

Academic Year 2024/25

Bachelor of Science with Honours in Marketing
UCAS Code: N500 (3 years)

Bachelor of Science with Honours in Marketing with Placement
Internal Code: 1550U (4 years)

Bachelor of Science with Honours in Marketing with Study Abroad
Internal Code: 1555U (4 years)

Bachelor of Science with Honours in Marketing with Work Placement and Study Abroad
Internal Code: 1450U (4 years)

Notes

- (i) *These programme regulations should be read in conjunction with the University's Taught Programme Regulations.*
- (ii) *All optional modules are offered subject to the constraints of the timetable and to any restrictions on the number of students who may be taught on a particular module. Not all modules may be offered in all years and they are listed subject to availability.*
- (iii) *Unless otherwise stated under 'Type', modules are not core.*
- (iv) *A compulsory module is a module which a student is required to study.*
- (v) *A core module is a module which a student must pass, and in which a fail mark may neither be carried nor compensated; such modules are designated by the board of studies as essential for progression to a further stage of the programme or for study in a further module.*
- (vi) *All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*

1. Stage 1

(a) All candidates shall take the following compulsory modules:

Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type	Mode
BUS1001	Introduction to Management and Organisation	20	10	10	4	Compulsory	
BUS1004	Understanding Business Growth	20	10	10	4	Compulsory	
BUS1020	Digital Business	20	10	10	4	Compulsory	
MAS1403	Quantitative Methods for Business Management	20	10	10	4	Compulsory	Blended Learning
MKT1002	Introduction to Marketing	20	10	10	4	Compulsory	
MKT1010	Marketing Ethics	10		10	4	Compulsory	
MKT1012	Academic and Professional Skills	10	10		4	Compulsory	

NOTE: Students who are required to take the University English Language assessment, or equivalent, and achieve below 70 must take INU9094 Writing for Business School Undergraduates and/or INU9052 Listening and Speaking Practice Sessions (Part 1) AND INU9072 Listening and Speaking Practice Sessions (Part 2) on a NOT FOR CREDIT basis (in addition to the 120 credits listed above). This rule does NOT apply to students formerly registered on the International Foundation or IYO programmes at INTO @ Newcastle.

2. Stage 2 (All Programmes)

(a) All candidates shall take the following 80 credits of compulsory modules:

<i>Code</i>	<i>Descriptive Title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MKT2004	Research Methods for Business and Marketing	20	10	10	5	Compulsory	
MKT2009	Strategic Marketing	20	10	10	5	Compulsory	
MKT2010	Integrated and Digital Marketing Communications	20	10	10	5	Compulsory	
MKT2012	Consumer Behaviour	20	10	10	5	Compulsory	

(b) All candidates shall select **at least one** of the following 20 credit optional modules to study 120 credits:

<i>Code</i>	<i>Descriptive Title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MKT2001	Global Marketing	20	10	10	5		
MKT2008	Services Marketing	20	10	10	5		

(c) Candidates shall select **one** of the following 20 credits of optional module **if they need to do so to study 120 credits**:

<i>Code</i>	<i>Descriptive Title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
ACC1003	Introduction to Accounting and Finance (for Business School Students)	20	10	10	4		
BUS2036	Business Analysis and Business Analytics	20	10	10	5		
NCL2007	Career Development for Second Year Students	20	10	10	5		

With the approval of the Degree Programme Director alternative optional modules to those listed above may be selected.

3. Intercalating Year

a. Candidates who have passed all stage 1 and stage 2 modules at first or second attempt may, at the end of stage 2 and before entering stage 3, spend a year in a placement with an

approved organisation as part of their studies for the degree. Such candidates shall transfer to 1550U BSc (Hons) Marketing (with Placement).

- b. For academic year 2021/22 only, the intercalating year studying abroad can be undertaken following completion of Stage 3 for candidates completing Stage 2 in 2019/20. For all other candidates the intercalating year studying abroad shall be taken upon completion of Stage 2 and before entering Stage 3.
- c. Permission to undertake a placement or study abroad is subject to the approval of the Degree Programme Director. 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. Travel and study abroad will be guided by institutional policy and governmental guidance at the time.
- d. The University **will** withdraw UK student (Tier 4) visas for International students spending a year overseas. It will then be the sole responsibility of the student to re-apply, in a timely fashion, for a UK student (Tier 4) visa to return to Newcastle to complete their studies.
- d. All candidates shall take the following compulsory module:

<i>Code</i>	<i>Descriptive Title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
NBS3000	Business School Mobility	120	60	60	6		

Placement opportunities will be guided by national and institutional policy at the time and travel and study abroad will be guided by institutional policy and governmental guidance at the time.

4. Stage 3 (All Programmes)

- (a) All candidates shall choose **one** of the following 40 credit optional modules:

<i>Code</i>	<i>Descriptive Title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MKT3096	Marketing Dissertation	40	20	20	6		
MKT3097	Marketing Consultancy Project	40	20	20	6		

- (b) All candidates shall select 80 credits of optional modules selected from the following list:

<i>Code</i>	<i>Descriptive Title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
MKT3006	Global Advertising and Brand Promotion	20	10	10	6		
MKT3012	Digital Marketing	20	10	10	6		
MKT3014	New Product and Service Development	20	10	10	6		
MKT3019	Data Driven Marketing Decisions	20	10	10	6		
MKT3021	Brand Management	20	10	10	6		

MKT3095	Cultural and Heritage Marketing	20	10	10	6		
MKT3018	Supply Chain Management	20		20	6		
NES3110 and NES3111	Marketing and Public Policy Communication and Behaviour Change	20	10		6 6		
NCL3007*	Career Development for Final Year Students	20	10	10	6		

* Students may study NCL3007 if they did not study NCL2007 at Stage 2. Students who studied NCL2007 at Stage 2 are not permitted to take NCL3007 at Stage 3.

With the approval of the Degree Programme Director alternative optional modules to those listed above may be selected.

5. Assessment Methods

Details of the assessment pattern for each module are explained in the module outline.

6. Degree Classification

Candidates will be assessed for degree classification on the basis of all the modules taken at Stage 2 and 3 with the weighting of 0:1:2 for the three stages.

7. Name of Award.

Candidates who choose to take the intercalating year shall be transferred onto one of the four stage versions of the programme depending on where it is taken:

- Candidates who study abroad for one year after completion of Stage 2 will be transferred onto the 1555U programme and will graduate with a BSc (Hons) Marketing (with Study Abroad).
- Candidates who choose to take a work placement will be transferred onto the 1550U programme and will graduate with a BSc (Hons) in Marketing (with Placement).
- Candidates who choose to do both a work placement and a study abroad scheme will be transferred onto the 1450U programme and will graduate with a BSc (Hons) in Marketing (with Work Placement and Study Abroad).