



Course Specification Part A

Full-time BA (Hons) Business and Marketing

FBLU048

Faculty of Business and Law

School of Marketing and Management

Academic Year 2020/2021

For September 2020 Starters

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

PART A Course Specification

Full-time BA (Hons) Business and Marketing

1. Introduction

The **BA (Hons) Business and Marketing (BABM)** course provides an opportunity for students to develop advanced knowledge and understanding of business and marketing, as categorised by the Bachelor's Degree in Business and Management benchmark, UK Quality Assurance Agency for Higher Education (QAA, 2015). This course equips students with a broad range of business knowledge together with a focus on marketing enabling them to be effective marketers in public, private or voluntary organisations. The course has the principles and practices of marketing at its core, but also provides students with the broader knowledge and skills of business management and leadership that contribute to success for market-led organisations.

The BABM is offered by the School of Marketing and Management (SMM). BABM is studied by full-time students over a three-year period or four years if students complete a UK work placement or study/work abroad year. The course is designed to enable students to develop knowledge, skills and behaviours that support an international management career in a Marketing or Business role. As a CIM accredited study centre, Coventry University will enable students to top-up their Business and Marketing honours degree with the CIM Professional Diploma in Marketing qualification.

The general ethos of the BABM course is to engage with both the theories and practice of marketing and business. Furthermore, the course places the practical and responsible planning and ethical decision making of these core disciplines within the broader functions of organisations. This approach provides a well-rounded view, which enables graduates to confidently embark on graduate employment and/or postgraduate study, demonstrating a professional level of transferable, practical and cognitive skills to reflect on situations and respond effectively to future challenges.

The course is distinct due to its focus on corporate engagement, responsible management and internationalisation. Teaching, learning and assessment strategies are grounded in the corporate world, using real life international case studies where possible, and this is reinforced by experiential learning, and an opportunity for a 12-month international/UK work placement in the third year. The internationalisation of the course is supported by the use of international teaching materials and case studies, the opportunity for students to spend a year overseas at a partner institution, the diversity of the teaching team, and the use of Collaborative Online International Learning (COIL) projects. These involve students interacting with other students from international partner institutions in order to bring different cultural perspectives into the application of marketing concepts and a global dimension to their studies for continuous personal development.

One of the key innovative features of the course is the use of the DigiComm Lab, which supports the development of students' digital fluency skills in the use of digital marketing platforms for business and marketing solutions. This is an interactive and engaging learning environment, where students not only apply the academic theories, but also gain the knowledge of using industry software.

The course incorporates Coventry University's unique Add+vantage modules which offer students an extensive range of cross-university modules aimed at developing work related knowledge and employability skills. A 10-credit Add+vantage module is mandatory at each stage of the course.

BABM complements the existing suite of undergraduate study within SMM, by providing an opportunity for students to specialise in the marketing industry. The course incorporates the University's education strategy and embeds the principal pillars of transformative learning such as international engagement and community contribution/responsibility through consistent consideration of the ethical, responsibility and sustainability issues of marketing.

2 Available Award(s) and Modes of Study

| Title of Award | Mode of attendance | UCAS Code | FHEQ Level |
|----------------------------------|--------------------------------|-----------|------------|
| BA (Hons) Business and Marketing | FT: 3 years | NNF5 | Level 6 |
| (Fallback awards) | FT with sandwich year: 4 years | | |
| BA Business and Marketing | | | Level 6 |
| BA Marketing Studies | | | Level 6 |
| | | | Level 5 |

| | | | |
|--|---|--|---------|
| Diploma of Higher Education in Business and Marketing Certificate of Higher Education in Business and Marketing | | | Level 4 |
| 3 Awarding Institution/Body | Coventry University | | |
| 4 Collaboration | N/A | | |
| 5 Teaching Institution and Location of delivery | Coventry University | | |
| 6 Internal Approval/Review Dates | Date of approval*/latest review*: 03/2017 Date for next review: Academic year 2025/2026 | | |
| 7 Course Accredited by | Chartered Institute of Marketing (CIM). The course has been designed to meet professional body requirements. | | |
| 8 Accreditation Date and Duration | CIM accreditation is updated annually. | | |
| 9 QAA Subject Benchmark Statement(s) and/or other external factors | <p>Quality Assurance Agency (2015) The QAA Subject Benchmark Statement for Bachelor's Degrees in Business and Management [online] http://www.qaa.ac.uk/publications/information-and-guidance/publication?PubID=2915#.WBmo5C2LSUK</p> <p>The course is subject to approval by the Chartered Institute of Marketing (CIM) for Graduate Gateway status.</p> <p>The course design has also taken into consideration a Professional Competencies Framework for Marketing (CIM 2016), in terms of the core, technical and behaviour competencies that will be required of future professionals in advertising and marketing.</p> <p>CIM, 2016. <i>Professional Marketing Competencies</i> [online] https://www.cim.co.uk/more/professional-marketing-competencies/</p> <p>The course reflects the Business School's commitment, as a prime signatory, to the six Principles for Responsible Management Education (PRME) http://www.unprme.org/.</p> | | |
| 10 Date of Course Specification | January 2020 | | |
| 11 Course Director | Jaswinder Sekhon | | |

12 Outline and Educational Aims of the Course

The educational aims of the BA (Hons) Business and Marketing course are to:

1. Develop students' ability to apply the knowledge and skills they acquire to both the theory and practice of marketing and business.
2. Equip students with appropriate analytical tools to investigate marketing and broader business challenges and develop appropriate solutions.
3. Develop students' critical awareness and understanding of contemporary marketing concepts and theories as applied to modern businesses.
4. Provide a broad and varied educational experience within which learning occurs, engaging students in experiential learning and a wide range of international business and market contexts.
5. Enhance skills for learning and personal development so that learners are able to work with self-direction and autonomy to manage their own lifelong learning.
6. Provide students with the opportunity to pursue international careers in the marketing and business world, and to participate in relevant professional marketing qualifications such as CIM.

The aforementioned educational aims align with the QAA Framework for Higher Education Qualifications (2008) descriptors at Level 6.

13 Course Learning Outcomes

A student who successfully completes the course will be able to:

1. Understand, evaluate and apply the principles and latest developments in the theory of marketing.
2. Evaluate the business functions, and management and leadership principles that contribute to success in competitive market situations.
3. Explore and assess the opportunities and challenges of the internationalisation of business.
4. Apply and evaluate business and marketing initiatives to contribute to community well-being.
5. Critically analyse the use of digital marketing platforms for business solutions.
6. Examine strategic decision-making methods used to address business challenges.
7. Implement a variety of the methods for market research and interpret the value of data for decision-making.
8. Demonstrate a professional level of transferable, practical and cognitive skills to resolve a range of business and marketing challenges.
9. Act as independent learners, communicate to an audience effectively in written, verbal or electronic formats and demonstrate effective interpersonal skills and intercultural competences to work in a team.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, their credit value are identified in Table 1 below.

Modules within the course may be classed as:

Mandatory (M) – These modules are compulsory.

Options (O) – These modules are chosen from a prescribed list of modules.

Details regarding the patterns and modes of attendance, as well as other distinctive features of the course are presented below.

14.1 Patterns and modes of attendance

The course is available either on a three-year full-time basis or a four-year sandwich basis which includes a one year placement. Students are encouraged to take the opportunity of either a placement year or study/work abroad year between stages two and three of the course.

Section 6.4 of University regulations concerning enrolment and registration are applicable to the course.

14.2 The Sandwich Year

The options are:

- A 12 month study/work placement abroad year (5003SMM)
- A 12 month UK work placement (5002SMM)

The aim of the option year is to enhance the employability prospects and career development of the students and it therefore contributes to the University's mission statement. The potential benefits of the option year to the students are considerable and include:

- Experience in job-searching, self-presentation and interviews.
- Work experience which supports future career prospects
- Confidence in their capacity to contribute to the organisation that employs them.
- Understanding of how their studies relate to practice.
- Self-discipline and organisation.
- Building relationships with prospective employers.
- Opportunity for international experience in a different culture.

Students preparing for the option year, whether in the UK or internationally are supported by the Faculty's Business Futures Team, members of which will help in the preparation of CVs, preparation for interviews and employment and provide support throughout the year. The Faculty has links to a number of suitable employers and can assist with finding opportunities for placements. Placements are subject to availability and a competitive application process. However, students are encouraged to seek alternative sources of employment themselves with guidance provided by the Faculty's Business Futures Team.

The University has a wide range of partners where students can undertake a period of study abroad. This route gives students the opportunity to:

- Add an additional international dimension to their course.
- Appreciate the language and culture of another country.
- Experience the teaching and learning environment of an international institution.

Students who opt for the study/work placement abroad year will develop an international and intercultural aspect to their study and learning; the ability to communicate in, and appreciate, international working/study methods; and it will enhance their interpersonal skills and increase their employability. Students wishing to take the option of the study/work placement abroad year will receive support and guidance from the Centre for Global Engagement (CGE).

14.3 Innovative or distinctive features of the course

- Focuses on employability, with the development of employment-ready skills and employment targeting through the levels of the course.
- Provides opportunities for experiential learning and engagement with live enterprises.
- Provides real world experiences to prepare students to be effective marketers who can operate in dynamic and evolving business landscapes across a range of business enterprises from SMEs to MNEs.
- Develops a structured hierarchy of academic skills through the course to build the levels of conceptual understanding, application and then critical evaluation.
- Develops competences to operate within varied digital environments to support and enhance business operations and functions, including marketing.

- Allows students to study the analytical and financial aspects of marketing within the broader context business.
- Enables students to make responsible, ethical and sustainable decisions in the context of marketing for business enterprises.
- Enables students to develop intercultural skills and awareness, and be self-directed lifelong learners for successful careers in marketing or business.

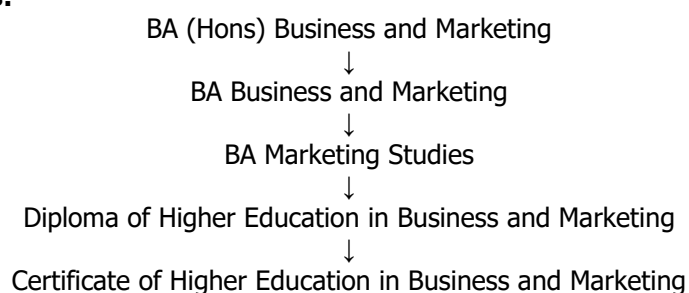
14.4 Progression and Awards

The conditions given below are specific regulations for an honours degree in Business and Marketing. They are in addition to current University Academic Regulations.

Progression requirements

Progression is in accordance with the University Academic Regulations referring to regulation 6.4.2a and 6.5.1.

14.5 Cascade of Awards:



14.6 Conditions for Awards

- For a BA (Hons) degree in Business and Marketing, a student must have passed all mandatory modules plus options to a total of 360 credits, excluding 5003SMM and 5002SMM.
- For the unclassified degree called BA Business and Marketing, a student must have passed a minimum of 300 credits, including at least 100 credits at level 4 80 credits at level 5 and 80 credits at level 6 including all mandatory modules. The 300 credits exclude 5003SMM and 5002SMM.
- The unclassified degree called BA Marketing Studies is a fall-back award created for students who pass a minimum of 300 credits, including at least 100 credits at level 4 80 credits at level 5 and 80 credits at level 6 but who have failed one or more mandatory modules. The 300 credits exclude 5003SMM and 5002SMM.
- For a Diploma of Higher Education in Business and Marketing a student must have passed a minimum of 240 credits including 100 credits at level 4 and 100 credits at level 5.
- For a Certificate of Higher Education in Business and Marketing a student must have passed a minimum of 120 credits, with at least 100 credits at level 4.
- 5003SMM and 5002SMM cannot count towards the total number of credits required for an award and cannot count towards the final degree classification.

Table 1-BA (Hons) Business and Marketing

Students who choose to complete a placement year must choose either Study/Work Placement Abroad (5003SMM) or UK Work Placement (5002SMM). The 40 credits awarded for modules 5001SMM and 5000SMM do not count toward the 360 credits required for the award of BA (Hons).

| Module credit level | Module Code | Title | Credit Value | Mandatory/ Optional | Course Learning Outcomes |
|---|--------------------|---|---------------------|----------------------------|---------------------------------|
| Year 1. All Mandatory Modules (110 credits) plus Add+Vantage (10 credits) | | | | | |
| 4 | 4001MKT | Employment and Academic skills | 10 | M | 8, 9 |
| 4 | 4006MKT | Marketing Research and Data Analysis | 20 | M | 1, 2, 7, 8, 9 |
| 4 | 4002MKT | Marketing Principles and Practice | 20 | M | 1, 6, 8, 9 |
| 4 | 4008FIN | Financial Management for Business | 20 | M | 2, 7, 8, 9 |
| 4 | 4004MKT | Introduction to Integrated Marketing Communications | 20 | M | 1, 3, 4, 5, 8, 9 |
| 4 | 4016SSL | Organising for Business | 20 | M | 2, 3, 6, 8, 9 |
| 4 | Add+Vantage | XXXXXXXXXXXXXX | 10 | M | |
| Year 2. All Mandatory Modules (110 credits) plus Add+Vantage (10 credits) | | | | | |
| 5 | 5005MKT | Career Preparation | 10 | M | 8, 9 |
| 5 | 5007MKT | Marketing Insight | 20 | M | 7, 8, 9 |
| 5 | 5010MKT | Marketing Management | 20 | M | 1, 2, 3, 7, 8, 9 |
| 5 | 5006MKT | Consumer Behaviour | 20 | M | 3, 4, 7, 8, 9 |
| 5 | 5009MKT | Digital Business | 20 | M | 2, 5, 7, 8, 9 |
| 5 | 5008HRM | Management and Leadership in Marketing | 20 | M | 2, 4, 6, 8, 9 |
| 5 | Add+Vantage | XXXXXXXXXXXXXX | 10 | M | |
| 5 | 5003SMM | Study/Work Placement Abroad Year* | 0 | O | 3,8,9 |
| 5 | 5002SMM | UK Work Placement* | 0 | O | 2,8, 9 |
| Year 3. All Mandatory and Optional Modules (110 credits) plus Add+Vantage (10 credits) | | | | | |
| 6 | 6005MKT | Career Development | 10 | M | 8, 9 |
| 6 | 6011MKT | Marketing Strategy | 20 | M | 1, 2, 3, 4, 5, 6, 8, 9 |
| 6 | 6016MKT | Contemporary Marketing Issues | 20 | M | 1, 2, 3, 4, 7, 8, 9 |

| | | | | | |
|---|-------------|------------------------------------|----|---|------------------|
| 6 | 6021MKT | Responsible Business Strategy | 20 | M | 2, 4, 6, 7, 8, 9 |
| 6 | 6000SMM | Project | 20 | M | 1,2,7, 8, 9 |
| 6 | Add+Vantage | XXXXXXXXXXXXXX | 10 | M | |
| 6 | 6010MKT | Global Marketing** | 20 | O | 2, 3, 8, 9 |
| 6 | 6020MKT | Enterprise & Entrepreneurship** | 20 | O | 2, 6, 8, 9 |
| 6 | 6001HRM | Innovation & Change** | 20 | O | 2, 4, 8, 9 |

* Mandatory for study abroad/work placement students

** Students choose one option from 6010MKT Global Marketing, 6001HRM Innovation and Change and 6020MKT Enterprise and Entrepreneurship

15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found at <http://www.ucas.ac.uk/profiles/index.html>

For students entering with advanced standing the AP(E)L procedure will be explained and applied in accordance with University Regulations.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 6.0 or equivalent

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard [University Regulations](#).

17 Indicators of Quality Enhancement

The following are key indicators of quality and standards:

- The course has been designed in accordance with the QAA Subject Benchmark Statement for Bachelor's Degrees in Business and Management (QAA, 2015)
- Coventry Business School is ranked by EDUNIVERSAL in the 'Excellent Business School' (3 Palmes) worldwide category. EDUNIVERSAL provides a ranking and information system for students in order to help decide which Business School to study at (<http://eduniversal-ranking.com/>).
- Coventry Business School has signed up to 'The Principles for Responsible Management Education' (PRME) initiative <http://www.unprme.org/>. PRME has six principles, including; Purpose, Values, Method, Research, Partnership and Dialogue. All six principles of PRME are practised in the course.
- The School of Marketing and Management has a strong portfolio of active researchers who regularly publish in peer reviewed internationally-recognised publications.
- External Examiner reports point to the quality of the current courses offered within the School of Marketing and Management which have been strongly commended. This course complements the already successful suite of undergraduate courses offered within the School of Marketing and Management.
- A significant number of professional bodies (e.g. CIM and CIPD) have recognised degrees offered by the School of Marketing and Management.
- The Guardian University Guide 2016 ranked the University 15th overall (of 116 universities) and 11th for Business, Management and Marketing related subjects.
- The University was ranked in the top 4% of worldwide higher education institutions in 2014 by QS World University Rankings.
- University of the Year, 2015 at the Times Higher Education Awards (2015).
- Modern University of the Year for 2014, 2015 and 2016.
- National Student Survey (NSS), Destination of Leavers in Higher Education (DLHE) and Coventry University's Module Evaluation Questionnaires (MEQs) provide regular measures of quality.

The QAA's Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- setting and maintenance of the academic standards of awards.
- quality of student learning opportunities.
- quality of the information about learning opportunities.
- enhancement of student learning opportunities.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Faculty Undergraduate Student Handbook and Course Handbooks, available from the module web page
- Module Guides produced for all modules and are available on the Moodle Module page
- Module Information Directory

<https://webapp.coventry.ac.uk/MidWebNext/Main.aspx>

- Teaching plan and module resource documents produced for all modules available on Moodle
- Study Support information is accessible from the home page of the CU Student Portal

<https://students.coventry.ac.uk/Pages/index.aspx>