <sup>1</sup>
3BMB16	6	1+2	Business Creation Project	40	C <sup>1</sup>
3BMT11	6	1	Developing a Business Research Project	20	C <sup>1</sup>
3BMT13	6	1	Developing an Organisation Based Project	20	C <sup>1</sup>
3BMM01	6	1	Digital Marketing and Communications	20	CA
3BMT05	6	1	Hospitality Retail Operations	20	OA <sup>1</sup>
3BMT09	6	1	Contemporary Issues in Hospitality	20	OA <sup>1</sup>
3BMT12	6	2	Business Research Project	20	C <sup>1</sup>
3BMT14	6	2	Organisation Based Project	20	C <sup>1</sup>
3BMT04	6	2	Managing Events	20	C
3BMM02	6	2	International Marketing	20	C

\***C**: Compulsory; **O**: Option; **OA**: Compulsory for Award if taken; **CA**: Compulsory for Award.

### Continuing Professional Development

You are strongly encouraged to undertake Professional Development alongside your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events (which includes undertaking a 20 day work related activity during level 5) which will help you to progress through the course and into the job market, and provide the work based skills employers require. Many of the University's graduate attributes will be further enhanced through this.

### Study Abroad

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester abroad or year as part of your studies during your second year.

### Learning, teaching 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.

<sup>1</sup>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.

<sup>1</sup>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.

<sup>1</sup> Students must take either Hospitality Retail Operations or Contemporary Issues in Hospitality and must pass whichever module chosen to gain the award.

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.

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, you will develop an understanding of the Hospitality industry. At level 5 (for example) there will be evidence of practice based learning (Hospitality and Service Operations) in which you will be expected to engage in practical based activities while also developing skills in service 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 Hospitality Retail Operations, Managing Events and Digital Marketing Communications.

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 fields of Marketing and International Hospitality 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:

- [University Mission Statement](#) [see page two]
- University Strategic Plan 2016-20
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

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 (faculty)
- Module handbooks (faculty)

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*Date written / revised:*