



**Course Specification
Part A**

BA (Hons) International Marketing Top-up

Course Code: FBLU040

Faculty of Business and Law

School of Marketing and Management

***Academic Year: 2020 - 2021**

***Please note: the course will remain on the University's academic regulations, Mode C (2018) and will be subject to review to bring the regulations in line with THE Mode E Academic Regulations for delivery from academic year 2021-2022**

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.

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
BA (Hons) International Marketing Top-Up

1. Introduction

The **BA (Hons) International Marketing (Top-Up)** is a distinctive course that provides an opportunity for students to develop advanced knowledge and understanding of international marketing. The specialist marketing modules will give students the opportunity to pursue a career in the marketing industry.

The course allows direct entry for international students at level 6, depending on students' previous qualifications. The course also includes academic English modules to students for whom English is not their first language (IELTS 6.0 or equivalent).

The course has the principles and practices of international marketing at its core, but also provides students with the broader knowledge of managing businesses in a global setting. It is distinctive due to its focus on responsible marketing and management practices in an international setting.

Teaching, learning and assessment strategies are grounded in the corporate world, using real life international case studies where possible and the use of Collaborative Online International Learning (COIL) projects. These involve students interacting with other students from international partner institutions in order to bring different cultural perspectives into the application of marketing context. The international focus of the course is derived from the diversity of the student body and the teaching team, and the use of international teaching materials.

The BA(Hons) International Marketing (Top-up) sits within the existing suite of undergraduate study within the School of Marketing & Management, and provides an opportunity for students to specialise in international marketing. The course incorporates the University's education strategy and embeds the principal pillars of transformative learning such as international engagement and community contribution/responsibility through consideration of the ethical, responsibility and sustainability issues of marketing.

2 Available Award(s) and Modes of Study

| Title of Award | Mode of attendance | UCAS Code | FHEQ Level |
|--|--------------------|-----------|------------|
| BA (Hons) International Marketing | FT: 1 year | N550 | Level 6 |
| (Fallback award) BA International Marketing | FT: 1 year | | Level 6 |

| | |
|---|---|
| 3 Awarding Institution/Body | Coventry University (under Mode C Academic Regulations until academic year 2021-2022) |
| 4 Collaboration | SHAPE, in Hong Kong (Autonomous Franchise) |
| 5 Teaching Institution and Location of delivery | Coventry University |
| 6 Internal Approval/Review Dates | Date of last approval: 05/2012 Date for next review: Academic year 2021/2022 |
| 7 Course Accredited by | Not Applicable |
| 8 Accreditation Date & Duration | Not Applicable |
| 9 QAA Subject Benchmark Statement(s) and/or other external factors | Quality Assurance Agency (2015) The QAA Subject Benchmark Statement for Bachelor's Degrees in Business and Management [online] http://www.qaa.ac.uk/publications/information-andguidance/publication?PubID=2915#.WBmo5C2LSUk |

| | |
|--|---|
| | The course reflects the Business School's commitment, as a prime signatory, to the six Principles for Responsible Management Education (PRME) http://www.unprme.org/ |
| 10 Date of Course Specification | January 2020 |
| 11 Course Director | TBC |

12 Outline and Educational Aims of the Course

The BA (Hons) International Marketing Top-Up course provides students with an education that explores the concepts and characteristics of international marketing as an area of academic and applied study. The course develops the skills of critical analysis about international marketing and seeks to produce independent learners able to work with self-direction and the ability to blend theory and practice in complex situations.

The overall aims for the course are that students should be able to:

1. To develop a range of transferable skills of value in employment and career development.
2. To reflect on marketing thought and practice within the international context and with an emphasis, where appropriate, on the application of theory to practice.
3. To equip students with linguistic proficiency aimed towards practical application within the external environment.
4. Provide an international marketing education that encourages students to effectively manage their own learning.
5. To enable students to develop, or enhance, careers in international marketing and international business.

The aforementioned educational aims align with the QAA Subject Benchmark Statement for Bachelor's Degrees in Business and Management (2015) descriptors at Level 6.

13 Course Learning Outcomes

On completion of the course, students should be able to:

1. Critically apply the principles of marketing in an international context.
2. Demonstrate knowledge and a critical understanding of how international organisations develop marketing strategy in response to a challenging international business and ethically demanding environment.
3. Identify and apply appropriate marketing information and research techniques to support marketing decision-making.
4. Work effectively using critical thinking to solve complex international marketing problems.
5. Show a professional level of transferable practical and digital skills to resolve a range of international business and marketing challenges.
6. Act as independent learners, communicate to an audience effectively in a variety of different electronic formats to demonstrate effective interpersonal skills to work in a team.

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

14.1 Patterns and modes of attendance

The course is available as a one-year Direct Entry course and students study on a full-time basis.

Refer to standard University regulations that are applicable to the course.

14.2 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the programme, their status (whether mandatory or core options), the levels at which they are studied, and their credit value are identified in Table 1 below.

Modules within the programme may be classed as:

Mandatory (M) modules are compulsory.

Option (O) modules are chosen from a prescribed list of modules.

Details regarding the patterns and modes of attendance, as well as other distinctive features of the course are presented below.

14.3 Awards

14.4 Cascade of Awards:

BA (Hons) International Marketing (Top-up)



BA International Marketing (Top-up)

14.5 Conditions for Awards

Please note that the Awards will be made under the University's Academic Regulations Mode C

| Table 1-BA (Hons) International Marketing (Top-up) | | | | | |
|--|-------------|---|--------------|---------------------|--------------------------|
| Level | Module Code | Title | Credit Value | Mandatory/ Optional | Course Learning Outcomes |
| 6 | 3010MKT | Global Marketing | 20 | M | 1,2,4,5 & 6 |
| 6 | 3014MKT | Strategic Marketing Planning | 20 | M | 1,2,3,5 & 6 |
| 6 | 391DEL | English for Business 1 | 10 | M | 6 |
| 6 | 392DEL | English for Business 2 | 10 | M | 6 |
| 6 | 3009MKT | Brand & Corporate Communications | 20 | O | 1,3,5 & 6 |
| 6 | 3015MKT | Contemporary Service and Retail Marketing | 20 | O | 2,3,4,5 & 6 |
| 6 | 356SAM | Globalisation in Emerging Markets | 20 | O | 2,3,4,5 & 6 |
| 6 | 3006MKT | Enterprise & Entrepreneurship | 20 | O | 3,4,5 & 6 |
| 6 | 305HRM | International HRM | 20 | O | 4, 5 & 6 |

Students choose 3 option modules from 3009MKT Brand & Corporate Communications, 305HRM International HRM, 3006MKT Enterprise and Entrepreneurship, 3015MKT Contemporary Service and Retail Marketing & 356SAM Globalisation in Emerging Markets.

15 Criteria for Admission and Selection Procedure

For the one year programme (level 6 only) - 240 credits (APL with 120 credits at Level 4 and 120 credits at Level 5) obtained in a relevant subject area (marketing).

Accreditation of Prior Learning (APL) will be determined in line with University regulations.

Progression from partner institutions will be mapped in line with University processes and retained by the Academic Partnership Unit (APU).

These should include any prerequisite modules for the course of study. UCAS entry profiles may be found at <http://www.ucas.com/students/choosingcourses/entryrequirements>. Additionally, students will require IELTS 6.0 or equivalent. The general requirements are in line with University Policy.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard [University Regulations \(Mode C\) with the exception of the inclusion of the Add+vantage Module and the IELTS score of 6.5. An exemption has been agreed to exclude the Add+vantage module and to specify the IELTS requirement of 6.0](#)

17 Indicators of Quality Enhancement

The Course is managed by the School of Marketing & Management (SMM) Board of Study of the Faculty of Business & Law.

The Faculty Programme Assessment Board (PAB) is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study, which contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.

Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year.

The following are key indicators of quality and standards:

1. The course has been designed in accordance with the QAA Subject Benchmark Statement for Bachelor's Degrees in Business and Management (QAA, 2015)
2. Coventry Business School is ranked by EDUNIVERSAL in the 'Excellent Business School' (3 Palmes) worldwide category. EDUNIVERSAL provides a ranking and information system for students in order to help decide which Business School to study at (<http://eduniversal-ranking.com/>).
3. Coventry Business School has signed up to 'The Principles for Responsible Management Education' (PRME) initiative <http://www.unprme.org/>. PRME has six principles, including; Purpose, Values, Method, Research, Partnership and Dialogue. All six principles of PRME are practised in the course.
4. The School of Marketing and Management has a strong portfolio of active researchers who regularly publish in peer reviewed internationally-recognised publications.
5. External Examiner reports point to the quality of the current courses offered within the School of Marketing and Management which have been strongly commended. This course complements the already successful suite of undergraduate courses offered within the School of Marketing and Management.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.

6. A significant number of professional bodies (e.g. CIM and CIPD) have recognised degrees offered by the School of Marketing and Management.

7. The Guardian University Guide 2019 ranked the University 13th overall (out of 116 universities).
8. The University was ranked in the top 4% of worldwide higher education institutions in 2014 by QS World University Rankings.
9. University of the Year, for Student Experience according to the Times & Sunday Times Good University Guide 2019.
10. Modern University of the Year for 2014, 2015 and 2016.
11. Awarded Gold for Teaching Standards and Learning (TEF, 2017)

The report of QAA's Institutional Audit undertaken in November 2015 confirmed that:

- Confidence can be placed in the soundness of the institution's current and likely future management of the academic standards of its awards.
- Confidence can be placed in the soundness of the institution's current and likely future management of the quality of the learning opportunities.

18 Additional Information

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

- Faculty Undergraduate Student Handbook and Course Guide
 - Module Guides produced for all modules
 - Module Information Directory
 - Teaching plan and module resource documents produced for all modules available on Moodle
 - Study Support information is accessible from the home page of the CU Student Portal
-