

PROGRAMME SPECIFICATION



1	Awarding Institution	Newcastle University
2	Teaching Institution	Newcastle University
3	Final Award	BSc (Honours)
4	Programme Title	Marketing and Management
5	UCAS/Programme Code	NN52 1152U (with placement) 1552U (with study abroad) 1449U (with placement and study abroad)
6	Programme Accreditation	Chartered Institute of Marketing Chartered Management Institute
7	QAA Subject Benchmark(s)	Business and Management
8	FHEQ Level	Level 6
9	Last updated	May 2024

10 Programme Aims

In line with the requirements of Quality Assurance Agency (QAA), the overall aims of the programme are:

1. to study organisations, their management and the changing external environment in which they operate. Organisations include a wide range of different types, e.g. private, public and not-for-profit, service and manufacturing together with a variety of sizes and structures.
2. to prepare students for a career in marketing, business, management and a wide range of other employments, or to be capable of undertaking a taught postgraduate programme.
3. to produce graduates with a capacity for critical evaluation of arguments and evidence, and for independent and self-managed learning.

More specifically the overall aims of the programme are to provide students with:

4. The opportunity to develop key skills and knowledge of marketing and management and the application of theory to practice in various organisational sectors and business settings.
5. A depth of understanding of the scale and scope of the role of marketing and management in strategic and operational decision-making in current and future business environments
6. A theoretical and practical insight into the utility of innovative and creative approaches to marketing, management and business development opportunities.
7. Applied social and management science research skills relevant to strategic organisational planning..
8. The opportunity for career development as marketing and business practitioners through in-programme graduate 'gateways' to further professional qualifications
9. The ability to demonstrate and apply critical awareness of ethical considerations in marketing and management.

11 Learning Outcomes

The learning outcomes have references to the benchmark statements for 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 in their subject area and combines theory with the application of skills to generate solutions in their discipline.

Knowledge and Understanding
<p>On successful completion of the programme, students will be able to:</p> <p>A1. Plan, and effectively apply in practice, individual and collaborative research-based projects, using relevant and appropriate methods of inquiry.</p> <p>A2. Critically analyse and evaluate the relevance of marketing and management theory and its application to practice in organisational settings and business environments.</p> <p>A3. Critically analyse the ethical, legal and social responsibility implications of marketing and management decision-making in business practice.</p> <p>A4. Formulate and present a structured, balanced theoretical and applied research informed argument to critically appraise marketing and management practice in a professional organisational context.</p> <p>A5. Critically appraise and interpret the uses and application of quantitative and qualitative data collection methods to inform evidence-based marketing and management decision-making.</p> <p>A6. Theoretically evaluate and apply in practice effective leadership skills, qualities and attributes appropriate to efficient organisational group and team relationships and performance.</p>
Teaching and Learning Methods
<p>The objective of the programme of study is to produce graduates who possess a comprehensive knowledge and understanding of marketing and business management as well as a range of practical, professional and key transferable skills required for graduate employability and life-long learning. In order to achieve this, the learning and teaching strategy is designed to encourage a progressive acquisition of subject knowledge and skills by moving from study methods that have a greater degree of support and assistance gradually towards more independence and self-direction.</p> <p>The programme employs a diversity of learning and teaching methods including: lectures, seminars, workshops, simulation and supervision. The primary means of imparting knowledge and understanding is through the lectures and seminars, which guide students towards independent reading and enable students to check their learning through group discussions and problem solving/practice. Each module has a site in the University's Virtual Learning Environment (Canvas). Where applicable modules include electronic submission, assessment and feedback.</p>
Assessment Strategy
<p>The programme assessment strategy has been designed to assess students' subject specific knowledge as well as their cognitive and intellectual skills and transferable skills applicable to the workplace. The strategy ensures students are provided with formative assessment opportunities throughout the programme which support their summative assessments. The overall assessment load has also been considered to prevent bunching of assessments.</p> <p>A variety of assessment tools have been used to ensure that the overall strategy provides a range of different opportunities to demonstrate knowledge and understanding, these include: formal examinations (seen and unseen), MCQ's, case studies, research/consultancy reports, presentations (group and individual), poster presentations (group and individual), essays and dissertation.</p>
Intellectual Skills
<p>On successful completion of the programme, students will be able to:</p> <p>B1. Apply critical and creative thinking in formal and distributed leadership roles to define and address work-based problems.</p>

B2. Undertake and apply research of relevance to strategic and operational organisational needs.
Teaching and Learning Methods
Intellectual skills are in the first instance developed by encouraging students to prepare and give presentations at seminars and in lectures relating to particular marketing and business problems. Students have the opportunity to practice through student-centred project work and analysis of current research in seminars and tutorials. Students are expected to further develop cognitive skills while on placement.
Assessment Strategy
Intellectual skills are assessed by essays/ reports, presentations, projects and unseen examinations.
Practical Skills
On successful completion of the programme, students will be able to: C1. Appraise and utilise the potential for digitally enhanced organisational capabilities.
Teaching and Learning Methods
Practical skills are developed via lectures and seminars where the theory is demonstrated and then followed up in assessments based on experiential learning. Students are provided with the opportunity to practice and master digital literacy skills, including the use of various IT packages and software, quantitative and analytical skills within their taught sessions and formative/summative assessments over the duration of their studies. The work placement also provides students the opportunity to demonstrate and use practical skills.
Assessment Strategy
Assessments based around experiential learning: students manage projects in Introduction in Marketing, Marketing Research, Career Development, Business Enterprise, Digital Marketing, Marketing/Management Consultancy Project
Transferable/Key Skills
On successful completion of the programme, students will be able to: D1. Effectively function in formal and distributed organisational leadership roles. D2. Work effectively in diverse socio-cultural organisational environments. D3. Function as an independent learner and skilled reflective practitioner.
Teaching and Learning Methods
These are introduced to students through skills sessions within modules. Oral communication skills are in particular developed through seminars and presentations. Team working skills are seen as an essential part of students learning on the marketing and management programme and these are developed through group-based activities both inside and outside seminar times. Students develop their time management skills through time constrained activities in class and through set work for seminars. Business games, entrepreneurial start-ups and consultancy work allow students to develop initiative and adaptability whilst functioning independently. Reflective thinking/writing is developed over the course via formative and summative assessments. All transferable skills will be utilised during the placement year (where applicable).

Assessment Strategy
These are assessed through presentations, practical reports, consultancy reports, computer assessments and unseen examinations.

12 Programme Curriculum, Structure and Features

Basic structure of the programme

Duration of the course: The programme is studied over three or four years on a full-time basis. This consists of 30 weeks attendance per annum.

Stages: Each stage of the course requires students to study modules with a credit value of 120. A 10-credit module consists of 100 hours of student effort, covering lectures, seminars, private study, completion of coursework and revision. Modules can vary in size from 10 to 40 credits.

The programme is structured to allow for continuous development of marketing and management students through the various levels of study. The modules provide students with a programme that equips them for their future roles and thus aids their employability which is a key thread through each individual module and at each stage of the programme. Modules on the programme interlink - both across and within levels and help students move from a foundational knowledge of marketing and management to strategic implementation.

Stage 1 provides students with a foundation in the disciplines of marketing and management including an introduction to marketing, introduction to management and organisation, understanding business growth, quantitative methods for business management, digital business, ethics in marketing, critical consumption and corporate social responsibility and academic and professional skills. All modules at Stage 1 are compulsory.

Stage 2 focuses on the operations and systems of organisations, human resource management, consumer behaviour, and research methods for business and marketing. Students may select optional modules at Stage 2, which allow them to begin to specialise in certain marketing/management areas, develop entrepreneurial skills or develop a modern foreign language. There are 80 credits of compulsory modules and 40 credits of optional modules at Stage 2.

Stage 3. There is a compulsory 40-credit research-based capstone module, students can choose from 6 different modules (i.e. Marketing/ Management Dissertation; Marketing/ Management Consultancy Project or Advanced Business Practice). This compulsory 40-credit module allows students to further develop their independent learning and research skills, as well as team working skills (where one of the consultancy modules are taken). Optional modules may be selected to allow further specialisation in marketing/ management. There are 40 credits of compulsory modules and 80 credits of optional modules at Stage 3.

Intercalating year: Between Stages 2 and 3 students may undertake a Placement in the UK or abroad or Study Abroad year. Prior to this year, towards the end of Stage 2, the module leader of the intercalating year modules will provide briefing sessions for students, tailored to their choice of activity for the year. The objectives of the placement are to provide insights into marketing and/or management methods and decision making, to enhance basic skills and to provide an opportunity to make links between the academic content of the programme. Placement opportunities are advertised to the students through the Business School Placement and Study Abroad Team, which plays an active role in identifying opportunities, and students then have to apply and undergo full selection procedures. The placements normally carry attractive salaries and other benefits. Students will also be supported by the School's Placement and Study Abroad Team.

At this stage of the degree programme students also have the opportunity to take part in exchange scheme which involves a period of study overseas at one of our partner institutions. Permission to undertake a placement or study abroad year is subject to the approval of the Degree Programme Director. This involves transfer to the with Study Abroad programme code.

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.

For students who wish to undertake a combination of both work placement study abroad, there is an opportunity to transfer to the with Placement and Study Abroad programme code. Interested in this is limited as it can be difficult to facilitate and requests will be considered on a case by case basis.

The intercalating year modules include one module of 120 credits (covering the placement or period of study) which is assessed via two assignments asking students to action plan for the year and then reflect on the skills that they have developed. Students who fail this module will be required to transfer to Stage 3 of the 3 year degree code so that the activity that they have failed is not reflected in their degree title.

Please see Appendix for the Programme Structure at each stage of study.

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

The Marketing and Management degree has been designed specifically around the needs of the graduate marketplace and based on the academic knowledge and practical skills which students pursuing roles in these disciplines need in order to assist in the running of a marketing department and/or management of successful organisations. The Marketing and Management programme offers a broadly based curriculum, suitable for many careers in marketing, business, and management.

Key features include:

- Vocationally Orientated – the programme covers theory in depth and then applies it to the real world either by case studies or through applied student projects. The programme team consists of academics with considerable commercial experience in a range of marketing and management related roles that are able to bring commercial examples into the classroom to aid understanding and knowledge application. In addition, the programme makes use of practitioner experts as guest speakers, adding additional value to the students' learning experience.
- Innovative teaching methods – in addition to the traditional methods of teaching – lectures, seminars, practical workshops and supervision, Simulation is also used to aid teaching and provide students with an innovative, practical approach to their learning. This simulation method of teaching requires students to make real-time marketing and management decisions and gives them the opportunity to not only analyse relevant data and apply theories, concepts and analytical techniques learnt throughout the programme but to see the effect of these in a real world competitive business scenario.
- Employability – embedded throughout the programme through the practical and applied nature of the various modules and the way in which the programme uses guest speakers, case studies, "live" projects with employers (local, regional national and international), engagement with clients and optional work placements. This exposure is beneficial to the students as it gives a practical perspective on topical and timely factors affecting marketing and business managers whilst allowing them to build relationships and networks with potential employers.
- The Marketing and Management programme offers a work/study placement year. Approximately 25% of students on the programme finishing their 2nd year of studies go on to a work placement. Upon graduation, the majority of these students are offered a job in the respective organisation where the work placement took place.
- Professional Bodies and Accreditation - the Programme has exemptions with the Chartered Institute of Marketing (CIM) for some of their modules on their professional qualifications. These exemptions allow students to benefit further from their degree programme and encourage students to gain further professional qualifications up to 3 years after graduating at one of the CIM's Accredited Study

Centre's. In addition, subject to successful completion of the Digital Marketing module at Stage 6, students will have the opportunity to sit an IDM exam and gain the IDM Certificate in Digital Marketing. The Programme is also accredited by the Chartered Management Institute.

Programme regulations (link to on-line version)

[NN52, 1152U, 1552U, 1449U Programme Regulations 2025-26](#)

13 Support for Student Learning

Generic information regarding University provision is available [here](#).

1. Induction:

Students will be inducted into each level of their studies within the first week of the first semester; the content and approach will be tailored to address the student needs accordingly:

- The Level 4 extended induction programme will help students transition into Higher Education and is designed to enable them build a positive relationship with the School, their programme, the teaching team and their peers. Sessions will be facilitated by the Degree Programme Director and will include talks from the Senior Tutor, members of the teaching team, student services, IT and the Library. The International Office offers an additional induction programme for overseas students.
- The Level 5 and Level 6 induction programmes will focus on a range of key topics, depending upon the level of study. Students will be encouraged to recognise the demands represented by each of the transitional stages and to develop strategies for raising attainment in regard to their previous year (s) performance.

Both new and continuing students will be given detailed programme information and the timetable of lectures/practicals/labs/ tutorials/etc.within their respective induction sessions.

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

Generic information regarding University provision is available [here](#).

Accreditation reports

N/A

Additional mechanisms

N/A

15 Regulation of assessment

Generic information regarding University provision is available [here](#).

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

The University Prospectus: <http://www.ncl.ac.uk/undergraduate/degrees/#subject>

Degree Programme and University Regulations: <http://www.ncl.ac.uk/regulations/>

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.