

PROGRAMME SPECIFICATION



1	Awarding Institution	Newcastle University
2	Teaching Institution	Newcastle University Business School
3	Final Award	BSc (Hons)
4	Programme Title	Marketing
5	UCAS/Programme Code/s:	N500 1550U (with placement) 1555U (with study abroad)
6	Programme Accreditation	Chartered Institute of Marketing
7	QAA Subject Benchmark(s)	Business and Management
8	FHEQ Level	Level 6
9	Date written/revised	July 2021

10 Programme Aims

The programme aims to:

- 1 To equip graduates with the depth and breadth of knowledge and understanding of marketing theory, its relevance to practice and its applications to current organisational and future work environments.
- 2 To develop competence in designing and implementing research informed strategic marketing decision making.
- 3 To demonstrate and apply critical awareness of ethical considerations in marketing planning and decision making.
- 4 To enable students to acquire and develop advanced practical and career relevant skills and attributes, applicable to graduate professional career choices.
- 5 To develop graduate employability in the future marketing work environment through in-programme graduate 'gateways' to professional qualifications.

11 Learning Outcomes

The programme outcomes have references to the benchmark statements for QAA Subject Benchmark General Business and Management and provide students with opportunities to demonstrate disciplinary competency by developing their knowledge and understanding of the key principles and theories of marketing and combines theory with the practical application of skills to generate solutions in their subject area.

Knowledge and Understanding

By the end of the programme, as a graduate of the programme students will be able to:

- A1 Synthesise own critical analysis leading to theory and research informed decisions in complex current and future marketing situations.
- A2 Evaluate, justify and apply contemporary marketing knowledge and insight within a variety of traditional and digital marketing strategies.
- A3 Design and justify the application of appropriate research and data analysis methods to interpret customer behaviour within a Business to Consumer and a Business to Business Context.

A4 Evaluate and manage the ethical, environmental and sustainability dimensions linked to marketing activities.

A5 Appraise the role of marketing in a firm's internal and external current and future work environment to identify business and marketing opportunities.

A6 Lead individual and team marketing projects to achieve organisational success.

Teaching and Learning Methods

Knowledge and understanding are primarily imparted via lectures and where appropriate with workshops, tutorials, seminars, computer practical sessions, business simulations, case studies, work related activities and guest speakers.

To support these teaching activities all students are encouraged and expected to engage in independent reading and learning. This is actively supported by the provision of module specific reading lists and access to a wide array of other information sources including the wide variety of available e-journals in the marketing and management field.

Active participation in workshops, tutorials, seminars and computer practical sessions and reflection and discussion of case studies aids further in the development of knowledge and understanding.

Assessment Strategy

Knowledge and understanding are assessed by a variety assessment techniques including:

- a) Unseen Written examination
- b) Seen written examination
- c) Open Book written examinations
- d) Multiple choice exams - unseen
- e) Course work – essays; reports; quantitative assignments; literature reviews
- f) Portfolios
- g) Reflective Skills Summaries
- h) Group Work
- i) Oral Presentations
- j) Case Studies
- k) Class tests
- l) Blackboard based interactive tests

The written papers (unseen/seen/open book) assess knowledge and understanding of core marketing principles in a variety of contexts and the importance of marketing within organisations, different international contexts and society at large.

The assessed coursework comprises essays, business and research reports, course portfolios, individual reflective skills summaries, group work, oral presentations, case studies and class based and blackboard tests.

Knowledge and understanding learning outcomes are also examined in final year by means of either a dissertation or work-related group project.

Only in exceptional circumstances (at the discretion of the external examiner) will viva voce examination be used to help decide on overall degree classifications where students are borderline between two degree classifications.

Intellectual Skills

By the end of the programme, as a graduate of the programme students will be able to:

B1 Apply critical and creative thinking in formal and distributed leadership roles to define and address work-based problems.

B2 Undertake and apply research of relevance to strategic and operational organisational needs.

Teaching and Learning Methods

The teaching of marketing principles, applications and their limitations are delivered through subject specific modules. Teaching on these modules will mainly take the form of lectures supplemented where applicable through workshops, tutorials, seminars, computer practical sessions, business simulations, case studies, work related activities and guest speakers.

Ability to critically think and assess is developed through lectures, seminars, tutorials and case study workshops.

Practical research and cognitive skills of analysis and appraisal and presentation of information are introduced and developed from stage 1 introductory modules to stage 3 advanced modules. Core and compulsory research methods modules at all stages and a compulsory final year dissertation/work related group project provide the primary means for demonstrating all these skills. Core stage 3 modules place particular emphasis on the critical appraisal and synthesis of marketing literature. Problem solving skills through case study analysis are also developed throughout the core marketing modules on the degree programme. Other specific modules will also develop and assess these practical skills.

Students are encouraged to develop intellectual skills through individual essays and reports, group projects, case study analysis and portfolios.

Students are encouraged and expected to engage in independent reading and thought. This is supported by the provision of subject specific reading lists that are both extensive and prioritised.

Opportunities for group discussion will be provided in the majority of modules, both explicitly through module assessment and implicitly through the teaching activities, to ensure that the students learning experience is maximised.

Assessment Strategy

Intellectual skills are assessed by means of essays, business and research reports (individual and group based), portfolios, oral presentations and by unseen/seen/open book written and multiple-choice examinations.

Only in exceptional circumstances (at the discretion of the external examiner) will viva voce examination be used to help decide on overall degree classifications where students are borderline between two degree classifications.

Practical Skills

By the end of the programme, as a graduate of the programme students will be able to:

C1 Recognise and utilise the potential for digitally enhanced organisational capabilities.

Teaching and Learning Methods

Work related and experiential learning, with the aim of providing students with an understanding of marketing in the real world, will be achieved through specialist work related optional modules, case study analysis, industrial visits and guest speakers over the three-year programme.

Assessment Strategy
All cognitive skills are assessed by means of assessment in the form of unseen/seen/open book examinations, essays, business and research reports, course portfolios, individual reflective skills summaries, group work, oral presentations, case studies and class based and blackboard tests.
Transferable/Key Skills
By the end of the programme, as a graduate of the programme students will be able to:
<p>D1 Effectively function in formal and distributed organisational leadership roles.</p> <p>D2 Work effectively in diverse socio-cultural organisational environments.</p> <p>D3 Function as an independent learner and skilled reflective practitioner.</p>
Teaching and Learning Methods
<p>Key skills are formally taught from Stage 1 with an introduction to essay and report writing; oral presentations; using the library, e-journals, databases and the internet as a learning resource; time management; exam and revision skills. In addition, a specific stage 1 module will start to develop specific marketing research and information skills. Advanced skill development of all the above are extended through stage 2 and stage 3 core and compulsory modules. Management of workload is also promoted through a strict coursework and assessment timetable. Workshops, lectures, tutorials, seminars and practical on all stages assist with problem solving skills, written communication, research skills and time management.</p> <p>Individual modules at all degree stages have assessment procedures requiring independent or team working. In addition, the stage 3 work related group project or the dissertation demands demonstration of the ability to work individually on a dissertation, or as part of a team in the project through an assessment schedule which demands of students to prepare written and oral reports over the course of the year.</p>
Assessment Strategy
All key skills are assessed by means of continuous assessment, some of which are based upon presentations, the gathering of information from library and other sources including the internet, and through the timely submission of reports, essays and case studies. All key skills are examined by means of a dissertation or project.
12 Programme Curriculum, Structure and Features
Basic structure of the programme
<p>This is a three year full time programme that is based upon 30 weeks attendance per annum, including examination times. All students undertaking this programme have the option of undertaking a commercial placement between years 2 and 3. This is an option and the onus is placed on the students to arrange the placement. Support is provided by the placement co-ordinator who looks after all those undertaking placements from the Business School.</p> <p>Each stage requires the study of modules with a total credit value of 120. A 10 credit module consists of 100 hours of student effort. This includes lectures, small group teaching, private study, examination revision and completion of continuous assessment. Modules typically consist of 20 credits though final year dissertations and group projects consist of 40 credit module.</p> <p>Stage 1 (All Programmes) is made up completely of 7 compulsory modules which introduce students to marketing and professional skills.</p>

Stage 2 (All Programmes) contains 80 credits of compulsory modules allowing students 40 credits of optional modules. Stage 2 of the degree programme builds on the knowledge and skills acquired at Stage 1. Students have the choice of numerous optional modules giving them the opportunity to start specialising in areas that interest them.

Intercalating Year (4 YEAR PROGRAMME ONLY - 1550U BSc Hons Marketing with Placement and 1555U BSc Hons Marketing with Study Abroad)

On completion of Stage 2 and before entering Stage 3, candidates as part of their studies for the degree spend a year in a placement with an approved organisation (**1550U BSc Hons Marketing with Placement**). Permission to undertake a placement is subject to the approval of the Degree Programme Director.

There is also the opportunity to take part in the Erasmus+ exchange scheme which involves a period of study and/or work placement in a European country (**1555U BSc Hons Marketing with Study Abroad**). It is the responsibility of individual students to make sure they meet the visa requirements of the country in which they plan to undertake a study/work placement. The student would need to let the university's visa team know that they are making changes to their Tier 4 student visas.

The intercalating year modules include two compulsory modules totalling 120 credits (covering the placement or period of study) which is assessed via a series of personal learning records, plus a 20 credit module assessed via a reflective learning account. In order to progress to Stage 3, students must pass both placement modules. Students who fail either module will be required to transfer to Stage 3 of their programme. It is the responsibility of individual students to make sure they meet the visa requirements of the country in which they plan to undertake a study/work placement (this includes UK for international students).

Stage 3 (All Programmes) The final Stage of the degree programme further develops the knowledge and skills acquired at previous stages. Stage 3 consists of one 40 credit compulsory capstone module (students can choose between either the marketing consultancy or marketing dissertation). The remaining 80 credits of optional modules allows students to select from a variety of modules.

Key features of the programme (including what makes the programme distinctive)

Industrial Placement

Students of the 4 Year programme 1550U BSc Hons Marketing with Placement undertake an industrial placement between Stages 2 and 3. Students are responsible securing their placement themselves though significant advice and support is provided by the Business School placement co-ordinator. Companies that have taken N500 students on placement include: IBM, BMW, AUDI, Waitrose, Debenhams, and Hewlett Packard. All students are provided with a placement handbook and are required to undertake the credited module Intercalating Year Personal Learning Record and Intercalating Year Reflective Learning Account whilst on placement.

Professional Qualification Graduate Gateway

The Chartered Institute of Marketing (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. Newcastle University has joined forces with CIM to give students the opportunity to gain professional qualifications through CIM Graduate Gateway. CIM qualifications are highly sought after by employers, and map alongside our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.

Following the successful mapping of the degree against CIM professional marketing qualifications, students, provided that they have a 2:2 in their degree, qualify for at least one exemption against CIM qualifications. This means they only have to pass two assessments, rather than three to gain either the CIM Certificate in Professional Marketing or the CIM Diploma in Professional Marketing, or possibly both.

Analytical Focus

This programme has been designed to be a very comprehensive research focused marketing degree programme. The curriculum places an emphasis on the development of advanced analytical and quantitative skills through a series of quantitative based modules at all stages. This focus on quantitative analytical skill development and on social influence marketing appears is seen as a unique selling point of this degree programme.

It has been repeatedly observed through placement student assessments and feedback from employers that the numerical and analytical skills of our graduates are noticeably higher after their placement and attributable to their real world work experience.

The Professional Marketer Team Project

This project challenges students to become marketing professionals that can develop working relationships in a team, generate an idea for a new product or service, research the concept, develop a marketing plan for the product launch and deliver business style presentations and reports to deadlines. An industry guest speaker attends and assesses the final presentation. The individual assessment at the end of the project allows students to evaluate their individual progress. The project is innovative as not only are work-related skills developed but higher level skills such as critical evaluation and reflective practice. This means that the project is suitable for students entering a wide range of careers including business, the voluntary sector and academic research.

Programme regulations (link to on-line version)

[N500 Programme Regulations](#)

13 Support for Student Learning

Generic information regarding University provision is available at the following link.

[Generic Information](#)

14 Methods for evaluating and improving the quality and standards of teaching and learning

Generic information regarding University provision is available at the following link.

[Generic Information](#)

15 Regulation of assessment

Generic information regarding University provision is available at the following link.

[Generic Information](#)

In addition, information relating to the programme is provided in:

The University Prospectus (see <http://www.ncl.ac.uk/undergraduate/>)

The University Regulations (<http://www.ncl.ac.uk/regulations/docs/>)

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided. The accuracy of

the information contained is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.