

Academic Year 2024/25

Bachelor of Science with Honours in Marketing and Management
UCAS Code: NN52 (3 year)

Bachelor of Science with Honours in Marketing and Management with Placement
Internal Code: 1152U (4 year)

Bachelor of Science with Honours in Marketing and Management with Study Abroad
Internal Code: 1552U (4 year)

Bachelor of Science with Honours in Marketing and Management with Work Placement and Study Abroad
Internal Code: 1449U (4 year)

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:

<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>
BUS1001	Introduction to Management and Organisation	20	10	10	4		
BUS1004	Understanding Business Growth	20	10	10	4		
BUS1020	Digital Business	20	10	10	4		
MAS1403	Quantitative Methods for Business Management	20	10	10	4		Blended Learning
MKT1010	Marketing Ethics	10		10	4		
MKT1012	Academic and Professional Skills	10	10		4		
MKT1103	Introduction to Marketing	20	10	10	4		
MKT5000	Preparing for Success	0	0	0	6		

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).

2. Stage 2

(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>
BUS2025	Managing Human Resources	20	10	10	5		
BUS2032	Service Operations Strategy and Management	20	10	10	5		
MKT2004	Research Methods for Business and Marketing	20	10	10	5		
MKT2012	Consumer Behaviour	20	10	10	5		
MKT5000	Preparing for Success	0	0	0	6		

(b) All candidates shall select 40 credits of optional modules from the following list. Candidates can only take 40 credits of Level 4 modules in Stage 2:

<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		
BUS2011	Business Enterprise	20	20		5		
BUS2019	Understanding Work and Organisations	20		20	5		

BUS2031	Managing Change	20		20	5		
BUS2036	Business Analysis and Business Analytics	20	10	10	5		
MKT2001	Global Marketing	20	10	10	5		
MKT2008	Services Marketing	20	10	10	5		
MKT2009	Strategic Marketing	20	10	10	5		
MKT2010	Integrated and Digital Marketing Communications	20	10	10	5		
NCL2007	Career Development for Second Year Students	20	10	10	5		

(c) 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 1152U BSc (Hons) Marketing and Management (with Placement).
- b. Permission to undertake a placement or study abroad is subject to the approval of the Degree Programme Director. It is the responsibility of the 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.
- e. 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		

In order to progress to Stage 3, students must pass NBS3000 Business School Mobility. Students who fail this module will be required to transfer to Stage 3 of NN52.

3. Stage 3

(a) 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>
MKT5000	Preparing for Success	0	0	0	6	Compulsory	

(b) 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>
BUS3003	Advanced Business Practice	40	20	20	6		
BUS3051	Management Dissertation	40	20	20	6		
BUS3053	Management Consultancy Project	40	20	20	6		
MKT3096	Marketing Dissertation	40	20	20	6		
MKT3097	Marketing Consultancy Project	40	20	20	6		

(c) 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>
BUS3004	Business Information Systems	20	10	10	6		
BUS3050	Management of Creativity, Design and Innovation	20	10	10	6		
BUS3060	International Entrepreneurship	20	20		6		
BUS3065	International Human Resource Management	20		20	6		
BUS3066	Critical Issues Human Resource Management: Pragmatic Dilemmas in Managing the Workplace of the Future	20	20		6		
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		
MKT3018	Supply Chain Management	20		20	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		
NCL3007	Career Development for Final Year Students*	20	10	10	6		
NES3110 and NES3111	Marketing and Public Policy and Communication and Behaviour Change	20	10	10	6 6		

** If students choose to study a Career Development module they should 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.

4. Assessment Methods

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

5. Degree Classification

Candidates will be assessed for degree classification on the basis of all the modules taken at Stages 2 and 3 with the weighting of the stages being 1:2 for Stage 2 and Stage 3 respectively. The placement year will be assessed on a pass/fail basis and will not contribute to degree classification.

6. 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 1552U programme and will graduate with a BSc (Hons) Marketing and Management (with Study Abroad)
- Candidates who study abroad for one year after completion of Stage 3 will be transferred onto the 1714U programme and will graduate with a BSc (Hons) Marketing and Management (with Year Abroad)
- Candidates who choose to take a work placement will be transferred onto the 1152U programme and will graduate with a BSc (Hons) Marketing and Management (with Placement)
- Candidates who choose to do both a work placement a study abroad scheme will be transferred onto the 1449U programme and will graduate with a BSc (Hons) Marketing and Management (with Work Placement and Study Abroad)