

Programme Specification

Award and title:

BA (Hons) Marketing

BA (Hons) Marketing (with Placement)

<i>School:</i>	York Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2026-27
<i>in the month(s) of</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	Lord Mayors Walk
<i>Programme/s accredited by:</i>	Chartered Institute of Marketing (CIM)
<i>Exit awards:</i>	Certificate of Higher Education Marketing Diploma of Higher Education Marketing Diploma of Higher Education Marketing (with placement) BA (Ord) Marketing BA (Ord) Marketing (with placement)
<i>UCAS code / GTTR / other:</i>	
<i>Joint Honours combinations:</i>	Not Applicable
<i>QAA subject benchmark statement(s):</i>	Business Management (2023)
<i>Modes of study:</i>	Non-standard period of study as follows: Full time – 3 Years. Full Time – 4 Years (with Placement).
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Opt-in YSJU Placement Year opportunity:</i>	Yes
<i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i>	No

Introduction and Special Features

As the global business environment continues to become increasingly competitive and challenging, businesses need to be more innovative, take calculated risks and develop sustainable marketing strategies that serve their customers and have a positive impact on society's wellbeing. The BA (Hons) Marketing 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 programme is a great opportunity to gain a degree that is clearly focused on your long-term career prospects, in a wide variety of concepts. 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. However, a career in marketing also revolves around collaboration, and we are committed to assisting you to develop your skills as a team player and a capable leader within a group setting.

Our Marketing programme allows you to specialise in marketing and observe the interrelationships with other functions such as finance, customer service, events. Alongside this knowledge you will also develop the skills you will need to be effective in a marketing role. The BA (Hons) Marketing represents the opportunity to earn a degree that integrates a critical understanding of the marketing function of an organisation, and the role you can play when joining the workforce. Our degree is accredited by the Chartered Institute of Marketing (CIM).

The course has designed activities ensuring that the programme is delivering authentic content and the tasks and skills you will encounter in the workplace and in life after graduation. As a marketing student, you will be given the opportunity to assess, analyse and evaluate real organisations that are facing increased challenges in the global market, and propose solutions and enhancements to their marketing strategies. You will receive invaluable feedback from professionals on the skills you have shown, enabling you to reflect and build a dynamic portfolio of skills, preparing you for future employment.

Our Marketing degree is aligned with the University's **Work-Related Experiential Learning (WREL)**, strategy at every level of study. WREL embeds the key employability skills in assessments by working directly with business leaders in issues impacting their firms. You will apply your course theory to practical examples by analysing and evaluating real-world issues. The involvement of industry professionals will support you to become a skilled, self-directed and reflective individual as you explore your career ambitions.

As signatories to PRME (Principles for Responsible Management Education), York Business School is committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such as corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

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

Special Features:

- ⇒ Accreditation with the Chartered Institute of Marketing.
- ⇒ Taught by a small yet highly qualified and approachable business management and marketing team.
- ⇒ Development of employability skills through a Continuing Professional Development framework.
- ⇒ Throughout the programme there is regular opportunity to engage with a range of practicing marketers, organisations, employers and entrepreneurs and take part in work related experiences and internships.
- ⇒ We offer modules that help students build essential skills in presenting, pitches, critical discusses, as well

as written work.

- ⇒ Programme of guest speakers which will enhance your learning and links with the business community.
- ⇒ Opportunity to compete in global business competitions, for example the CIM Pitch Competition.
- ⇒ Live, work-related activities and/or assessments so that you can apply the theories you have learnt to real world challenges.
- ⇒ An opportunity to take a Year in Industry for those on the 'with Placement' variant.
- ⇒ The chance to study abroad for one or two semesters at level 5 without extending the length of your degree programme.
- ⇒ The opportunity to qualify as a Microsoft Office Specialist across the suite of Microsoft Office programmes.
- ⇒ Excellent personal and academic support from your academic tutor throughout the programme.

Admissions Criteria

You must meet the minimum entry requirements which are published on the programme specific webpage.

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 [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme Aims:

The aims of the programme are to:

- 1) **Equip** you for a successful career in marketing by developing the essential skills to navigate and thrive in a constantly evolving business and social landscape.
- 2) **Empower** you to become a graduate capable of enhancing the quality of marketing management decision-making, leadership, and business practices across diverse organizations and contexts.
- 3) **Cultivate** ethical and sustainable marketing practices: Develop your ability to implement ethical, socially responsible, and sustainable marketing strategies that positively impact society and the environment while driving business success.

Programme Learning Outcomes

Upon successful completion of the programme students will be able to:

Level 4

- 4.1. Apply** principles of marketing to analyse real-world issues and show understanding of significant concepts, theories and models pertinent to solving marketing problems.
- 4.2. Use** creative and strategic thinking skills to generate innovative marketing ideas and solutions to problems within marketing and/or sustainability.
- 4.3. Develop** independent learning skills that demonstrate you can find, evaluate and summarise key information.
- 4.4. Construct, communicate and present** coherent arguments, ideas and findings to specialist and non-specialist audiences using a range of appropriate formats.
- 4.5. Describe** the role of marketing in businesses and **explain how** marketing issues relate to other business functions.
- 4.6. Conduct** research, showing the ability to gather evidence and perspectives on marketing issues, make rational assumptions, identify implications, and draw conclusions.
- 4.7. Develop and reflect** on professional skills for employment or further study such as using appropriate software, collaboration, critical thinking and time management.

Level 5

- 5.1. Evaluate and differentiate** between various concepts, theories and models for resolving marketing problems.
- 5.2. Design, plan and justify** research that is ethical and socially responsible.
- 5.3. Utilise** a range of academic and intellectual skills including information gathering, problem-solving, analysis, and evaluation.
- 5.4. Communicate** ideas, arguments, and findings effectively to both specialist and non-specialist audiences, using clear and concise language and appropriate visual aids.
- 5.5. Reflect** on the acquisition of skills that are relevant to future employment.
- 5.6. Select and justify** appropriate principles to analyse and suggest potential resolutions to real-world marketing problems.

5.7. Identify the development of appropriate employability skills and **plan** for further professional development.

Placement variant

PPLO 1 **Demonstrate** sustained professional behaviour in a workplace environment.

PPLO 2 **Recognise** the links between practice and theories relevant to your area of study

Level 6

6.1. Apply advanced principles to analyse real-world issues and evaluate the effectiveness of marketing models, concepts and theories in addressing marketing problems.

6.2. Critically assess a range of strategies relevant to marketing, with consideration for their implications on social justice, inequality, sustainability, and welfare.

6.3. Identify, utilise and justify the use of appropriate technologies used in marketing teams, including generative artificial intelligence.

6.4. Confidently construct, communicate and present complex ideas, arguments and findings to specialist and non-specialist audiences, independently and as a group member.

6.5. Analyse complex marketing scenarios, formulating evidence-based arguments and developing actionable outcomes.

6.6. Plan, design, and conduct an independent research project in marketing, using appropriate research techniques, synthesising theoretical knowledge and showing critical evaluation.

6.7. Demonstrate readiness for employment or further study by applying transferable skills such as analytical reasoning, time management, teamwork, and adaptability to real-world challenges.

Programme Structure

Code	Level	Semester	Title		Module status	
					Compulsory (C) or optional (O)	Non-Compensable (NC) or Compensable (X)
BMB4010M	4	1	Responsible Business	20	C	X
BMM4012M	4	1	Principles of Marketing	20	C	X
BMM4013M	4	1	Marketing Skills for the Modern Era	20	C	X
BME4008M	4	2	Financial Concepts and Planning	20	C	X
BMM4014M	4	2	Strategic Marketing Research	20	C	X
BMM4015M	4	2	Marketing Communications	20	C	X
BMM5012M	5	1	Creative Brand Management	20	C	X
BMM5013M	5	1	Digital Marketing for Performance and Growth	20	C	X
Select 1 module (20 credits) from the following optional modules:						
BMV5000M	5	1	Global and Intercultural Event Management	20	O	X
BMT5006M	5	1	Marketing and Managing Tourist Destination Experiences	20	O	X
BMM5014M	5	1	Innovative Coders: From Concept to Creation	20	O	X
BMM5015M	5	2	Consumer Psychology	20	C	X
BMR5004M	5	2	Business Research Methods	20	C	X
BMW5005M	5	2	The Business Lab: Real-World Consulting in Action	20	C	X
For students taking the 'with Placement' Programme						
BMP5007P	5P	Y	Placement Year	0	C	NC
BMR6008M	6	1&2	Research Investigation	40	C	NC
BMM6013M	6	1	Designing Your Marketing Career	20	C	X
BMM6014M	6	1	Social Media, Content and Influencer Marketing	20	C	X
BMM6015M	6	2	Global and Cross-Cultural Marketing	20	C	X
BMM6016M	6	2	Social Justice Marketing	20	C	X

Please note that not all options may be available every year as they depend on student demand and staff availability.

Any modules that must be passed for progression or award are indicated in the table above as non-compensable. A non-compensable module is one that must be passed at the relevant level (with a mark of 40) to progress.

Learning, Teaching and Assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops, guest speakers and a range of events and learning activities. Throughout the programme you will be introduced to a range of different teaching and learning strategies.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations, reflection, employability portfolio, creative artefacts 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. At level 4 group assessments are allocated a group mark, while at level 5 and 6 individual marks are allocated to each group member.

You will have the opportunity for formative assessments and feedback to guide your work before submission. Additionally, you will receive detailed feedback on your assessments to help you develop and continuously improve your performance throughout the programme. You will also receive advice on development, areas for further research, and guidance on enhancing your knowledge of business and practice.

You will engage in study development including academic writing, research skills, critical thinking and presentation skills. As well as digital training, in the form of Microsoft Office Specialist (MOS) training and exams, Microsoft Excel workshops, Adobe Professional and Canva training, Artificial Intelligence (AI), all of which will enhance employability and career development in the field of Marketing.

As a graduate searching for employment, you will likely come across the term 'transferable skills'. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you will have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and assessment activities and the opportunities to engage in a range of activities which will not only support this, but which will provide clear evidence of your achievement of them.

Level 4:

The focus of Level 4 is to **build core knowledge and practical skills**. As such you will develop a strong foundation in marketing principle and essential analytical skills. Alongside marketing theory, you will be introduced to market research techniques, equipping you with core skills necessary for market research. In Level 4 you will undertake case-based learning (*Principles of Marketing*) in which you can choose a case study to develop your marketing knowledge and the decision-making process you may require as a marketing manager. In addition, you will be introduced to core concepts related to business (module *Responsible Business*), strategic marketing communications (module *Marketing Communications*) and financial aspects surrounding business (module *Financial Concepts and Planning*). The introduction to these concepts will provide exploration of different areas of marketing and a strong foundation for further specialisation at Level 5, allowing you to tailor your studies based on your career aspirations and interests.

Through live projects and engagement with businesses, you will apply marketing concepts to evaluate real-world marketing and business problems, developing critical thinking, problem-solving and transferable skills that will be essential for your future career. Our aim is to ensure that students from all background can relate marketing theory to real-life issues and gain practical experience from the beginning of their studies.

Level 5:

Building on the core skills and marketing principles from Level 4, the focus at Level 5 will be on developing **advanced techniques and career-focused learning**. You will deepen your understanding of marketing concepts, complex topics and research methods. The focus will be on data-driven decision-making, enabling you to gather, interpret and analyse market research to inform marketing strategies and business decisions.

A vital component of Level 5 is enhancing your employability skills through practical experiences. You will have the opportunity to work on a marketing consultancy project and apply marketing insights to real-world challenges faced by organisations. You will also explore different perspective in marketing, particularly the role of consumer behaviour in decision-making. At Level 5 (for example) there will be evidence of practice-based learning (*Creative Brand Management*) in which you will be expected to engage in practical based activities e.g. we acquire live case studies into the room for which you develop a creative artefact.

During semester 2 you will have the opportunity to undertake a module from another programme. Students with an interest in the events Industry, can select a module from the events programme (module *Global and Intercultural Event Management*), whilst students that have an interest in tourism can select a module from the tourism programme (module *Marketing and Managing Tourist Destination Experiences*). Students may also choose to work alongside Computer Science students and select a module called *Innovative Coders: From Concept to Creation*.

Year in industry – also known as placement year

If you have chosen BA (Hons) Marketing but later decide that you would like to do a placement, you can do this by choosing the University's opt in placement year to run between level 5 and 6. A placement year you will help you to gain valuable experience in real employment. York St John University will provide you with support to help source a placement which meets your career aspirations; however, it is your responsibility to secure your own placement. Support will be available through central University services such as the Careers and Employability Team. Students who undertake the year in industry often return for level 6 more focused on their studies and deemed more job ready by employers. You will be prepared for your placement year through activities throughout level 5, which will assist you in making preparations for applying for and undertaking a placement. This will include CV and cover letter writing, as well as interview skills. You will work with the central University services with the support of an academic tutor to identify placement opportunities. On achieving a year in industry placement, you will need to liaise with the careers and placements team to enable checks around insurance to take place before starting the placement. You will be expected to demonstrate your achievement while on placement through a reflective poster which explores the interconnectivity of university learning and learning in the workplace. In order to undertake a year in industry placement you will need to have achieved the minimum requirements for progression at level 5 and will also have to satisfy the following criteria:

- You must have no outstanding modules from level 4 or 5.
- You must demonstrate a good level of professionalism in your academic conduct within the university, to the point where your course lead is willing to agree your suitability for the proposed placement.

During the year in industry placement, you will be allocated a mentor from within the University, who will monitor your progress throughout the placement. This may include MS Teams/email conversations. You will have a minimum of one field visit which will include a conversation with the employer. There will also be three keeping in touch (KIT) days based on campus where you will be able to meet up with other on placement students, reconnect with friends on campus, and have some sessions about managing your placement and transition back into university life. (NB if your placement is abroad you will be able to join through virtual means)

Level 6:

After developing strong analytical and practical skills in the previous Levels, your final year will focus on **independent research, application of technique and ability to present well-reasoned conclusions**, skills valued by employers.

You will undertake an independent Research Investigation, working closely with a dedicated supervisor who will provide guidance and feedback. The project allows you to apply knowledge and research skills to a topic of your choice, developing expertise in an area that aligns with your interests and career goals.

The module *Social Justice Marketing* will introduce you to responsible marketing strategies, equipping you with the ability to analyse on a range of social justice topics, specialising in your own passions. The module *Global and Cross-Cultural Marketing* critically evaluates the importance of understanding a global marketplace and cross-cultural consumer behaviour. *Social Media, Content and Influencer Marketing* allows you to get creative in designing a campaign and submitting to a global competition. We will also build on the employability and Continuing Professional Development (CPD) with the module *Designing Your Marketing Career*, where we analyse the evolving landscapes, enhance existing skills and learn new ones to ensure you are prepared for life after university.

Progression and Graduation Requirements

The University's [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 as non-compensable.

In addition, the following programme-specific regulations apply in respect of programme and graduation:

- The exit award of BA Ordinary is not available to students entering at Level 6.

Internal and External Reference Points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- [The Code of Practice for Assessment](#)
- [United Nations Sustainable Development Goals](#)

Date written / revised: March 2025

Programme originally approved: