

## Programme Specification

### BA (Hons) Marketing

### BA (Hons) Marketing (with placement)

<i>School:</i>	York St John Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2024-25
<i>in the month(s) of:</i>	September and January (Level 6) <sup>1</sup>
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	Chartered Institute of Marketing (CIM)
<i>Exit awards:</i>	Certificate of Higher Education Business Management Diploma of Higher Education Business Management Diploma of Higher Education Business Management (with placement) BA (Ord) Marketing BA (Ord) Marketing (with placement)
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Business Management (2015)
<i>Mode/s of study:</i>	<a href="#">Undergraduate periods of study</a> for full-time  Non-standard period of study as follows: <ul style="list-style-type: none"><li>• Full-time 3 years or 4 years with placement</li></ul>
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Placement year opportunity:</i>	Yes

---

## Introduction and special features

As the global business environment continues to become increasingly competitive and challenging, businesses need to be more innovative, take more risks and develop sustainable marketing strategies that serve their customers and have a positive impact on society's wellbeing. The BA (Hons) Marketing award aims to provide you with a critical understanding of the marketing function of organisations and the role of business in contemporary society.

Studying the BA (Hons) Marketing programme is a great opportunity to gain a degree that is clearly focused on your long-term career prospects, in a wide variety of contexts. Whether you are thinking of setting up your own business, working in a large corporation, the public sector or not-for-profit sector, you will need to possess an understanding of how businesses operate and how marketing can contribute to their success.

---

<sup>1</sup> Direct entry to Level 6 is available in September and January, but entry to other Levels is restricted to September

But working in marketing is also about working with people, and we will enable you to develop your own skills as a team player, and a group member able to take the lead.

Our Marketing programme allows you to specialise in marketing and observe the interrelationships with other functions such as finance. Alongside this knowledge you will also develop the skills you will need to be effective in a marketing role.

Accredited by the Chartered Institute of Marketing (CIM) and aligned with our Work-Related Experiential Learning framework (WREL), the BA (Hons) Marketing represents the opportunity to earn a degree that integrates a critical understanding of the marketing function of an organisation, and the role you can play when joining the workforce.

The WREL designed activities ensures that the course is delivering authentic content and the tasks and skills you will encounter in the workplace and in life after graduation. Our marketing students will be given the opportunity to assess, analyse and evaluate real organisations that our facing increased challenges in the global market, and propose solutions and enhancements to their marketing strategies. You will receive invaluable feedback from professionals on the skills you have shown, enabling you to reflect and build a dynamic portfolio of skills, preparing you for future employment.

As signatories to PRME (Principles for Responsible Management Education), York Business School are committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

If you are studying on the BA(Hons) Marketing with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between your second and third year.

### **Special features**

- Accreditation with the Chartered Institute of Marketing.
- Opportunity to qualify as a Microsoft Office Specialist.
- Taught by a small yet highly qualified and approachable business management and marketing team.
- Use of 'real life' (live) projects in assessments, giving you practical application of the theory.
- Development of employability skills through a Continuing Professional Development framework (Success Lab).
- Throughout the course there is regular opportunity to engage with a range of practicing marketers, organisations, employers and entrepreneurs and take part in work related experiences and internships.
- Programme of guest speakers which will enhance your learning and links with the business community.
- Opportunity to compete in business simulation competitions.

### **Admissions criteria**

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

## **Programme aim(s)**

The aims of the programme are to:

1. Prepare you for a career in marketing in a rapidly changing business and social environment with the skills needed to adapt and develop as the environment changes
2. Enable you to be a graduate who is able to improve the quality of marketing Management decision-making, leadership and business practice across a range of Organisations and in a variety of contexts.

## **Programme learning outcomes**

Upon successful completion of the programme students will be able to:

### **Level 4**

#### **Knowledge and understanding**

- 4.1 Examine and explain a range of relevant concepts, theories and models to the solution of marketing problems.
- 4.2 Describe the impact of marketing issues on business.

#### **Cognitive and thinking skills**

- 4.3 Demonstrate the ability to apply a range of academic, analytical and intellectual skills relevant to Level 4 study including, information gathering, analysis and problem identification.
- 4.4 Describe the role of marketing in business firms and demonstrate understanding of key elements of marketing.

#### **Practical/professional skills**

- 4.5 Exhibit skills in relation to communication, organisation and working with others.
- 4.6 Demonstrate the ability to find evidence and viewpoints for marketing related issues and to make rational assumptions, identify implication and formulate conclusions.

#### **Key transferable skills**

- 4.7 Demonstrate own learning with guided support to explore a wide variety of learning sources and opportunities.

### **Level 5**

#### **Knowledge and understanding**

- 5.1 Compare and Contrast a range of relevant concepts, theories and models to the solution of marketing problems.
- 5.2 Apply appropriate marketing theories and concepts to an organisational content and discuss the implication of results.

#### **Cognitive and thinking skills**

- 5.3 Apply a range of academic and intellectual skills relevant to Level 5 study including, information gathering, problem solving, analysis and evaluation.

#### **Practical/professional skills**

- 5.4 Exhibit analytical problem-solving skills to develop and utilise environmental analysis and develop marketing options to solve complex and unstructured business and environmental problems.
- 5.5 Conduct a research appropriate to Level 5 by using marketing concepts and theories.

#### **Key transferable skills**

- 5.6 Show independence in analysis, evaluation and learning to explore a wide variety of learning sources and opportunities.

### **Level 6**

#### **Knowledge and understanding**

- 6.1 Apply a range of relevant concepts, theories and models to the solution of marketing problems.
- 6.2 Critically evaluate a range of approaches relevant to marketing management.
- 6.3 Critically evaluate marketing theories and concepts to develop appropriate business solutions, through an extended piece of research.

### Cognitive and thinking skills

6.4 Apply a range of academic and intellectual skills relevant to undergraduate level study including, information gathering, problem solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid business decision making.

### Practical/professional skills

6.5 Exhibit the achievement of skills in relation to communication, organisation and working with others.

6.6 Conduct research and enquiry to further your understanding and to inform marketing decision-making.

### Key transferable skills

6.7 Manage own learning to explore a wide variety of learning sources and opportunities.

### Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take <b>C or O</b>	non-compensatable or compensatable <b>NC or X</b>
BMB4001M	4	1	Practising Responsible Business Behaviours	20	C	X
BMM4001M	4	1	Principles of Marketing	20	C	X
BMM4002M	4	1	Creative Approaches to Services Marketing	20	C	X
BMD4002M	4	2	Business Analytics and the Block Chain	20	C	X
BMM4003M	4	2	Marketing Research	20	C	X
BMM4011M	4	2	Marketing Communications	20	C	X
BMM5001M	5	1	Strategic Marketing Planning	20	C	X
BMM5002M	5	1	Marketing through Digital Activity	20	C	X
BMN5014M	5	1	Consumer Behaviour	20	C	X
BMR5002M	5	2	Research Methods for Service Industries	20	C	X
BMW5003M	5	2	Career Development and Employability	20	O	X
BMW5004M	5	2	Entrepreneurship and Business Development	20	O	X
BMM5010M	5	2	Strategic Brand Management	20	C	X
<b>For students taking the 'with placement' programme</b>						
BMB5009P	5P	Y	Placement Year	0	C	NC
BMR6001M	6	1&2	Research Investigation	40	C	NC
BMD6004M	6	1	Designing Your Marketing Career	20	C	X
BMM6012M	6	1	Social Media, Content and Influencer Marketing	20	C	X
BMM6004M	6	2	Global and Cross Cultural Marketing	20	C	X
BMM6005M	6	2	Developing the Consumer Experience	20	C	X

## **Continuing professional development**

You are strongly encouraged to undertake Continuing Professional Development throughout your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events under the guise of 'Success Lab' which will help you to progress through the course and into the job market and provide the work-based skills employers require.

Success Lab, a three-year programme that runs alongside your degree, has been developed in partnership with leading graduate recruiters and industry leaders. You will attend events and short courses that are offered in addition to your degree. We will offer you additional qualifications and experience in areas that are important for employers such as public speaking, Sage accounting and copywriting.

You will be offered the chance to attend exhibitions and make visits, to take part in our leadership and management programme and to attend a series of inspiring lectures with executive speakers. In the past we have hosted CEOs and Chief Executives from Pandora, Royal Mail, ASDA and Welcome to Yorkshire among others.

## **Study abroad**

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad<sup>2</sup> as part of your studies during your second year.

## **Learning, teaching and assessment**

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

Throughout the programme you will be introduced to a range of different teaching and learning strategies. For example, in Level 4 you will undertake case-based learning (*Principles of Marketing*) in which you can choose a case study to develop your marketing knowledge and the decision-making process you may require as a marketing manager. At Level 5 (for example) there will be evidence of practice-based learning (*Strategic Marketing Planning*) in which you will be expected to engage in practical based activities e.g. we get life case studies into the room for which you develop a Strategic Marketing Plan. Finally, at Level 6 you will demonstrate your skills through practice and enquiry-based learning giving you the opportunity to develop creative and innovative solutions to problems through *Developing the Brand Identity, Global and Cross Cultural Marketing* and *Developing the Consumer Experience*.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Marketing.

<sup>2</sup> If you are taking the placement award you are only eligible for one semester abroad.

As a graduate searching for employment, you will likely come across the term **transferable skills**. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you are going to have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School, seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and assessment activities and the opportunities to engage in a range of activities which will not only support this but which will provide clear evidence of your achievement of them.

### **Progression and graduation requirements**

The University's [general regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

The exit award of BA Ordinary is not available to students entering at Level 6.

### **Internal and external reference points**

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

---

*Date written / revised: June 2019*

*Programme originally approved: July 2019*