

## **Course Specification**

### **BA (Hons) Top-Up Marketing Management LONU044**

#### **Coventry University London**

**Academic Year 2021/2022**

**To Apply Progressively to Cohorts Entering from September 2021**

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

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

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

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

**PART A Course Specification**  
The BA (Hons) Top-Up Marketing Management

### **1. Introduction**

The BA (Hons) Top-Up Marketing Management course is aimed at students from a diverse range of educational backgrounds and levels of industry experience in Marketing or other Business sectors who are looking at achieving a higher qualification in Marketing to boost their career prospects by attaining a globally recognised Bachelor's degree. Typically the student would hold a qualification such as a Higher National Diploma (HND), Foundation Degree or an equivalent to level 5 award or credits, and would like to undertake more in-depth study to prepare for a career in marketing in a global context.

The global marketing environment is currently undergoing a series of fundamental and far-reaching social and technological changes. This one year intensive course aims to develop you into a professional marketing manager of the future. The course will equip students with the knowledge and managerial skills to succeed in these new market realities and stand out to employers with specialist knowledge and innovative patterns of thinking. Graduates of the course have the opportunity to develop critical knowledge and competencies in strategic marketing management, PR and Communication. Strategic management and Digital Marketing.

The course relates academic studies to practical experiences through a wide range of teaching and learning approaches including the opportunities to work on real-life business challenges with business professionals, educational trips and experiential activities. The course emphasises on the latest marketing practices used by successful organisations competing in today's increasingly complex digital and global markets. You will learn to apply new marketing techniques, knowledge and best practice solutions to a wide range of marketing management situations.

Upon successful completion, students are eligible to proceed onto one of the leading postgraduate courses at Coventry University London.

#### **Benefits of this course**

By choosing this course students can benefit from:

- Exposure to the diverse and dynamic business environment of the City of London;
- The course may provide students with the possibility of engaging and participating in Collaborative Online International Learning (COIL) projects
- Innovative and diverse learning and assessment methods, including simulated and project-based activities, working with businesses on marketing strategies;
- An engaging experience delivered by an institution with strong foundations in educating business leaders;
- Opportunities to attend guest lectures delivered by high-profile business figures and academic research seminars;
- Networking opportunities with business owners and managers through the Get Ahead course;
- A culturally diverse learning environment and faculty;
- The development of professional effectiveness and employability through introducing a core module in Management simulation

The course helps students prepare for a career in marketing agencies, consultancies and the advertising or marketing departments in a range of organisations, whether large, small or 'virtual', profit-oriented or not-for-profit.

<b>2 Available Award(s) and Modes of Study</b>			
Title of Award	Mode of attendance	UCAS Code	<u>FHEQ Level</u>
BA (Hons) Top-Up Marketing Management (LONU044)	One academic year full-time; two years part-time.	N/A	Level 6
<b>3 Awarding Institution/Body</b>	Coventry University		
<b>4 Collaboration</b>	None		
<b>5 Teaching Institution and Location of delivery</b>	Coventry University London		
<b>6 Internal Approval/Review Dates</b>	Date of approval: Date for next review: Academic year TBC		
<b>7 Course Accredited by</b>	Not Applicable		
<b>8 Accreditation Date and Duration</b>	Not Applicable		
<b>9 QAA Subject Benchmark Statement(s) and/or other external factors</b>	<p>Particular note has been taken of the QAA Benchmark Statements for Honours Awards in Business and Management (2019) and, where appropriate, learning outcomes are cross-referenced to the report.</p> <p>Subject Benchmark statements can be found at:</p> <ul style="list-style-type: none"> <li>◆ <a href="http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/honours-degree-subjects">http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/honours-degree-subjects</a></li> </ul>		
<b>10 Date of Course Specification</b>	September 2020		
<b>11 Course Director</b>	Mr Mahen Ramsurrun		
<b>12 Outline and Educational Aims of the Course</b>			
<p>The BA (Hons) Top up Marketing Management belongs to a successful suite of BA (Hons) Top up undergraduate one-year courses delivered at Coventry University London. The course allows entry to a degree course at FHEQ Level 6 for international and home students who have a sound general business background of study and knowledge. It is designed to provide students with the skills they need to enter various marketing roles, from management to public relations.</p> <p>The course draws on the strengths of Coventry University London's industry links and academic expertise to ensure students have a well-rounded view of the world of marketing. They will, therefore, emerge from the course with well-developed powers of analysis, clear perspectives on strategy and strategic thinking, and highly effective communication and research skills, all of which are demanded by employers in the private, public, and third sectors.</p> <ul style="list-style-type: none"> <li>• The start of the course focuses on core strategic management modules. In modules 6016MFH Strategic Management, 6018MFH Strategic Marketing Management and 6012MFH Marketing and Digital Strategy modules students acquire the knowledge necessary for understanding the national and global economic, cultural, political, financial and business contexts within which marketers and organisations operate. The modules encourage students to develop intellectual and professional attributes needed for strategic analysis, to make appropriate choices between alternative strategies and implement them. Students are introduced to the marketing mix, traditional and</li> </ul>			

innovative marketing techniques as well as the nature of marketing strategy, data analytics and Digital Marketing strategy.

- These core modules are followed by specialist modules which build on the knowledge and skills acquired and place the emphasis on application of the knowledge and creating new solutions to real life business problems. Students explore 6022MFH Contemporary Issues in Global Marketing and 6026MFH Strategic PR and Communication to become a marketing professional with a diverse range of skills and competencies. These module will help students place the knowledge they gain into the wider context of marketing issues and to create comprehensive marketing strategies across a range of channels and market types, thus preparing students for work in this fast-paced environment.
- Towards the end of their studies, students will undertake 6017MFH Marketing Simulation and apply the mainstream concepts and theories, and explore current developments.

The course provides students with the opportunity to develop their knowledge, understanding, critical-thinking and problem-solving in areas required at the corporate and operational marketing levels in a global organisational context. In addition, it enables students to improve their communication, English language, interpersonal and life-long learning skills. Those students who wish to progress their higher education studies are well-equipped to successfully apply for postgraduate courses at Coventry University London and elsewhere.

General Educational Aims of the Course are to:

1. Provide the framework within which students can develop an analytical understanding of marketing in the context of a fast-changing environment;
2. Foster in students a commitment to personal development, a reflective style of management and a responsibility for their own learning;
3. Develop a range of cognitive, practical and transferable skills of value in employment and career development at the corporate and operational marketing levels in a global environment;
4. Equip students with the research and study skills required to investigate and resolve academic and business oriented research and marketing problems;
5. Reflect business thought and practice within the international context with an emphasis, where appropriate, on the application of theory to practice.

On successful graduation from the BA (Hons) Top-Up Marketing Management course, students should be able to:

1. Apply knowledge and understanding of marketing processes to a wide range of industries;
2. Apply appropriate marketing concepts, models, or techniques, to analyse marketing challenges within an international context;
3. Make creative and innovative improvements in marketing practice within their field;
4. Communicate effectively using appropriate written, verbal, audio-visual, or electronic, format in a national, international and intercultural context.

### **13 Course Learning Outcomes**

A student who successfully completes the course will have achieved the following Course Learning Outcomes and will be able to:

LO1 Demonstrate understanding of the environment within which marketers and organisations operate and how organisations interact with its environment;

LO2 Assess the holistic nature of a business organisation and apply relevant strategy, marketing and PR concepts and theories to new contexts;

LO3 Evaluate the nature of strategic decision making in organisations both in domestic and global arenas

LO4 Apply appropriate theoretical concepts, models or techniques to identify, analyse and critically assess complex problems and contemporary issues within organisations in both local and global arenas;

LO5 Identify, critically evaluate and exercise decision making skills to formulate and suggest solutions to business problems particularly within a global context;

LO6 Demonstrate a well-developed ability to communicate in written and verbal formats appropriate to a specific business setting, using terminology and language appropriate to business and marketing contexts;

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

Modules within the course, the levels at which they are studied, their credit value, status (whether mandatory or options), and pre/co requisites are identified in the table below. Also indicated are the course learning outcomes that are served within each module.

The BA Top-Up Marketing Management Course is available as a one-year direct entry at Level 6 on a one-year full-time or two-year part-time basis. It is constructed on the basis of a modular framework of 120 credits consisting of mandatory and optional modules. A student who obtains 120 credits at Level 6 will be awarded a BA Top-Up Marketing Management. Requirements for the awarding of degrees are as specified in the Academic Regulations.

Level	Module Code	Title	Credits	Status	Course Learning Outcomes
6	6016MFH	Strategic Management	20	M	LO1, LO2, LO4, LO5, LO6
6	6012MFH	Marketing and Digital Strategy	20	M	LO1, LO2, LO3, LO5, LO6
6	6018MFH	Strategic Marketing Management	20	M	LO1, LO2, LO3, LO4, LO5, LO6
6	6022MFH	Contemporary Issues in Global Marketing	20	M	LO1, LO2, LO4, LO5, LO6
6	6026MFH	Strategic PR and Communication	20	M	LO1, LO2, LO4, LO5, LO6
6	6017MFH	Marketing Simulation	20	M	LO1, LO2, LO3, LO4, LO5, LO6

Key

M = Mandatory

#### 15 Criteria for Admission and Selection Procedure

- The course is subject to the Coventry University London's admission procedures and access policies.
- To be accepted for the course students must possess the equivalent of 240 credits (120 ECTS) at level 4 and 5 obtained in a relevant subject area.
- Careful monitoring of applications to ensure that applicants are suited to the course takes place. Relevant work experience may also be taken into account. Where necessary, applicants are interviewed (remotely if applicable), especially those who do not appear to meet standard admissions criteria. Where deemed appropriate, a written exercise is administered to establish suitability.

- An adequate proficiency in English must be demonstrated, and will be assessed during the induction phase of the course. The requirement is a minimum IELTS score of 6.5 with no component below 6.0 (or an equivalent English language test).

### **16 Academic Regulations and Regulations of Assessment**

This Course conforms to the [General Regulations](#) and [Academic Regulations](#) for Courses at Coventry University London.

### **17 Indicators of Quality Enhancement**

The University has well established mechanisms for the review and evaluation of teaching, learning, assessment, and the curriculum and outcome standards.

The University's quality procedures were confirmed by a QAA HE Audit in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University that it meets UK expectations for:

- The setting and maintenance of the academic standards of awards meet UK expectations.
- The quality of student learning opportunities meets UK expectations.
- The quality of the information about learning opportunities meets UK expectations.
- The enhancement of student learning opportunities meets UK expectations.

The arrangements for quality assuring courses and monitoring academic standards at Coventry University London reflect those in place at the University, suitably modified to take account of the size of the Campus and the business-facing nature of the academic content. Established arrangements at Coventry University London include:

- Academic Board at Coventry University London
- Assessment Boards
- Student feedback mechanisms upon enrolment and graduation/exit, and for courses and modules
- Assessment processes, including benchmarking, anonymous marking of work (wherever practicable), pre-marking benchmarking, moderation or double marking for the Project modules and the appointment of External Examiners
- Processes for the internal approval of modules and courses prior to submission to Coventry University boards
- Arrangements for accreditation of courses by a suitable professional body
- Processes for monitoring teaching quality including open access to teaching material, as well as managerial and peer observation
- Provision of a pre-sessional induction course.

### **18 Additional Information**

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

Course pages on Aula which contain:

- Course Handbook
- Discussion Forum
- Guest lecture schedule
- Links to sources of further support and guidance
- Information on careers and professional bodies

Module pages on Aula which contain:

- Teaching and learning materials

- Assessment briefs and rubrics
- Guest lecture schedule
- Discussion forum
- Links to sources of further support and guidance

The Coventry University London's Website and Student Portal contain references and signposts to:

- Student welfare support on campus
- Study Support information
- IT and Library provision on and off campus
- Medical and dental centres
- Travel guides
- Personal safety advice
- Financial guidance
- Accommodation options
- Student Central facilities

Module Information Directory (<https://webapp.coventry.ac.uk/MidWebNext/Main.aspx>)