

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Marketing with Advertising and Public Relations
2	Course Code	US1122-02
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	Chartered Institute of Marketing (CIM)

6	Course Description
	<p>Recognised by the Chartered Institute of Marketing our BA (Hons) Marketing with Advertising and Public Relations degree gives you the practice-based skills needed to succeed in the ever-changing discipline of marketing. This approach not only gives you the marketing knowledge needed but also the personal skills employers demand, allowing you to make an immediate impact upon graduation. This experience is further enhanced by the opportunity to undertake a yearlong placement.</p> <p>Businesses value marketing more than ever due to its ability to identify opportunities, shape experiences and drive profits. It is an ever-evolving discipline, constantly responding to changes in technology and consumer behaviour.</p> <p>To be successful in this exciting area not only requires a depth understanding of the core principles, but also relies on having the acumen and practical abilities to apply and adapt this knowledge in a wide variety of scenarios. This in-demand course has been designed to give you the practical and professional skills that employers seek through our practice-based learning approach</p> <p>What's covered in the course?</p> <p>Inspiring our students in all aspects of marketing, advertising and public relations, we put an emphasis on employability, Employability focused means more than securing a role on graduation, it is an enduring principle that ensures that you have the resources and competencies to maximise all of your future career opportunities. You will receive this through every module and through enhanced experiences such as the opportunity to work in our very own student-led marketing agency. Placements are available, with numerous companies holding our placement students in high regard thanks to their real-world practical skills.</p> <p>Subject to approval this course is also fully recognised by Chartered Institute of Marketing (CIM). This helps to ensure content remains fresh, relevant and full of key industry insight to ensure you industry-ready the second you graduate. This recognition also ensures you will receive the maximum possible exemptions from the CIM Professional Diploma</p> <p>This course is one of five marketing degrees that have been designed to meet the diverse</p>

areas of marketing. Your course allows you to understand all of the core principles of marketing with advertising and public relations but it is part of a suite which allows you to switch to another course irrespective of the one you entered on. This allows you to develop additional specialist skills of your choice and career aspirations, alongside the core underpinning market concepts you will need in practice.

Each course in the suite has been designed to:

- Equip students with the ability to apply marketing theory and practice in a variety of business situations.
- Develop key transferable skills that are essential to a career in marketing.
- Meet the accreditation requirements of Chartered Institute of Marketing.
- Provide students with the opportunity to develop specialist marketing skills of their choice.

You can switch to alternative course after the first year, as all level 4 modules are common to all courses. On successful completion of this level, you will be able to choose a degree from the following list or remain on BA Marketing with Advertising and Public Relations course:

- BA (Hons) Marketing with Commercial Management
- BA (Hons) Marketing with Digital Communication
- BA (Hons) Marketing with Consumer Psychology
- BA (Hons) Marketing

7 Course Awards			
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Marketing with Advertising and Public Relations	Level 6	360
	Bachelor of Arts with Honours Marketing with Advertising and Public Relations with Professional Practice Year	Level 6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Marketing with Advertising and Public Relations	Level 4	120
	Diploma of Higher Education Marketing with Advertising and Public Relations	Level 5	240
	Bachelor of Arts Marketing with Advertising and Public Relations	Level 6	300
	Bachelor of Arts Marketing with Advertising and Public Relations with Professional Placement Year	Level 6	420

8	Derogation from the University Regulations
	None

9	Delivery Patterns		
Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
Full Time	City Centre	3 years	US1122-02
Full Time with Professional Placement Year	City Centre (and placement provider)	4 years	US1124-02
Part Time	City Centre	5 years	US1123-02

10	Entry Requirements
<p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/, or may be found by searching for the course entry profile located on the UCAS website.</p>	

11a	Course Level Outcomes
	This degree course will progress you through level learning outcomes detailed below to ensure that you meet the benchmarks set out in the latest Quality Assurance Agency for Higher Education (QAA) subject benchmark for Business and Management standards as well as the overall course learning outcomes detailed.
	Level 4 – Theoretical Underpinning
1	Develop knowledge and understanding of the major theories, principles, concepts of marketing, advertising and public relations
2	Recognise the practices of marketing, advertising and public relations within a wider business context.
3	Acquire of key transferable skills essential to a career in marketing, advertising and public relations
4	Apply acquired marketing knowledge and transferable skills within a defined marketing environment.
	Level 5 – Professional Practice Emphasis
1	Differentiate a range of marketing advertising and public relations strategies.
2	Utilise principles of marketing, advertising and public relations practice in an operational context.
3	Critically analyse commercial scenarios and use a range of marketing and business techniques to solve a set marketing problem.
4	Effectively communicate and present information, arguments and analysis in a variety of forms
	Level 6 – Strategic Focus
1	Formulate marketing, advertising and public relations knowledge and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain marketing problems.
2	Design and construct effective methods of communicating marketing concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
3	Implement professional skills in contexts where the scope of the task and the criteria for decisions are generally well defined, but where some personal responsibility and initiative is required.
4	Apply professional and academic skills to create and justify compelling marketing solutions.

11b	Course Learning Outcomes
	The overall course learning aims are:
	Knowledge and Understanding: On successful completion of the BA (Hons) Marketing with Advertising and Public Relations course you will be able to:
K1	Appraise and apply the major theories, principles and concepts of marketing, advertising and public relations
K2	Interpret the practices of marketing advertising and public relations within a wider business context and defined marketing environment.
K3	Utilise principles of marketing,, advertising and public relations practice in an operational context.
K4	Use a range of marketing and business techniques to initiate and undertake critical analysis of business scenarios, applying findings to solve a set marketing problem.
K5	Utilise marketing knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain marketing problems.
K6	Differentiate, evaluate and create a range of marketing, advertising and public relations strategies and tactics.
K7	Identify international issues and assess the impact for marketing operations and strategy.
K8	Evaluate the ethical and sustainability impact of marketing decisions.
	Skills and Other Attributes: On successful completion of the BA (Hons) Marketing Advertising and Public Relations course, you will have acquired skills in the following areas, with the ability to:
T1	Effectively communicate and present information, arguments and analysis in a variety of forms, including written and oral communication.
T2	Compose and construct effective methods of communicating marketing concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
T3	Apply appropriate professional skills in a variety of business and marketing scenarios.
T4	Utilise and apply appropriate professional skills to create and justify compelling marketing solutions.
T5	Employ critical thinking skills to explain and solve marketing related issues.
T6	Use creative thinking to design innovative solutions in a given marketing context.

12	Course Requirements																																																														
12a	<p>Level 4: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr><td>MKT4022</td><td>Principles of Marketing</td><td>20</td></tr> <tr><td>MKT4024</td><td>Developing Your Personal Brand</td><td>20</td></tr> <tr><td>MKT4023</td><td>Creative Concepts and Design</td><td>20</td></tr> <tr><td>MKT4025</td><td>Consumer Behaviour</td><td>20</td></tr> <tr><td>ACC4034</td><td>Finance for Managers</td><td>20</td></tr> <tr><td>MKT4026</td><td>Content Marketing</td><td>20</td></tr> </tbody> </table> <p>Level 5: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr><td>MKT5042</td><td>Brand Dynamics and Activation</td><td>20</td></tr> <tr><td>MKT5045</td><td>Data, Insights and Analytics</td><td>20</td></tr> <tr><td>MKT5022</td><td>Marketing Communications Planning</td><td>20</td></tr> <tr><td>MKT5048</td><td>Experience Design</td><td>20</td></tr> <tr><td>MKT5043</td><td>Visual Communications for Marketers</td><td>20</td></tr> <tr><td>MAN5092</td><td>Live Event Experiences</td><td>20</td></tr> <tr> <td colspan="3" style="background-color: #ffffcc;">Optional Module</td> </tr> <tr> <td>BUS5080</td> <td>Study Abroad</td> <td>20</td> </tr> </tbody> </table> <p>Level 5: <i>In order to qualify for the award of BA (Hons) Marketing with Advertising and Public Relations with Professional Placement Year a student must successfully complete the following module:</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PPY5001</td> <td>Professional Placement Year</td> <td>120</td> </tr> </tbody> </table> <p>Level 6: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MKT6XXX</td> <td>Marketing Strategy and Leadership</td> <td>20</td> </tr> </tbody> </table>			Module Code	Module Name	Credit Value	MKT4022	Principles of Marketing	20	MKT4024	Developing Your Personal Brand	20	MKT4023	Creative Concepts and Design	20	MKT4025	Consumer Behaviour	20	ACC4034	Finance for Managers	20	MKT4026	Content Marketing	20	Module Code	Module Name	Credit Value	MKT5042	Brand Dynamics and Activation	20	MKT5045	Data, Insights and Analytics	20	MKT5022	Marketing Communications Planning	20	MKT5048	Experience Design	20	MKT5043	Visual Communications for Marketers	20	MAN5092	Live Event Experiences	20	Optional Module			BUS5080	Study Abroad	20	Module Code	Module Name	Credit Value	PPY5001	Professional Placement Year	120	Module Code	Module Name	Credit Value	MKT6XXX	Marketing Strategy and Leadership	20
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MKT6XXX	One Planet Business	20
MKT6XXX	Contemporary Advertising	20
MKT6XXX	Public Relations and Reputation Management	20

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules

Module Code	Project Routes	Credit Value
MKT6XXX	Creativity, Innovation and Entrepreneurship	20
MKT6XXX	Managing Customer Relationships	20
MKT6XXX	Digital Analytics for Marketing	20
MKT6XXX	Selling and Sales Management	20
MKT6XXX	Cross Cultural Consumer Behaviour	20
MKT6XXX	Digital Enterprise	20
BUS6XXX	Business Advice Project (Major)	40
BUS6XXX	Business Research Project (Major)	40
BUS6XXX	Business Start-Up Project (Major)	40
BUS6XXX	Community Advice Project (Major)	40
BUS6XXX	Employability Project (Major)	40
QME6XXX	Economics Research Project (Major)	40
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Research Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Start-Up Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Community Advice Project	20 20

12b Structure Diagram

Full Time Course Structure

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 4	S1	Principles of Marketing (20 credits)	Developing Your Personal Brand (20 credits)	Creative Concepts and Design (20 credits)
	S2	Consumer Behaviour (20 credits)	Finance for Managers (20 credits)	Content Marketing (20 credits)
Level 5	S1	Brand Dynamics And Activation (20 credits)	Data, Insights and Analytics (20 credits)	Visual Communications (20 credits)
	Optional International Exchange			
	S2	Marketing Communications Planning (20 credits)	Experience Design (20 credits)	Live Event Experiences (20 credits) Optional: Study Abroad (20 credits)
	Optional International Exchange			
Level 6	S1	Project Route (40 credits)/ Option Module (20 credits)	Marketing Strategy and Leadership (20 credits)	Contemporary Advertising (20 credits)
	S2	Project Route (40 credits)/ Option Module (20 credits)	One Planet Business (20 credits)	PR Planning and Reputation Management (20 credits)

Optional Modules

Semester 1

Creativity, Innovation and Entrepreneurship
Managing Customer Relationships
Digital Analytics for Marketing

Semester 2

Selling and Sales Management
Cross Cultural Consumer Behaviour
Digital Enterprise

Full Time with Professional Placement Year Course Structure

Level 4	S1	Principles of Marketing (20 credits)	Developing Your Personal Brand (20 credits)	Creative Concepts and Design (20 credits)
	S2	Consumer Behaviour (20 credits)	Finance for Managers (20 credits)	Content Marketing (20 credits)
Level 5	S1	Brand Dynamics And Activation (20 credits)	Data, Insights and Analytics (20 credits)	Visual Communications (20 credits)
		Optional International Exchange		
	S2	Marketing Communications Planning (20 credits)	Experience Design (20 credits)	Live Event Experiences (20 credits) Optional: Study Abroad (20 credits)
		Optional International Exchange		
Professional Placement Year (120 credits)				
Level 6	S1	Project Route (40 credits)/ Option Module (20 credits)	Marketing Strategy and Leadership (20 credits)	Contemporary Advertising (20 credits)
	S2	Project Route (40 credits)/ Option Module (20 credits)	One Planet Business (20 credits)	PR Planning and Reputation Management (20 credits)

Optional Modules

Semester 1

Creativity, Innovation and Entrepreneurship
 Managing Customer Relationships
 Digital Analytics for Marketing

Semester 2

Selling and Sales Management
 Cross Cultural Consumer Behaviour
 Digital Enterprise

Part Time Structure

Year 1	Semester 1	L4 Introduction to Creative Concepts and Design (20 credits)	L4 Principles of Marketing (20 credits)
	Semester 2	L4 Consumer Behaviour (20 credits)	L4 Finance for Managers (20 Credits)
Year 2	Semester 1	L4 Developing Your Brand (20 Credits)	L5 Data, Insights and Analytics (20 credits)
	Semester 2	L4 Content Marketing	L5 Marketing Communications Planning (20 credits)
Year 3	Semester 1	L5 Brand Dynamics and Automation (20 credits)	L5 Visual Communications (20 credits)
	Semester 2	L5 Experience Design (20 credits)	L5 Live Event and Experiences (20 credits)
Year 4	Semester 1	L6 Marketing Strategy and Leadership (20 credits)	L6 Contemporary Advertising (20 credits)
	Semester 2	L6 One Planet Business (20 credits)	L6 Public Relations and Reputation Management (20 credits)
Year 5	Semester 1	L6 Project Route (40 credits) (or 2 x 20 Level 6 credit option modules, one from each Semester)	
	Semester 2		

Optional Modules

Semester 1

Creativity, Innovation and Entrepreneurship
 Managing Customer Relationships
 Digital Analytics for Marketing

Semester 2

Selling and Sales Management
 Cross Cultural Consumer Behaviour
 Digital Enterprise

Level 6 (Year 3) Project Routes

Level 6 Project Routes(s) – You are required to choose one project route							
	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6	Route 7
S1							Business Research Methodology and Practice
S2	Business Advice Project (Major)	Business Research Project (Major)	Business Start-Up Project (Major)	Community Advice Project (Major)	Employability Project (Major)	Economics Research Project (Major)	1. Business Research Project OR 2. Business Start-up Project OR 3. Community Advice Project

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	40
Exam	20
In-Person	40

Level 5

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	83
Exam	0
In-Person	17

Level 6

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	60
Exam	15
In-Person	25