

Academic Year 2026/27

Bachelor of Science with Honours in Marketing (with International Year One)

Programme Code:

1094I (September Entry)

1014I (January Entry)

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 (Sept)</i>	<i>Code (Jan)</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>
INU1101	INU1501	English for Academic Purposes	20	10	10	4	Core
INU1105	INU1505	Marketing	20	10	10	4	Core
INU1106	INU1506	Management and Organisation	20	10	10	4	Core
INU1107	INU1507	Academic and Professional Development	20	10	10	4	Core
INU1110	INU1510	Introduction to Economics	20	10	10	4	Core
INU1111	INU1511	Quantitative Methods	20	10	10	4	Core

(b) Assessment Methods

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

(c) Re-sit Assessment

As an exception to the University Examination Conventions re-assessment may take place before the August/September period on the recommendation of an interim progress board.

For the English for Academic Purposes (EAP) module, the following will apply:

Note:

The required pass mark for the module is 65 (an average of the four subskills (reading, listening, writing and speaking). The required competence level (as determined by UKVI regulations) in each subskill is 55. A minimum mark of 55 in all subskills as well as an average of 65 across all four components is required to pass the EAP module.

If a student has achieved a module mark of 65 or more but has one or more subskill mark of less than 55, then in line with Programme Regulations the student has not passed the module. In this case, the student will be required to re-sit only those subskills where they have failed to achieve the competence level of 55.

A student will only be granted one re-sit opportunity.

The second attempt result achieved at the subskill level will be capped at 65, but the overall module mark will be uncapped. The overall module mark will be calculated as an average of the capped mark(s) achieved at the second attempt, together with any first attempt subskill mark(s) where a re-sit was not required. This is to ensure that the University is provided with the student's actual English language competence level and that the re-sit capping penalty is only attached to those components being retaken.

(d) Progression to Stage 2

In order to progress to Stage 2 of the programme, both of the requirements listed below will need to be met:

- An overall average Stage 1 score of at least 55%, with no failed modules. This average excludes the INU1101/INU1501 English for Academic Purposes module.
- The required mark for INU1101/INU1501 English for Academic Purposes module is at least 65 overall, with no individual sub-skill less than 55.

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>
EIN2004	Research Methods for Business and Marketing	20	10	10	5		
MKT2009	Strategic Marketing	20	10	10	5		
MKT2010	Integrated and Digital Marketing Communications	20	10	10	5		
MKT2012	Consumer Behaviour	20	10	10	5		

(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		
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(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		
ISO2036	Business Analysis and Business Analytics	20	10	10	5		

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

3. Stage 3

(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		
ISO3018	Supply Chain Management	20		20	6		
NCL3007	Career Development for Final Year Students	20	10	10	6		

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 Stage 2 and 3 with the weighting of 0:1:2 for the three stages.

6. Name of Award.

Upon successful completion of the programme, the degree title awarded will be BSc Marketing (with International Year One).