

Programme Specification: Undergraduate

For students starting in Academic Year 2018/2019

1. Course Summary

Names of programme(s) and award title(s)	BA or BSc (Hons) Marketing Marketing with International Year (see Annex A for details) Marketing with Work Placement Year (see Annex B for details) Marketing with Entrepreneurship Year (see Annex C for details)
Award type	Combined Honours <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 International Year, Work Placement Year or Entrepreneurship 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 2019/20 is £9,250* International students: Fee for 2019/20 is £14,320** or £14,690**

* 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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	(if combined with a laboratory-based Principal Subject) The fee for the international year abroad is calculated at 15% of the standard year fee The fee for either the work placement year or entrepreneurship year is calculated at 20% of the standard year fee
Additional Costs	Please refer to the Additional costs section

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 Combined Honours programme?

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

In a Combined Honours degree you must take at least 135 credits in each Principal Subject (270 credits in total), accrued over all three levels of study, with at least 45 credits at each level of study (Levels 4, 5 and 6) in each of two Principal Subjects (90 credits per year). The remaining available credits can be filled with modules from these subjects or other subjects entirely.

As a Combined Honours student you can choose to study just one subject in your final year of study, taking a minimum of 90 credits in this subject. This will result in an *X with Y* degree title, for example *Marketing with Media*.

3. Overview of the Programme

This Marketing Programme is a Combined Honours Degree that enables students to take part of their degree in Marketing subjects, with the other part coming from a complementary discipline from across the University. The Marketing programme will help students 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 Programme engages with many other principal subjects at Keele, including law, human resource management, human geography, finance, politics and psychology.

Marketing at Keele is delivered by Keele Management School and has been developed from our commitment to the responsibilities of business and their managers to wider social improvement. As a signatory to the Principles of Responsible Management Education, we promote reflection on a broad range of issues that have informed research interests here for over 20 years, including the promotion of gender equality, developing socially responsible practices and respect for difference and diversity

The programme at Keele offers an authentic blend of marketing knowledge and methods designed to give students leading-edge opportunities in the highly competitive world of business. The programme draws on seminal thinkers, practitioners and world famous companies and industries.

Our programme offers students a range of choice in selecting areas of study that can enhance their personal and academic development and provide sound foundations for either business careers or further study. Our teaching also allows students to engage directly with real problems faced by large scale, small scale and alternative organisations in the classroom, enabling students to engage with a variety of experiences and challenges to help them develop the knowledge, self-confidence and self-awareness to pursue their future goals.

The four-year Placement option provides students with the enhanced 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.

The four-year entrepreneurship option provides students with the enhanced opportunity to undertake a year-long placement within Keele's Innovation Hub, working on developing their own business idea (minimum 30 weeks full-time (1,050 hours) or equivalent) between the 2nd and 3rd year of their degree programme.

The four-year International study option provides students with the opportunity to undertake a year-long study abroad programme taught in English at an international university between the 2nd and 3rd years in a subject relevant to their degree. Students will gain substantial experience of study in a different culture to their own and additionally benefit from the opportunity to develop their knowledge and networks in specialist areas of Marketing relevant to both international and home settings.

4. Aims of the Programme

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

- understand, evaluate, apply and critically reflect on a range of concepts, models, theories and tools relevant to contemporary developments in 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 explore and better understand, study and research topics such as marketing and consumption.
- acquire a critical understanding of the role and impact of organisational activities in society, the influence of the changing external environment and the relevant responsibilities and challenges that arise when working in these sectors.
- 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) in preparation for employment or further study.
- develop familiarity with the main qualitative and quantitative methods of social scientific research and the ability to conduct and present original research in the field of marketing using suitable methods and scholarship techniques.

5. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

Successful students will be able to demonstrate knowledge and understanding of:

- key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption.
- the role and impact of marketers on their operations, ethics and strategies
- issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change

Subject specific skills

Successful students will be able to:

- utilise a variety of theories to analyse developments in marketing approaches to, and understanding of, consumers
- utilise and critically review a variety of methods of marketing communication and apply these to case study material and real life marketing dilemmas as appropriate
- apply logical reasoning based on knowledge of marketing to a variety of theoretical and applied topics and problems affecting consumers
- organise, present and analyse data using a methodology appropriate to social research
- frame a research problem and execute the research after evaluating the appropriateness of a given approach
- consider the ethical challenges faced by marketers in the decision making process

Key or transferable skills (including employability skills)

Successful students will be able to:

- communicate using a variety of medium to a range of audiences
- work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects
- work effectively with information technology, literature searches, library resources
- demonstrate effective skills in problem-solving
- demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills

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?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

- **Traditional lectures** accompanied by suggested reading for independent study, intended to provide a core framework of subject knowledge on which a systematic understanding of major principles can be built. Some lecture classes may feature activities such as mock auctions, quizzes that involve voting, or other interactive activities
- **Tutor-led seminars** where students contribute to or lead a discussion on key topics or make a presentation on a specific point so as to develop critical thinking and permit the reflective individual expression of that core understanding
- **Problem-based tutorials** (often based on scenarios rooted in the real world) in which students are expected to offer answers or solutions to previously provided problems but which also offer

opportunity for students to direct specific questions to tutors and develop better understanding of the issues in question. These tutorials enable students to acquire and refine key accounting skills

- **Practical, computer laboratory based classes** where students acquire the hands-on skills associated with describing, analysing and interpreting business data
- **Directed independent study** where students are referred to specific materials or asked to research and find information independently, which may extend to undertaking an independent research project under the supervision of an experienced tutor
- Students may undertake **web-based self-study** exercises using the University's virtual learning environment (KLE). The KLE gives students easy access to a wide range of resources and research tools and permits the use of online discussion, quizzes and 'blogs' in teaching and learning whilst permitting students to develop improved IT knowledge
- **Other opportunities for directed independent study** are available in our computer laboratories which are equipped with Bloomberg information terminals and Sage accounting software allowing students to interact with real world data and situations
- In addition, students who complete the placement programme will conduct a **skills audit** in relation to their 'fit' 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: The Marketing Independent Study Project allows students to take a challenge of their choice and use theories learned during the programme to develop solutions. Previous students have tackled topics as diverse as the design of lighting in fashion stores to achieve optimum sales; the use of variable pricing to maximize profits of a cinema, and targeting of a new home furnishing service aimed at international students.

7. Teaching Staff

Keele Business School comprises subject expertise in Management, HRM, Marketing, Finance, Economics and Accounting – professors, lecturers and teaching fellows. Most staff members have teaching qualifications and those that do not are actively working to attain them. A number of staff have PhD qualifications and a number have professional qualifications. All members of staff seek to ensure that module content represents up to date standards and legislation and reflects current relevant research, including the results of their own research.

The school maintains a strong commitment to excellence and innovation in teaching and research. Teaching is informed by research with teaching staff presenting and publishing academic papers at national and international conferences, in books and in internationally ranked journals.

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

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

Each year you MUST take a minimum of 45 credits in Marketing achieved by taking two compulsory modules and one optional module. You must also take a minimum of 45 credits in your other principal subject. Your remaining 30 credits may be selected from the list of Marketing optional modules, modules from your other principal subject, or from the range of elective modules provided by other disciplines.

Module lists

Year 1 (Level 4)

Compulsory modules	Credits	Optional modules	Credits
Semester one		Semester one	
Marketing Principles MAN-10019	15	Global Business Environments MAN-10022	15
		Accounting Principles MAN-10015	15
		Quantitative Methods 1 ECO-10026 ¹	15
		Introductory Microeconomics ECO-10028	15
		Management in Context MAN-10018 ²	15
		Business Law LAW-10027	15
		British and Global Economy ECO-10025	15
		Academic English for Business Students (Part 1) ENL-90003 ⁶	15
Semester two		Semester two	
Consumer Behaviour	15	Quantitative Methods 2 ECO-10027 ^{3 4}	15
		Multinational Enterprise Business Perspectives MAN-10023 ⁵	15
		Introduction to International Business MAN-10023	15

Notes:

- (1) Not available for students with A Level Maths (or equivalent). For students without A Level Maths, wishing to take Quantitative Methods 2 (ECO-10027), you will need to take this module.
- (2) Required for students wanting to study Social Enterprise and Alternative Organising MAN-20093 in Year 2.
- (3) Prerequisite of either A Level Maths (or equivalent) OR Quantitative Methods 1 (ECO-10026).
- (4) Need to take this if wanting to study Statistics with Bloomberg in the 2nd year.
- (5) Live company project, recommended for those wishing to take a Placement Year.
- (6) Open only to non-native speakers of English and successful completion of ENL-10031 (EAP 1) with a score of over 60%, or ENL-90006 (EAP 2), or equivalent or by recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.

Year 2 (Level 5)

Compulsory modules	Credits	Optional modules	Credits
Semester one		Semester one	
Consumer Behaviour II MAN-20097	15	Services Marketing MAN-20060	15
		Statistics with Bloomberg ¹	15

		Professional Development MAN-20090 ²	15
		Academic English for Business Students (Part 1) ENL-90003 ⁴	15
		Academic English for Business Students (Part 2) ENL-90004 ⁵	15
Semester two		Semester two	
Digital and Marketing Communications MAN-20085	15	Marketing Research MAN-20059 ³	15
		Social Enterprise and Alternative Organising MAN-20093	15
		Corporate Governance and Social Responsibility MAN-20082	15
		Marketing in Society MAN-20062	15

Notes:

- (1) Prerequisite Quantitative Methods 2 (ECO-10027)
- (2) Recommended for those considering a Placement Year
- (3) **Note you must do an ISP/Dissertation in year 3 in either this subject or the other subject area - if wishing to do the Marketing ISP Marketing Insights ISP MAN-30058 then you need to take this module or another research methods module.**
- (4) Open only to non-native speakers of English and successful completion of ENL-10031 (EAP 1) with a score of over 60%, or ENL-90006 (EAP 2), or equivalent or by recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
- (5) Open only to NON-NATIVE SPEAKERS OF ENGLISH after successful completion of AEB1 (Academic English for Business 1) with a score of under 60% or equivalent. Cannot be taken with other ENL- module (English Language module) in the same academic year

For students undertaking a four-year version of the programme, the work placement, entrepreneurship year or international year options are taken between the second and third years of the programme. The work 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; a summary of the Work Placement Year is provided at Annex B; and a summary of the Entrepreneurship Year is provided at Annex C.

Year 3 (Level 6)

Compulsory modules	Credits	Optional modules	Credits
Semester one		Semester one	
Strategic Marketing Management MAN-30063	15	Contemporary Retail Environments MAN-30053	15
		SME Live Project	15
		Digital Marketing in Practice MAN-30067	15
		Academic English for Business Students (Part 2) ENL-90004 ²	15
		Academic Business English ENL-90005 ³	15
Semester two		Semester two	
Marketing and Globalisation MAN-30060	15	Marketing Insights ISP MAN-30058 ¹	15
		Brands and Branding MAN-30059	15

Note:

- (1) Prerequisite Marketing Research MAN-20059 OR equivalent research methods module. **Note you must do an ISP/Dissertation in either this subject or the other subject area**

- (2) Open only to NON-NATIVE SPEAKERS OF ENGLISH after successful completion of AEB1 (Academic English for Business 1) with a score of under 60% or equivalent. Cannot be taken with other ENL-module (English Language module) in the same academic year.
- (3) Open only to THIRD-YEAR NON-NATIVE SPEAKERS OF ENGLISH on successful completion of AEB2 or EAP4; or AEB1 or EAP3 with a score of over 60%; or equivalent. Cannot be taken with other ENL-module (English Language module) in the same academic year.

NB: if you choose to specialise in Marketing in your final year you will study the following modules:

Compulsory modules	Credits	Optional modules	Credits
Semester one		Semester one	
		<i>choose a minimum of one of the following:</i>	
Strategic Marketing Management MAN-30063	15	Contemporary Retail Environments MAN-30053	15
		Digital Marketing in Practice MAN-30067	15
		Options	
		SME Live Project	15
		Academic English for Business Students (Part 2) ENL-90004 ²	15
		Academic Business English ENL-90005 ³	15
Semester two		Semester two	
Marketing Insights ISP MAN-30058 ¹	15	Brands and Branding MAN-30059	15
Marketing and Globalisation MAN-30060	15		

Notes:

- (1) Prerequisite Marketing Research MAN-20059 OR equivalent research methods module..
- (2) Open only to NON-NATIVE SPEAKERS OF ENGLISH after successful completion of AEB1 (Academic English for Business 1) with a score of under 60% or equivalent. Cannot be taken with other ENL-module (English Language module) in the same academic year.
- (3) Open only to THIRD-YEAR NON-NATIVE SPEAKERS OF ENGLISH on successful completion of AEB2 or EAP4; or AEB1 or EAP3 with a score of over 60%; or equivalent. Cannot be taken with other ENL-module (English Language module) in the same academic year.

Students may choose to study elective modules which are offered as part of other programmes in the Faculty of Humanities and Social Sciences and across the University. These include:

- Modules in other subjects closely related to Marketing.
- Modules in other subjects in which they may have a particular interest.
- Modules designed to help students for whom it is not their first language to improve their use of English for Academic Purposes.
- Modern foreign languages modules at different levels in French, German, Spanish, Russian, Japanese and Chinese (Mandarin).
- Modules related to the development of graduate attributes, student volunteering, and studying abroad as part of the University's exchange programme.

For further information on the content of modules currently offered, including the list of elective modules, please visit: www.keele.ac.uk/recordsandexams/az

Learning Outcomes

The table below sets out what students learn in each year of the Programme, the modules in which that learning takes place, and the main ways in which students are assessed on their learning. In Year 1 (Level 4) and Year 2 (Level 5) these learning outcomes are achieved in the compulsory modules which all students are required to take. Some of these outcomes may also be achieved or reinforced in elective modules together

with other outcomes not stated here. In Year 3 (Level 6) the stated outcomes are achieved by taking any of the modules offered in each semester.

Year 1 (Level 4)

Subject Knowledge and Understanding		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Successful students will be able to demonstrate knowledge and understanding of:		
key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam
the role and impact of marketers on their operations, ethics and strategies	Marketing Principles MAN-10019	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>		
utilise a variety of theories to analyse developments in marketing approaches to, and understanding of, consumers	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam; literature review
utilise and critically review a variety of methods of marketing communication and apply these to case study material and real life marketing dilemmas as appropriate	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam
apply logical reasoning based on knowledge of marketing to a variety of theoretical and applied topics and problems affecting consumers	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam
organise, present and analyse data using a methodology appropriate to social research	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam
frame a research problem and execute the research after evaluating the appropriateness of a given approach	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam
consider the ethical challenges faced by marketers in the decision making process	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam

Key or Transferable Skills (graduate attributes)		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of

<i>Successful students will be able to:</i>		the Level Outcome) used
communicate using a variety of medium to a range of audiences	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam
work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam
work effectively with information technology, literature searches, library resources	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam
demonstrate effective skills in problem-solving	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam
demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	Marketing Principles MAN-10019 Consumer Behaviour	Essay; unseen exam

Year 2 (Level 5)

Subject Knowledge and Understanding		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Successful students will be able to demonstrate knowledge and understanding of:		
key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption	Digital and Marketing Communications MAN-20085 Advanced Consumer Behaviour	Presentation; unseen exam; essay
the role and impact of marketers on their operations, ethics and strategies	Digital and Marketing Communications MAN-20085	Presentation; unseen exam
issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change	Digital and Marketing Communications MAN-20085 Advanced Consumer Behaviour	Presentation; unseen exam; essay

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>		
utilise a variety of theories to analyse developments in marketing approaches to, and	Advanced Consumer Behaviour	Essay; unseen exam

understanding of, consumers		
utilise and critically review a variety of methods of marketing communication and apply these to case study material and real life marketing dilemmas as appropriate	Digital and Marketing Communications MAN-20085	Presentation; unseen exam
apply logical reasoning based on knowledge of marketing to a variety of theoretical and applied topics and problems affecting consumers	Digital and Marketing Communications MAN-20085 Advanced Consumer Behaviour	Presentation; unseen exam; essay
organise, present and analyse data using a methodology appropriate to social research	Digital and Marketing Communications MAN-20085 Advanced Consumer Behaviour	Presentation; unseen exam; essay
frame a research problem and execute the research after evaluating the appropriateness of a given approach	Digital and Marketing Communications MAN-20085	Presentation
consider the ethical challenges faced by marketers in the decision making process	Digital and Marketing Communications MAN-20085 Advanced Consumer Behaviour	Unseen exam; essay

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>		
communicate using a variety of medium to a range of audiences	Digital and Marketing Communications MAN-20085 Advanced Consumer Behaviour	Presentation; unseen exam; essay
work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects	Digital and Marketing Communications MAN-20085 Advanced Consumer Behaviour	Presentation; unseen exam; essay
work effectively with information technology, literature searches, library resources	Digital and Marketing Communications MAN-20085 Advanced Consumer Behaviour	Presentation; unseen exam; essay
demonstrate effective skills in problem-solving	Digital and Marketing Communications MAN-20085 Advanced Consumer Behaviour	Presentation; unseen exam; essay
demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	Digital and Marketing Communications MAN-20085 Advanced Consumer Behaviour	Presentation; unseen exam; essay

Year 3 (Level 6)

Subject Knowledge and Understanding		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Successful students will be able to demonstrate knowledge and understanding of:		
key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; Essay; unseen exam
the role and impact of marketers on their operations, ethics and strategies	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; Essay; unseen exam
issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; 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>		
utilise a variety of theories to analyse developments in marketing approaches to, and understanding of, consumers	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; Essay; unseen exam
utilise and critically review a variety of methods of marketing communication and apply these to case study material and real life marketing dilemmas as appropriate	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; Essay; unseen exam
apply logical reasoning based on knowledge of marketing to a variety of theoretical and applied topics and problems affecting consumers	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; Essay; unseen exam
organise, present and analyse data using a methodology appropriate to social research	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; Essay; unseen exam
frame a research problem and execute the research after evaluating the appropriateness of a given approach	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; Essay; unseen exam
consider the ethical challenges faced by marketers in the decision making process	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; Essay; unseen 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>		
communicate using a variety of medium to a range of audiences	all modules at this level	Group presentation; unseen case-study exam; Essay
work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects	all modules at this level	Group presentation; unseen case-study exam; Essay
work effectively with information technology, literature searches, library resources	all modules at this level	Group presentation; Essay
demonstrate effective skills in problem-solving	all modules at this level	
demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	all modules at this level	Group presentation; unseen case-study exam; 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>Combined Honours:</p> <p>A minimum of 135 credits in each Principal Subject (270 credits in total), with at least 45 credits at each level of study (Levels 4, 5 and 6) in each of two Principal Subjects (90 credits per year). Your degree title will be X <i>and</i> Y (e.g. 'Marketing and Media').</p> <p>If you choose to study one Principal subject in your final year of study a minimum of 90 credits in that subject is required. Your degree title will be X <i>with</i> Y (e.g. 'Marketing with Media').</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 Work 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.

Marketing with Entrepreneurship Year: in addition to the above students must pass a non-credit bearing module covering the entrepreneurship year in order to graduate with a named degree Marketing with entrepreneurship year. Students who do not complete, or fail the entrepreneurship 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:

- **Essays** including those based on case study material, test the quality and application of subject knowledge. In addition they allow you to demonstrate your ability to carry out basic bibliographic research and to communicate your ideas effectively in writing in an appropriate scholarly style using the Harvard system of referencing. Essays may be individual or based on working in a group and may also include a computational aspect
- **Class tests** taken either conventionally or online via the Keele Learning Environment (KLE) as Computer based tests assess your subject knowledge and your ability to apply it in a more structured and focused way compared to essays
- **Final examinations**, in different formats, test your knowledge and understanding of the module. Examinations may consist of essay, short answer, multiple choice questions and computational answers depending on the module
- **Individual report**, where you produce a document that sets out your response to the task, including your recommendations and conclusions
- **Group presentation**, where you collaborate with a group of fellow students and present your findings to other students on the module and the module tutor
- **Portfolios** where you assemble pieces of work to demonstrate your engagement with and understanding of a topic, either individually or in a group
- **Work Placement** reflection on work placement activity and development of employability skills

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	17%	16%	15%
Guided independent Study	83%	84%	85%
Placements	0%	0%	0%

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/>

Course Regulations

A student who has completed a semester abroad will not normally be eligible to transfer onto the International Year option.

A student is not allowed to study both the International Year option and the Work Placement Year or Entrepreneurship 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	BBC	None	30 points	DMM	Obtain Access to Higher Education Diploma with 30 Level 3 credits at Distinction	GCSE Maths at grade C (or 4) English Language at grade 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 tutors are responsible for providing support for learning on the modules. 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.
- Personal tutors also act as a first point of contact for students on non-academic issues that may affect their learning and can refer students on to a range of specialist health, welfare and financial services co-ordinated by the University's Student Services.
- Student Voice Representatives – provide a focus for issues at module and year level to be raised.
- Students for whom English is not their first language are offered language classes, facilities and services by the University's Language Centre. 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.

All members of teaching staff on the Marketing Programme are available to see students during office hours, if available, and by appointment.

Placement Tutor: Whilst students will be expected to find their own placements, KMS has a placement officer who will assist in providing support throughout the placement process. In addition to this, students undertaking the placement degree programme will be provided with an academic tutor, based at Keele. Support offered will ensure ensuring the appropriateness of the placement prior to starting the Placement Year, and email/telephone/face-to-face contact throughout the placement at regular intervals.

16. Learning Resources

Teaching takes place in a variety of lecture theatres and tutorial rooms all of which have appropriate audio-visual equipment. Copies of set texts are available in the campus library with an increasing number available as e-books, together with electronic access to a wide variety of relevant academic journals.

All modules make extensive use of the Keele Learning Environment meaning that students have access to detailed module materials (lecture notes, tutorial activities, journal articles and so on) anywhere and anytime that they have access to the internet.

SAGE accounting software is installed in a variety of PC labs in the Darwin building and campus library and Bloomberg information terminals are available in the Darwin building.

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 Year

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 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.

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

Entrepreneurship Year

Students have the opportunity to apply directly for the 4-year Marketing with Entrepreneurship 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 Entrepreneurship Year. To be eligible for the Entrepreneurship year, students must have a good University attendance record. They must also demonstrate a viable new business idea and suitability to undertake entrepreneurial activity. This will be assessed during Year 2, through submission of a proposal, presentation and interview.

Students who require a Study Visa to undertake the programme in the UK (including Tier 4) are not able to add in an Entrepreneurship Year due to UK Home Office (UKVI) restrictions. If a student has existing Immigration permission (Visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category.

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

Enhanced Degree: With Language Competency/With Advanced Language Competency

Marketing students successfully completing a series of language elective modules have the opportunity to gain an enhanced degree title including their language competency such as, "BA (Hons) Marketing with competency in Japanese". Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing minimum stage 6 in the chosen language, will be awarded an enhanced degree title with the designation 'with competency in [Language]'. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing stage 10 in the chosen language, will be awarded an enhanced degree title with the designation 'with advanced competency in [Language]'.

18. Additional costs

Students will be responsible for organising their own placement, with the support of the placement officer. This allows students to choose when and where to carry out their placement, taking into consideration the potential living and travel expenses, for which they will be 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 officer.

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

We do not anticipate any further costs for this undergraduate programme.

19. Quality management and enhancement

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 the 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 Programme 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 Voice 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 Programme described in this document has 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

Date of first approved version (v1.0): 19th September 2017

Revision history

Version number ¹	Author	Date	Summary of and rationale for changes
2.0	Teresa Oultram	April 2019	(i) Progression threshold of 60% for the Placement Year removed – now required only to pass year 1 and year 2 semester 1 modules. (ii) Changes to Level 5 and 6 optional modules (iii) Addition of Entrepreneurship Year option

¹ 1.1, 1.2 etc. are used for minor changes and 2.0, 3.0 etc. for major changes (as defined in the University's Guidance on processes supporting curriculum changes)

Annex A

Combined Honours Marketing with International Year

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
<p>Students registered for Combined Honours Marketing may either be admitted for or apply to transfer during their period of study at Level 5 to the Combined 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.</p> <p>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 Combined 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.</p> <p>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 'Combined Honours Marketing with International Year'.</p>
International Year Programme Aims
<p>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:</p> <ol style="list-style-type: none">1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject2. Experience of a different culture, academically, professionally and socially
Entry Requirements for the International Year
<p>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.</p> <p>The criteria to be applied are:</p> <ul style="list-style-type: none">• 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
<p>Students will be supported whilst on the International Year via the following methods:</p> <ul style="list-style-type: none">• 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
<p>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:</p>

- i) Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
- ii) Discuss the benefits and challenges of global citizenship and internationalisation
- iii) Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.

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

- iv) 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.
- v) 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 Combined 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 'Combined Honours 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 area.

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.

Annex B

Marketing with Work Placement Year

Work Placement Year summary
<p>Students registered for Combined Honours Marketing may either be admitted for or apply to transfer during their studies to the Combined Honours 'Marketing with Work Placement Year'. For Combined Honours students the rules relating to the work placement year in the subject where the placement is organised are to be followed. Students accepted onto this programme will have an extra year of study (the Work Placement Year) with a relevant placement provider after they have completed Year 2 (Level 5) at Keele.</p> <p>Students who successfully complete both the second year (Level 5) and the Work Placement Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Work Placement Year will normally revert to the 3-year Marketing programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.</p> <p>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 Work Placement Year'.</p>
Work Placement Year Programme Aims
<p>In addition to the programme aims specified in the main body of this document, the Work Placement Year aims to provide students with:</p> <ol style="list-style-type: none">1. The opportunity to carry out a long-term placement based learning experience (minimum 30 weeks equivalent of full-time work) between Years 2 and 3 (Levels 5 and 6) of their degree programme.
Entry Requirements for the Work Placement Year
<p>Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year 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 the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module (minimum 30 weeks full time (1,050 hours), or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.</p> <p>The criteria to be applied are:</p> <ul style="list-style-type: none">• A good University attendance record and be in 'good academic standing'.• Passed all Year-1 and Year-2 Semester 1 modules with an overall module average of > 60%• Students undertaking work placements will be expected to complete a Health and Safety checklist prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based.• (<i>International students only</i>) Due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme. <p>Students may not register for the Work Placement Year if already enrolled on either the International Year</p>

(see Annex A) and an Entrepreneurship Year (see Annex C).

If for any reason you feel you may not fulfil these criteria, please contact Sharon Farrow, Student Placement Officer via email at s.farrow@keele.ac.uk or book an appointment online www.keele.ac.uk/careerhub-login

Student Support

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

Students are responsible for securing their own placement, however our dedicated Student Placement Officer is able to support student job searches, and will also network with a range of employers in order to source suitable opportunities.

Support includes one to one appointments, group sessions, weekly placement bulletins, and job application and interview preparation (CV reviews, mock interviews etc).

Students are supported throughout their placement by the administrative lead and academic lead of the placement module. There is regular contact between the University, the student and the employer throughout the placement. A key element within the placement year is a visit that usually takes place mid-way through the placement and it is undertaken by a staff member of Keele Management School. Students also have access to various guides in terms of their assessment via KLE as well as the opportunity for 1-2-1 virtual meetings with the academic lead to discuss their progress.

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete 'Marketing with Work Placement Year' will be able to:

- i) evaluate their own employability skills (via a SWOT Analysis) 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;
- ii) develop, through practice on placement, the employment-related skills identified through their SWOT analysis and Intended Learning Outcomes;
- iii) reflect on and apply academic themes, concepts and theory as explored at Level 4 and Level 5 to complex real situations on work placement;
- iv) reflect on and critically evaluate their learning from the work placement and previous learning;
- v) explain how their chosen professional or placement sector operates and what skills are needed to develop their career.

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (MAN-30086) which involves:

- the submission of two portfolios of evidence, one at the beginning of the placement (usually after six weeks into the placement) and one at the end of the placement and before the start of the final year of undergraduate studies.

Course Regulations

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

- Students undertaking the Work Placement Year must successfully complete the zero-credit rated 'Placement Year module (MAN-30086)

Students will be expected to behave professionally in terms of:

(i) conforming to the work practices of the organisation; and

(ii) remembering that they are representatives of the University and their actions will reflect on the School and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

Additional costs for the Work Placement Year

Tuition fees for students on the Work Placement Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Work Placement 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 placement provider, accommodation, food and personal costs. Depending on the placement provider additional costs may include parking permits, travel and transport, suitable clothing, DBS checks, and compulsory health checks.

Eligibility for student finance will depend on the type of placement and students are required to confirm eligibility with their student finance provider.

International students who require a Tier 4 visa should check with the Immigration Compliance team prior to commencing any type of paid placement to ensure that they are not contravening their visa requirements.

Annex C

Marketing with Entrepreneurship Year

Entrepreneurship Year summary
<p>Students registered for Marketing may either be admitted for or apply to transfer during their studies to the Combined Honours 'Marketing with Entrepreneurship Year'. Students accepted onto this programme will have an extra year of study (the Entrepreneurship Year) located within the Incubation hub at Keele after they have completed Year 2 (Level 5) at Keele.</p> <p>Students who successfully complete both the second year (Level 5) and the Entrepreneurship Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Entrepreneurship Year will normally revert to the 3-year Marketing programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.</p> <p>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 Entrepreneurship Year'.</p>
Entrepreneurship Year Programme Aims
<p>In addition to the programme aims specified in the main body of this document, the Entrepreneurship Year aims to provide students with:</p> <ul style="list-style-type: none">• The opportunity to develop a business idea into a live enterprise project within Keele's incubator for a minimum of 30 weeks (full-time equivalent work) but can be longer with access to expertise from Entrepreneurs in Residence.
Entry Requirements for Entrepreneurship Year
<p>Students have the opportunity to apply directly for the 4-year 'with entrepreneurship year' degree programme, or to transfer onto the 4-year 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 the entrepreneurship. Students who fail to pass the entrepreneurship year, and those who fail to meet the minimum requirements of the entrepreneurship year module (minimum 30 weeks full time (1,050 hours), or equivalent activity within the incubator), will be automatically transferred onto the 3-year degree programme.</p> <p>The criteria to be applied are:</p> <ul style="list-style-type: none">• A good University attendance record and be in 'good academic standing'.• A suitable business idea and demonstration of ability to benefit from time in the incubator, assessed through the submission of a proposal, presentation and interview during year 2.• Students who require a Study Visa to undertake the programme in the UK (including Tier 4) are not able to add in an Entrepreneurship Year due to UK Home Office (UKVI) restrictions. If a student has existing Immigration permission (Visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category. <p>Students may not register for Entrepreneurship Year if already enrolled on either the International Year (see Annex A) or a Work Placement Year (see Annex B)</p>
Student Support
<p>Students will be supported whilst on the Entrepreneurship Year via the following methods:</p> <p>Students are supported throughout the year by the administrative lead and academic lead of the</p>

entrepreneurship module. There will also be a programme of support offered by the Entrepreneurs in Residence.

Students also have access to various guides in terms of their assessment via KLE as well as the opportunity for 1-2-1 meetings with the academic lead to discuss their progress.

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete 'Marketing with Entrepreneurship Year' will be able to:

- Create an innovative business venture and critically evaluate its potential viability
- Demonstrate understanding of the barriers to start-up enterprise growth and success
- Evaluate and apply a range of strategic decisions to maximise the viability of the start up
- Reflect on one's own entrepreneurial knowledge, skills, behaviour, and learning process

These learning outcomes will be assessed through the non-credit bearing Entrepreneurship Year module (MAN-30075) which involves:

- i) the submission of a portfolio of evidence demonstrating the activities and learning taken place during the year and a detailed synopsis of how the business idea has progressed.

Course Regulations

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

- Students undertaking the Entrepreneurship Year must successfully complete the zero-credit rated 'Entrepreneurship Year' module (MAN-30075)

Students will be expected to behave professionally in terms of:

- (i) conforming to the work practices of the incubation hub

Additional costs for the Entrepreneurship Year

Tuition fees for students on the Entrepreneurship Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Entrepreneurship 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 accommodation, food and personal costs.