

Programme Specification: Undergraduate

For students starting in Academic Year 2017/2018

1. Course Summary

Names of programme(s) and award title(s)	Marketing Marketing with Placement Year Marketing with International Year (see Annex A for details)
Award type	Dual Honours/Minor <i>NB:</i> Students who study their two Principal subjects in humanities and/or social science subjects will be awarded the degree of Bachelor of Arts (with Honours) (BA Hons). All students who study a science Principal subject are candidates for the degree of Bachelor of Science (with Honours) (BSc Hons) irrespective of their second Principal subject.
Mode of study	Full time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Duration	3 years 4 years with either the Placement Year or International Year between years 2 and 3
Location of study	Keele University – main campus
Accreditation (if applicable)	Not applicable
Regulator	Office for Students (OfS)
Tuition Fees	UK/EU students: Fee for 2017/18 is £9,250* International students: Fee for 2017/18 is £13,000** <i>or</i> £14,150** <i>(if combined with a laboratory-based Principal Subject)</i> The fee for the placement year is calculated at 20% of the standard year fee

* These fees are regulated by Government. We reserve the right to increase fees in subsequent years of study in response to changes in government policy and/or changes to the law. If permitted by such change in policy or law, we may increase your fees by an inflationary amount or such other measure as required by government policy or the law. Please refer to the accompanying Student Terms & Conditions. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

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	The fee for the international year abroad is calculated at 15% of the standard year fee
Additional Costs	Refer to section 18

How this information might change: Please read the important information at <http://www.keele.ac.uk/student-agreement/>. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

2. What is a Dual Honours programme?

Dual Honours degrees are degrees that are taken in two different subjects, resulting in an *X and Y* degree title, for example *Marketing and Economics*. If you are taking a Dual Honours programme, these will be the two subjects you applied for. These are referred to as your Principal Subjects.

In a Dual Honours degree you must take at least 120 credits in each Principal Subject, accrued over all three levels of study, with at least 30 credits in Year 1 (Level 4) and at least 45 credits in each of Years 2 and 3 (Levels 5 and 6) in each of two Principal Subjects. The remaining available credits can be filled with modules from these subjects or other subjects entirely.

What is a Major/Minor programme?

Major/Minor degrees are degrees that are taken in two different subjects, much like a Dual Honours degree, except that you will specialise in the Major subject. In a Major/Minor degree you will need at least 225 credits in your Major subject over your three years of study with at least two modules (30 credits) taken each year in your Major Subject, although some Principal Subjects will require you to take more than this and this will be stated in the relevant programme specification. You will also need 90 credits in your Minor subject with a minimum of 30 credits (two modules) taken in Year 1 (Level 4) and 45 credits (three modules) taken in Year 2 (Level 5).

Students taking the Minor Route in Marketing might not necessarily be able to demonstrate that they have achieved all of the Programme's learning outcomes.

3. Overview of the Programme

Studying the Marketing Principal Programme at Keele offers students the opportunity to gain knowledge and understanding of the marketing approaches, techniques and strategies that are used by a range of organisations, including businesses and the not-for-profit, or public, sector. The Marketing subject at Keele is taught from a critical perspective, encouraging students to develop independent thinking to challenge the taken-for-granted assumptions that are often made about marketing theory and practice: this approach allows students to develop a more informed view about how marketing impacts upon the social, cultural and economic world. After studying the foundational module of Marketing Principles, students will go on to gain further in-depth knowledge of markets through analysis of customers and their behaviour. This is supplemented with the development of Market Research skills to evaluate and develop successful marketing strategies. In addition to this, the programme also has significant opportunities to explore the role of Digital Marketing as an area of activity that demands specific skill requirements for contemporary marketers. In the final year of study, students take a more strategic view of marketing as well as having the opportunity to tailor their studies to their own particular interest, through the selection of marketing modules such as Consuming Cultures, Contemporary Retail Environments, Brands and Branding and Current Ideas in Marketing.

The four-year Placement option provides students with the opportunity to undertake a year-long professionally focused placement (minimum 30 weeks full-time (1,050 hours) or equivalent) between the 2nd and 3rd year of their degree programme in a sector relevant to their degree. Students will gain substantial experience of a professional working environment relevant to their future career aspirations allowing for familiarisation of professional practice, enhanced skill development, and reflection upon programme content.

4. Aims of the Programme

Marketing is a research-led, topical course that considers the role of the consumer in today's society, the impact of marketing on the culture and management of organisations and the widening influence of marketing tools and concepts in not-for-profit, as well as for-profit organisations. In addition, it aims to develop a systematic understanding of the practical tools and techniques used in the commercial sector to identify and communicate with the potential market.

The broad aims of the programme are to enable you to:

- Understand, evaluate and apply a range of concepts, models, theories and tools relevant to contemporary developments in management, business and marketing
- Develop an understanding of the ways in which organisations operate, the role of the changing external and internal environment and the role of marketing in organisational activity
- Develop an ability to draw from relevant disciplines (such as sociology, psychology and anthropology amongst others) in order to better understand, study, and research consumption
- Acquire a critical understanding of the role and impact of marketing activities in society, the influence of the changing external environment on marketing activities and the relevant responsibilities for marketers
- Develop the ability to investigate and learn independently across a variety of social scientific disciplines, to critically analyse a chosen topic, to gather relevant information, and to evaluate, question and creatively synthesise this information
- Acquire a range of relevant key skills (such as communication, working with others, improving your own learning and performance and problem solving) which will prepare you for employment or further study
- Develop familiarity with the main quantitative and qualitative methods of social scientific research and the ability to conduct and present your own research in the field of marketing using suitable methods and scholarship techniques

5. What you will learn

Students who complete all three-years of the Programme and graduate in Marketing will be able to:

- Understand, describe and evaluate key concepts, models, theories and analytical tools relevant to the field of marketing and its topical developments.
- Explain and analyse, through the application of the relevant analytical techniques and problem-solving skills they have acquired, consumption as well as organisational activities within a wider social context.
- Comment on and utilise particular aspects of research in the field of marketing and consumption.
- Evaluate evidence, viewpoints and assumptions and creatively synthesise them in order to develop arguments and plan marketing activities and communicate them effectively
- Use the knowledge and skills acquired in employment situations to understand and evaluate the diverse factors affecting complex decisions in a socially responsible way.
- Manage their own learning, develop the ability to investigate, gather and collect relevant information and draw upon relevant research to analyse marketing problems.
- Formulate research questions relevant to the field of marketing; identify appropriate research strategies to answer them thus enabling them to conduct an independent study project.

Students taking the four-year Marketing with placement programme will undertake a year-long (minimum 30 weeks) placement in a sector relevant to their degree. Students will gain substantial experience of a professional working environment relevant to their future career aspirations allowing for familiarisation of professional practice, enhanced skill development and reflection upon programme content.

Keele Graduate attributes

Engagement with this programme will enable you to develop your intellectual, personal and professional capabilities. At Keele, we call these our ten Graduate Attributes and they include independent thinking, synthesizing information, creative problem solving, communicating clearly, and appreciating the social, environmental and global implications of your studies and activities. Our educational programme and learning environment is designed to help you to become a well-rounded graduate who is capable of making a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life you engage in after your studies are completed.

Further information about the Keele Graduate Attributes can be found here: <http://www.keele.ac.uk/journey/>

6. How is the Programme taught?

All Marketing modules are taught through a combination of lectures and tutorials/seminars/workshops. Lectures aim to provide students with the basis for their independent study, through the provision of background knowledge on selected topics. Whilst lectures usually follow the traditional format, they are often enhanced through the use of audio and/or visual aids or interactive exercises which encourage reflective learning. Tutorials, on the other hand, are conducted with smaller groups of up to 20 students and provide the opportunity to examine the issues in more depth and develop a range of different skills. Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

- **Team projects:** These may comprise of a live project, where students study the marketing activities of a particular business or conduct an actual marketing research project. In other cases they may involve a case study analysis and discussion in groups. Team projects can also be combined with formal presentations
- **Debates:** Students discuss controversial marketing issues such as ‘whose needs does marketing ultimately serve?’, ‘what is the influence of advertising on young people?’ and ‘is marketing appropriate within non-profit organisations?’
- **Guest speaker lectures,** where guest speakers from the industry and the public sector are invited to the University to speak to students to provide a practical insight into marketing
- **Other group work:** which usually involves discussion in small groups of a particular journal article, video, newspaper item or case study
- **Independent study** based on recommended readings (textbooks and other books, academic journals, media publications, marketing magazines)
- **Web-based learning** through the University’s virtual learning environment, KLE. The KLE is used to give students easy access to a wide-range of resources and research tools, and as a platform for online discussions, quizzes and blogs
- **Independent study project** (for students who select this option) which gives students the opportunity to undertake their own piece of research which is supervised by a member of staff
- **Work placement**

In addition, students who complete the placement programme will conduct a skills audit in relation to their ‘fit’ in relation to sector skill demands, whilst critically evaluating their learning from the placement context.

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Personal Tutors or module lecturers on a one-to-one basis.

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

- Lectures and independent study allow students to gain a systematic understanding of the theoretical

concepts, ideas, models and tools and the ways in which these can be used to understand and analyse consumption as well as to evaluate and design marketing activities in a socially responsible manner

- Debates, discussions and other forms of group work in tutorials provide opportunities to students to reflect on their own experience as consumers and draw upon the theories and tools discussed in lectures or studied independently to analyse a particular marketing problem. They also give them the opportunity to ask questions, work on the concepts or methods in groups and communicate their ideas effectively to others
- Team projects encourage students to relate to marketing practice. Through case studies or live projects students are given the opportunity to employ some of the marketing tools and methods to analyse real problems, work in groups to address areas of difficulty, evaluate the usefulness of particular tools and methods and consider alternatives

7. Teaching Staff

Currently our core teaching staff comprises a number of professors, senior lecturers and lecturers. All current permanent members of staff have doctorates. All staff are active researchers whose work across many different aspects of marketing has been widely published in books, research monographs and leading international journals.

The current staff group has extensive experience of teaching at undergraduate and postgraduate level in universities in the UK and other parts of Europe. In addition to this, all members of staff have industrial experience in marketing and/or management, including experience in sales, marketing, management and PR positions in the public, arts and not-for-profit sector as well as business-to-business sector and retailing. All staff members engage with continuing professional development as academic teachers. All probationary appointments receive an intensive one-year training programme on Teaching and Learning in Higher Education. All staff have relevant Higher Education Academy membership and/or have relevant professional qualifications

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

8. What is the Structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from course to course, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April.

Our degree courses are organised into modules. Each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are four types of module delivered as part of this programme. They are:

- Compulsory core module – a module that you are required to study on this course;
- Optional core module – these allow you some limited choice of what to study from a list of modules;
- Programme approved elective module – subject-related modules that count towards the number of subject credits required by your degree;
- Free-standing elective module – a free choice of modules that count towards the overall credit requirement but not the number of subject-related credits.

Year 1 (Level 4)

Compulsory Core modules	Credits	Elective modules	Credits
Management in Context	15	Financial Accounting	15
Marketing Principles	15	Introduction to International Business	15
		Foundations of Human Resource Management	15
Optional Core / Programme approved elective modules		Quantitative Methods II	15
Accounting Principles	15	Introduction to International Business Management	15
Introductory Microeconomics	15	Multinational Enterprise Business Perspectives	15
Business Law	15		
British and Global Economy	15		
Quantitative Methods I	15		

Year 2 (Level 5)

Core modules	Credits	Elective modules	Credits
Understanding the Consumer	15	Services Marketing	15
Marketing Research	15	Organisational behaviour	15
Digital and Marketing Communications	15	Marketing in Society	15

NB: For students undertaking a four-year version of the programme, the placement or international year options are taken between the second and third years of the programme. The placement year encourages reflection on programme content from the first two years and represents a chance to put programme material into practice. A summary of the International Year is provided at Annex A.

Year 3 (Level 6)

Compulsory Core modules	Credits	Elective modules	Credits
Strategic Marketing Management	15	Brands and Branding	15
Marketing and Globalisation	15	Marketing Insights (ISP)*	15
		Contemporary Retail Environments	15
Optional Core / Programme approved elective modules		Business Strategy	15
Digital Marketing in Practice	15	Leading, Change and Entrepreneurship	15
Contemporary Retail Environments	15	Digital Marketing in Practice	15

*ISP = Independent Study Project. You are required to take one ISP in your final year

If students wish to undertake the ISP modules in Marketing, they have to take as a pre-requisite Marketing Research at Level 5.

Apart from the elective modules mentioned in the table above students can take on modules which are offered as part of other programmes in the Keele Management School, the Faculty of Humanities and Social Sciences and across the University. For example, these may be:

- Modules in other subjects closely related to Marketing such as Business Management, Economics, Human Resource Management, Sociology, Media, Communications and Culture, Psychology.
- Modules in other subjects in which they may have a particular interest such as Politics, Law and Information Technology.
- Modules in language, either designed to help students for whom it is not their first language to improve their use of English for academic purposes or modern foreign languages modules such as French, German, Spanish, Italian, Russian and Japanese.

- Modules in subjects of general interest or related to student volunteering, studying abroad as part of the University's exchange programme employability skills and personal development.
- Modules designed to help students for whom English is not their first language.

For students undertaking the four-year programme, the placement is delivered between the second and third years of the programme and this encourages reflection on programme content from the first two years and represents a chance to put programme material into practice.

For further information on the content of modules currently offered please visit:

www.keele.ac.uk/recordsandexams/az

Learning Outcomes

Year 1 (Level 4)

First year modules present to students the context within which marketing activities take place at an organisational level but also at a societal level. They provide students with a solid introduction to the various functions of organisations (including marketing) and offer a comprehensive overview of the basic concepts and theories relevant to organisational activities. They also provide a foundation to the nature and scope of marketing in a variety of contexts (such as services, business to business, social and not-for-profit) and offer students a foundation of the essential study skills.

Subject Knowledge and Understanding		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to demonstrate knowledge & understanding of:</i>		
Explain how different aspects of management have developed historically	Management in Context	Essay; presentation
Relate historical aspects of management to the contemporary workplace	Management in Context	Essay; presentation
Relate the history of management and labour management to current practice	Management in Context	Essay; presentation
Identify the key tasks involved in management	Management in Context	Essay; presentation
Assess the distribution of power between employer and employees	Management in Context;	Essay
Describe and explain key theories that underpin Marketing	Marketing Principles	Essay, unseen exam
Analyse marketing situations using appropriate marketing tools and concepts	Marketing Principles	Essay, unseen exam
Apply marketing ideas to a variety of organisations and marketing settings	Marketing Principles	Essay, unseen exam

Subject Specific Skills		
Learning Outcome <i>Successful students will be able to:</i>	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Identify relevant research materials and apply their content to various aspects of the modern world of work	Management in Context	Essay; Presentation
Communicate orally theories and research materials in relation to a number of management related issues	Management in Context	Presentation
Find appropriate material relevant to marketing research and practice through relevant bibliographical and other research and utilise this information to support analysis of marketing problems	Marketing Principles	Essay, unseen exam
Identify key arguments of academic literature relevant to management and marketing and utilise them for the purposes of analysis of management or marketing issues	Marketing Principles Management in Context	Essay, Essay, unseen exam
Present written work in marketing in a scholarly manner	Marketing Principles	Essay

Key or Transferable Skills (graduate attributes)		
Learning Outcome <i>Successful students will have the opportunity to develop:</i>	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Present ideas and arguments orally	Management in Context	Presentation
Use search tools to locate relevant information. Use this information to construct arguments or support analysis	Management in Context Marketing Principles	Essay Essay
Communicate ideas and present arguments in a written format	Management in Context Marketing Principles	Essay Essay, unseen exam
Organise and reflect on own learning through receiving feedback	Management in Context Marketing Principles	Essay, Presentation Essay

Year 2 (Level 5)

In the second year students, build on the fundamental elements introduced in the first year and specialise further in the field of Marketing. The second year provides students with a firm grounding in consumer behaviour and the ways in which an understanding of consumers can inform decision-making in a marketing context. In addition, students are introduced to the process of marketing planning and control and management of marketing projects.

Subject Knowledge and Understanding		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to demonstrate knowledge & understanding of:</i>		
Applying and evaluating theories of consumer behaviour in various consumption situations.	Understanding the Consumer	Literature review, exam
Analysing the various determinants of behaviour in the context of consumption	Understanding the Consumer	Literature review, exam
Recognising the usefulness of an understanding of consumer behaviour in shaping commercial decisions	Digital and Marketing Communications	Video presentation, exam
Evaluating the different tools and models available to marketing communications managers	Digital and Marketing Communications	Video presentation, exam
Identifying information required to write a research proposal/report.	Marketing Research	Research Proposal
Evaluating the need for marketing research and identify the concepts and tools necessary to undertake individual and group projects.	Marketing Research	Research proposal Research report
Analysing and evaluate information from a wide range of sources qualitative and quantitative	Marketing Research Digital and Marketing Communications	Research report Video presentation, exam
Evaluating / critically appraising information and ideas both academic and industry based to build a piece of coherent research.	Marketing Research	Research report Group Presentation

Subject Specific Skills		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Evaluating various theories relevant to consumer behaviour and synthesise concepts and theories during the process of application to marketing problems	Understanding the consumer	Literature Review, Unseen exam
Analysing and evaluating information from a wide range of sources, both academic and industry based.	Marketing Research	Analysing and evaluating information from a wide range of sources, both academic and industry based.
Working as part of a marketing team, working effectively with	Marketing Research	Group Presentation

others. Developing the necessary skills for the effective management of a marketing team.		Research Report
Conducting research, summarising, and comparing and contrasting perspectives.	Understanding the Consumer; Marketing Research	Literature review, unseen exam Group presentation, Research Report
Considering academic theory and understanding its practical implications	Understanding the consumer Marketing Research Digital and Marketing Communications	Literature Review, unseen exam Group Presentation, Research report Video presentation, exam

Key or Transferable Skills (graduate attributes)		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Developing essay writing skills, searching for literature, summarising and critiquing arguments as well as correcting referencing	Understanding the Consumer Marketing Research	Literature Review Research Report
Evaluating and making use of abstract theories in analysing and resolving problems working alone and as a member of a team	Understanding the Consumer Marketing Research Digital and Marketing Communications	Literature Review, unseen exam Research Report Video presentation, exam
Communicating complex arguments supported by appropriate evidence both orally and in writing	Understanding the Consumer Marketing Research Digital and Marketing Communications	Literature Review, unseen exam Group Presentation, Research Report Video presentation, exam
Working effectively as a member of a team, discussing different points of view and building arguments in a small group setting.	Marketing Research Digital and Marketing Communications	Group Presentation Research Report Video presentation

Placement Year (Level 6)

During the placement year, students undertake a placement (minimum 30 weeks full time [1,050 hours] or equivalent) in an organisation relevant to their Marketing programme and career aspirations. Students take the non-credit bearing placement year module.

Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Evaluate their own employability skills (via a SWOT Analysis)	Placement Module	Initial placement portfolio

together with an analysis of sector skill demands to create Intended Placement Outcomes in order to develop the skill areas which they have identified as being weak or needing further enhancement		
Develop, through practice on placement, the employment-related skills identified through their SWOT analysis and Intended Learning Outcomes	Placement Module	Initial placement portfolio; final placement portfolio
Reflect on and apply academic themes, concepts and theory as explored at Level 4 and Level 5 to complex real situations on work placement;	Placement Module	Initial placement portfolio; final placement portfolio
Reflect on and critically evaluate their learning from the work placement and previous learning	Placement Module	Initial placement portfolio; final placement portfolio
Explain how their chosen professional or placement sector operates and what skills are needed to develop their career	Placement Module	Initial placement portfolio; final placement portfolio
Appreciate and adapt to the structure and workings of a professional work environment	Placement Module	Initial placement portfolio; final placement portfolio
Effectively communicate ideas, thoughts and evidence outcomes through written and oral skills	Placement Module	Initial placement portfolio; final placement portfolio
Work effectively in a team and individually in a professional environment	Placement Module	Initial placement portfolio; final placement portfolio

Year 3 (Level 6)

In the third year students further advance their knowledge in marketing sub-fields. Students will firstly develop a critical understanding of strategic marketing management. They will be able to analyse, plan and evaluate a marketing strategy within a given context and appreciate the critical factors for the effectiveness of a marketing strategy and a marketing plan. In addition, students will also be introduced to the main concepts and theories relevant to globalisation and the effect of globalisation on marketing decisions.

Subject Knowledge and Understanding		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Critically evaluate strengths and limitations of each particular component of the marketing mix	Strategic Marketing Management	Presentation Case study exam
Assess factors affecting the design and performance of the marketing mix	Strategic Marketing Management	Presentation Case study exam
Evaluate the impact of global	Marketing and Globalisation	Essay, Unseen exam

marketing activities on a broad range of stakeholders	Strategic Marketing Management	Presentation Case study exam
Understand contemporary theories and viewpoints at the forefront of current research relevant to the concept of globalization and critically assess the impact of a range of elements of globalizations on marketing decisions	Marketing and Globalisation	Essay; Unseen exam
Critically analyse the global marketplace in order to inform the development of marketing strategies and programmes	Marketing and Globalisation	Essay, Unseen exam

Subject Specific Skills		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Evaluate marketing strategies using the whole range of marketing tools and techniques	Strategic Marketing Management	Presentation Case study exam
Identify possible directions in which marketing may develop in light of global factors and relevant developments	Marketing and Globalisation	Essay, exam
Critically evaluate the relevance of relevant theories and concepts relevant to globalisation in understanding developments in marketing strategies	Marketing and Globalisation	Essay, exam
Recommend solutions to marketers in light of developments in the global marketplace	Marketing and Globalisation	Essay, exam

Key or Transferable Skills (graduate attributes)		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will have the opportunity to develop:</i>		
Think creatively and take decisions in uncertain and volatile contexts in a responsible manner	Marketing and Globalisation Strategic Marketing Management	Essay Presentation Case study exam
Take responsibility of their own learning and seek for additional information, manage their time and make use of a range of sources for	Marketing and Globalisation Strategic Marketing Management	Essay Presentation

information to understand a problem		Case study exam
Communicate complex ideas effectively in a written format	Marketing and Globalisation	Essay

9. Final and intermediate awards

Credits required for each level of academic award are as follows:

Honours Degree	360 credits	<p>You will require at least 120 credits at levels 4, 5 and 6.</p> <p>The number of Marketing credits you require depends on whether Marketing is taken as a Dual or Minor subject.</p> <p>Dual Honours: You will require at least 120 credits in both Marketing and your other principal subject (out of 360 credits overall), with at least 30 credits in Year 1 (Level 4) and at least 45 credits in each of Years 2 and 3 (Levels 5 and 6) in each of your two Principal Subjects. You will also be required to take at least one Independent Study Project in your final year.</p> <p>Minor Route: You will require at least 90 credits in Marketing Studies and at least 225 credits in your other Major subject over the course of the degree. Students taking Marketing as a Minor subject must obtain at least 30 credits in Marketing in Year 1 (level 4) and 45 credits in Marketing in Year 2 (level 5).</p>
Diploma in Higher Education	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
Certificate in Higher Education	120 credits	You will require at least 120 credits at level 4 or higher

Marketing with International Year: in addition to the above students must pass a module covering the international year in order to graduate with a named degree in Marketing with International Year. Students who do not complete, or fail the international year, will be transferred to the three-year Marketing programme.

Marketing with Placement Year: in addition to the above students must pass a non-credit bearing module covering the placement year in order to graduate with a named degree in Marketing with placement year. Students who do not complete, or fail the placement year, will be transferred to the three-year Marketing programme.

10. How is the Programme assessed?

The wide variety of assessment methods used within Marketing at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used within Marketing:

- **Unseen examinations** (in most cases essay-type) are intended to test students' knowledge of marketing theories, concepts, models and framework and their ability to apply this knowledge in specific situations
- **Essays**, in their traditional form aim to help student develop their writing skills. They also test student knowledge on the topics and examine their ability to apply concepts and tools learned in class. They

require students to conduct research (bibliographic or other) and communicate their ideas in a scholarly manner

- **Presentations (individual or group)**, require students to communicate effectively orally. They test students' knowledge on the particular topic and their ability to explain and organise ideas in a manner understandable to a wider audience. In the case of group presentations, the students' ability to work within and/ or lead teams is also tested.
- **Literature reviews** test students ability to search for literature using appropriate tools, identify key points of scholarly work, summarise and critique arguments, as well as use correct referencing.
- **Audits** require students to critically evaluate real organisations or brands, using their understanding of the different tools available to these organisations. They test their ability to assess different factors that affect the effectiveness of particular marketing decisions based on complex arguments and the effective use of literature and research.
- **Critical case study analyses** require students to engage with the marketing practices of real organisations. They test their ability to draw on complex theories and critically discuss their relevance in shaping real marketing decisions. They also require students to collect relevant information from a number of appropriate sources in order to analyse and evaluate marketing decisions of real-life organisations.

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

Undergraduate courses at Keele contain an element of module choice; therefore, individual students will experience a different mix of contact time and assessment types dependent upon their own individual choice of modules. The figures below are an example of activities that a student may expect on your chosen course by year/stage of study. Contact time includes scheduled activities such as: lecture, seminar, tutorial, project supervision, demonstration, practical classes and labs, supervised time in labs/workshop, fieldwork and external visits. The figures are based on 1,200 hours of student effort each year for full-time students.

Activity	Year 1 (Level 4)	Year 2 (Level 5)	Year 3 (Level 6)
Scheduled learning and teaching activities	19%	17%	21%
Guided independent Study	81%	83%	79%
Placements	0%	0%	0%

Placement Year	
Scheduled Learning and Teaching Activities	0%
Guided Independent Study	0%
Placements	100%

12. Accreditation

This programme does not have accreditation from an external body.

13. Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: <http://www.keele.ac.uk/student-agreement/>

Students should note that it is not possible to take both the Placement Year and International Year options. Also, a student who has completed a semester abroad will not normally be eligible to transfer onto the International Year option.

14. What are the typical admission requirements for the programme?

Subject	A-level	Subjects not included	International Baccalaureate	BTEC	Access to Higher Education Diploma	GCSE requirements
Marketing (Dual Honours)	BBB/ ABC	Critical Thinking	32 points including Standard Level Maths or Maths Studies at 4 or above.	DDM	Obtain Access to Higher Education Diploma with 30 Level 3 credits at Distinction.	Maths @ C (or 4) English Lang @ C (or 4)

Applicants who are not currently undertaking any formal study or who have been out of formal education for more than 3 years and are not qualified to A-level or BTEC standard may be offered entry to the University's Foundation Year Programme.

Applicants for whom English is not a first language must provide evidence of a recognised qualification in English language. The minimum score for entry to the Programme is Academic IELTS 6.0 or equivalent.

Please note: All non-native English speaking students are required to undertake a diagnostic English language assessment on arrival at Keele, to determine whether English language support may help them succeed with their studies. An English language module may be compulsory for some students during their first year at Keele.

Accreditation of Prior Learning (APL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here:

<http://www.keele.ac.uk/qa/accreditationofpriorlearning/>

15. How are students supported on the programme?

Support for student learning on the Programme is provided in the following ways:

- Module and tutorial group leaders are responsible for providing support for learning on the modules and in the tutorial groups for which they are responsible. They also give individual feedback on module assessments and more general feedback on examinations.
- Every student is allocated to a personal tutor who is responsible for reviewing and advising on students' academic progress in Marketing. The University has a team of life and learning developers based in Student Support and Development Services who are responsible for supporting students and enhancing their ability to access the curriculum and everything else that the University has to offer throughout their time at Keele.
- Personal tutors also act as a first point of contact for students on non-academic issues which may affect their learning and can refer students on to Student Support and Development Services for additional help in relation to health, disability, welfare, finance and careers. Specialist help and advice on these and other issues is also available for international students.
- All members of teaching staff in Marketing are available to see students during advertised weekly office hours and at other times by appointment.

- Students for whom English is not their first language are offered language classes, facilities and services by the University's English Language Unit. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.

Careers: In addition to the University's central Careers service there is a specific Management School careers tutor. Students are encouraged to seek the careers tutor for any help with deciding on postgraduate courses and funding opportunities, discussing career options, discussing option choices in relation to specific career routes, and for help and assistance in applying for jobs and placements. Within the Keele Learning Environment there is a dedicated page to careers including several subject specific careers sites.

Placement Tutor: All students undertaking the placement degree programme will be provided with an academic tutor, based at Keele. Students will be expected to find their own placement however, support will be provided throughout the placement process. This will involve support ensuring the appropriateness of the placement prior to starting the placement year, and email/telephone/face-to-face contact with the academic tutor throughout the placement at regular intervals.

16. Learning Resources

Marketing is taught in teaching rooms equipped with computers, internet access and electronic whiteboards or projection equipment. Rooms may be arranged either in traditional lecture format or more informally to allow students to work together in small groups.

The learning resources available to students on the Programme include:

- The collection of marketing and other related material available at the University Library, including books, journals, government and industry publications. Much of this material is also accessible online to Keele students.
- Electronic databases that provide up-to-date market data for particular industries.
- The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources – video, audio and text-based – accessible from external providers via the internet.

17. Other learning opportunities

Study abroad (semester)

Students on the Marketing programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities.

Exactly which countries are available depends on the student's choice of degree subjects. An indicative list of countries is on the website (<http://www.keele.ac.uk/studyabroad/partneruniversities/>); however this does not guarantee the availability of study in a specific country as this is subject to the University's application process for studying abroad.

No additional tuition fees are payable for a single semester studying abroad but students do have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad to be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination

Whilst students are studying abroad any Student Finance eligibility will continue, where applicable students may be eligible for specific travel or disability grants. Students studying in Erasmus+ destinations may be eligible for

grants as part of this programme. Students studying outside of this programme may be eligible for income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

Study Abroad (International Year)

A summary of the International Year, which is a potential option for students after completion of year 2 (Level 5), is provided at Annex A.

Work placement

Students have the opportunity to apply directly for the 4-year Marketing with Placement Year degree programme or to transfer onto the 4-year degree programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking their year-long placement. To be eligible for the placement year, students must have a good University attendance record. They must also have passed all Year 1 and Year 2 Semester 1 modules with an overall module average of $\geq 60\%$. Students must have met the progression requirements to proceed to their final year of study prior to commencing a placement.

Students wishing to take the placement year should meet with the Programme Director to obtain their signature to confirm agreement before they will be allowed to commence their placement.

18. Additional costs

These costs have been forecast by the University as accurately as possible but may be subject to change as a result of factors outside of our control (for example, increase in costs for external services). Forecast costs are reviewed on an annual basis to ensure they remain representative. Where additional costs are in direct control of the University we will ensure increases do not exceed 5%.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation.

Marketing Placement Year Costs

Students will be responsible for organising their own placement, with the support of the placement tutor. This allows students to choose when and where to carry out their placement within the parameters of the programme, taking into consideration the potential living and travel expenses, for which they are responsible. Students are encouraged to consider the potential costs incurred in carrying out the placement at the time of setting these up. Further guidance and support on these considerations is available from the placement tutor.

19. Quality management and enhancement

The Undergraduate Marketing Programme Director is responsible for the overall direction of learning and teaching on the Programme, supported by the Marketing Programmes Board. The Programmes Board consists of all members of staff teaching on undergraduate and taught postgraduate programmes in marketing.

The quality and standards of learning in Marketing are subject to a continuous process of monitoring, review and enhancement.

- The Learning and Teaching Committee of Keele Management School is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the Marketing Programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year and as part of the University's Curriculum Annual Review and Development (CARD) process.

- The programmes are run in accordance with the University’s Quality Assurance procedures and are subject to periodic reviews under the Internal Quality Audit (IQA) process.

Student evaluation of, and feedback on, the quality of learning on every Marketing module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of the Curriculum Annual Review and Development (CARD) process.
- Findings related to the Marketing Programmes from the annual National Student Survey (NSS), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students in all three years of the Marketing Programme is considered and acted on at regular meetings of the Programmes Staff/Student Liaison Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student’s degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:

<http://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/>

20. The principles of programme design

The Marketing Programmes described in this document have been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

- a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education: <http://www.qaa.ac.uk/quality-code>
- b. QAA Subject Benchmark Statement: Business and Management (2015) http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781_8
- c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

21. Document Version History

Version history	Date	Notes
Date first created	October 2016	
Revision history	V1.1: December 2018 V1.2: May 2019	One Level 6 elective removed Changes to Level 6 option/elective modules [minor change]
Date approved		

Annex A

Marketing (Dual Honours)

Please note: in order to be eligible to take the International Year option your other subject must also offer this option. Please refer to the information published in the course document for your other subject.

International Year Programme

Students registered for Dual Honours Marketing may either be admitted for or apply to transfer during their period of study at Level 5 to the Dual Honours programme in both their principal subjects, providing that they meet the progression criteria outlined in this document. Students accepted onto the International Year programme will have an extra year of study at an international partner institution after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the Dual Honours programme without the International Year and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for 'Marketing with International Year'.

International Year Programme Aims

In addition to the programme aims specified in the main body of this document, the international year programme of study aims to provide students with:

1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject
2. Experience of a different culture, academically, professionally and socially

Entry Requirements for the International Year

Students may apply to the 4-year programme during Level 5. Admission to the International Year is subject to successful application, interview and references from appropriate staff.

The criteria to be applied are:

- Academic Performance (an average of 60% across all modules at Level 5 is normally required)
- General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's personal tutor, 1st and 2nd year tutors and programme director)

Student Support

Students will be supported whilst on the International Year via the following methods:

- Phone or Skype conversations with Study Abroad tutors, in line with recommended Personal Tutoring meeting points.
- Support from the University's Global Education Team

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete a Keele undergraduate programme with International Year will be able to:

- a. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments

- b. Discuss the benefits and challenges of global citizenship and internationalisation
- c. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.

In addition, students who complete 'Marketing with International Year' will be able to:

- i) Design, plan and critically evaluate research projects with respect to Marketing, recording relevant information accurately and systematically and be able to reflect on a range of sources in a critical manner
- ii) Integrate, apply and develop enhanced principles relating to the analysis of Marketing, to recognise, describe and explain cultural phenomena across national boundaries and reflect critically upon problems relating to contemporary society and culture.

Please note that students on Dual Honours programmes with International Year must meet the subject-specific learning outcomes for BOTH their principal subjects.

These learning outcomes will all be assessed by the submission of a satisfactory individual learning agreement, the successful completion of assessments at the partner institution and the submission of the reflective portfolio element of the international year module.

Course Regulations

Students registered for the 'Marketing with International Year' are subject to the course specific regulations (if any) and the University regulations. In addition, during the International Year, the following regulations will apply:

Students undertaking the International Year must complete 120 credits, which must comprise *at least 40%* in the student's discipline areas.

This may impact on your choice of modules to study, for example you will have to choose certain modules to ensure you have the discipline specific credits required.

Students are barred from studying any Marketing module with significant overlap to Level 6 modules to be studied on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

Additional costs for the International Year

Tuition fees for students on the International Year will be charged at 15% of the annual tuition fees for that year of study, as set out in Section 1. The International Year can be included in your Student Finance allocation, to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Students studying in Erasmus+ destinations may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some Governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.