



Queen Margaret University

EDINBURGH

# Programme Specification

Where appropriate outcome statements have be referenced to the appropriate Benchmarking Statement (**BS**)

1	<b>Awarding Institution</b>	Queen Margaret University
2	<b>Teaching Institution</b>	Metropolitan College (MC)
3	<b>Work based learning</b>	Metropolitan College (MC)
4	<b>Programme accredited by</b>	N/A
5	<b>Final award</b>	BA (Hons) Marketing Management
6	<b>Programme</b>	BA (Hons) Marketing Management
7	<b>SCQF Level</b>	10
8	<b>UCAS code (or other coding system if relevant)</b>	N/A
9	<b>Mode of delivery and duration</b>	Full time/ 4 year programme (or 3-year in fast track route)
10	<b>Date of validation/review</b>	May 2020

## 10. Educational Aims of the programme

The aims of the Marketing Management programme are:

### Programme Aims

The aims of the **Marketing Management** programme are:

1. To provide students a comprehensive education in the field of marketing and marketing related activities through the exploration of an integrated range of academic, theoretical and practical approaches to their study.
2. To enable graduates to be able to apply core marketing principles in a variety of organizational contexts and evaluate current marketing concepts with a critical eye via selection and synthesis; reasoned arguments and business practice.
3. To develop graduates' intellectual capabilities through learning of the core concepts of marketing management, undertake marketing research, and profile the buyer behaviour of consumers.
4. To equip graduates with broad marketing, management and business, information technology and quantitative and qualitative research skills so that they can effectively communicate marketing practices.
5. To produce graduates who have a range of generic transferable intellectual and practical skills that will enable them to add-value within the work place.
6. To produce graduates able to pursue a professional and/or academic career in marketing.

## **11. Benchmark statements/professional and statutory body requirements covered by the programme**

Subject benchmark statement: Events, Hospitality, Leisure, Sport and Tourism (November 2019)

## **12. Learning Outcomes of the Programme**

### **Programme Outcomes**

#### **A. Knowledge and Understanding**

On completion of the programme, the students will have demonstrated knowledge and understanding of:

- The principles, philosophy and theories of marketing in its various diverse contexts of modern business, which form the foundations of marketing strategies employed for the successful marketing of services and products.
- The dynamic processes in the practice of marketing, the diverse application of marketing principles across sectors and types of organizations, and its contribution to the delivery of customer acquisition, value, satisfaction and retention across diverse market segments.
- The changing social, political, technological and economic environments in national and international context, and their effects on the marketing practices of organisations.
- The aspects of consumption processes: buyer behaviour and decision making in consumer and business markets, how to identify target markets for marketing activities, and the significance of customer service and relationship management in organisations.
- The marketing research strategies and research framework design as a base for developing insights for the marketing of services and products.
- The findings of the data produced in evaluating marketing performance and developing future marketing strategies and practices.
- The contemporary issues, frameworks, theories and tools underpinning the practice of digital marketing and internet marketing communications, as a challenge and an opportunity in marketing.
- The critical role of marketing in driving creative, innovative and sustainable solutions in organisations.
- How organisations develop competitive advantage by creating, delivering and communicating value to customers.
- How brands create value for customers and for the organisations that manage them effectively.

#### **B. Intellectual Skills**

On completion of the programme, the students will be able to:

- Critically review and analyse marketing literature.
- Successfully conduct independent work including personal studying and own knowledge management.
- Decide research and knowledge requirements for information and learning purposes.
- Apply theoretical knowledge to analyse a marketing related situation and devise alternative responses.
- Select, synthesise, summarise and critically evaluate alternative justified marketing models and processes from multidisciplinary and inter disciplinary perspectives to practical marketing situations
- Integrate a range of marketing theories to solve marketing problems.
- Implement creativity, innovation and leadership to marketing practice.

### **C. Practical Skills**

On completion of the programme, the students will be able to:

- Carry out a marketing audit of an organisation
- Retrieve, integrate, analyse and evaluate data from primary and secondary sources, using a wide range of appropriate techniques and transform concepts into actionable solutions
- Interpret marketing data correctly to support management decision-making and evaluation
- Use communication and information technology to support and develop the digital and traditional marketing activities of organisations
- Develop problem solving skills and the ability to critically evaluate difficulties and deliver coherent solutions
- Design a marketing research project to achieve specific research objectives
- Develop strategic and operational marketing objectives and plans using marketing tools, technologies and processes that are suitable to the current product/service portfolio of the organisation
- Demonstrate independent and team-based decision making abilities

### **D. Transferable Skills**

On completion of the programme, the students will be able to:

- Communicate effectively in context through oral presentations, and using ICT and a range of media widely used in business (i.e. business dashboards, presentations)
- Apply techniques and solutions from one discipline to another
- Manage themselves and resources effectively in terms of time, behaviour motivation and enterprise in order to achieve intended goals.
- Demonstrate adaptability, creativity, innovation and entrepreneurship as qualities conducive to agility;
- Employ critical enquiry and business oriented initiative independently and in working groups
- Clearly identify criteria for success and evaluate their own performance against those criteria.
- Employ numeracy and quantitative skills, including data analysis and interpretation in analysing and solving problems.
- Access diverse resources in order to enhance critical assessment and analysis of various marketing management issues.
- Demonstrate independent and team-based decision making abilities

## **13. Teaching and learning methods and strategies**

- The learning/teaching strategies adopted by the programme aim to encourage independent and active learning. A wide range of active teaching methods will be employed throughout the programme including
- Practical workshops – enabling experimentation and the analysis and discussion of issues, documents and materials;
- Lectures – providing the opportunity for the presentation of an extended and coherent line of argument;
- Seminars – to generate group and individual creativity, discussion and reflection;
- Guided reading and independent study – to enable participants to engage with relevant and appropriate debate;
- Supported self-study using relevant materials – to promote individual enquiry and development;

- Individual tutorials – to enable a more extended, in-depth analysis and support of self-study;
- Formative assessment tasks to allow students to monitor their own understanding and engagement will be provided a regular interval throughout the module.

#### 14. Assessment strategies

##### BA (Hons)Marketing Management

<b>Level 1</b>			
<b>Module</b>	<b>Credits</b>	<b>Semester</b>	<b>Assessment</b>
Study skills for business students	0	Y	100% formative essay-type assignment
Business English I	0	Y	50% 10-minute oral presentation 50% written report
Principles of Marketing	20	1	50% submitted presentation 50% exam
Contemporary Business Environment	20	1	60% essay 40% submitted presentation
Business Economics	20	1	40% in-class test 60% exam
Theory and practice of Finance and Accounting	20	2	50% in-class test 50% exam
Understanding Management in Organizations	20	2	40%, reflective learning journal 60% exam
Data Analysis and Decision Making	20	2	70% Business Report 30% Group Presentation
<b>Level 2</b>			
<b>Module</b>	<b>Credits</b>	<b>Semester</b>	<b>Assessment</b>
Business English II	0	Y	50% 10-minute presentation 50% case study
Operations Management	20	1	40% group presentation 60% individual report
Integrated Marketing Communications	20	1	60% individual assignment 40% group presentation
Global Marketing	20	1	50% individual assignment 50% exam
Digital Marketing and Social Media	20	2	30% individual presentation 70% individual report
Customer Relationship & Service Marketing	20	2	30%, group presentation 70% exam
Enhancing Customer Experience	20	2	60% reflective report 40% group report
<b>Level 3</b>			
<b>Module</b>	<b>Credits</b>	<b>Semester</b>	<b>Assessment</b>
Exploring Strategy	20	1	50% exam, 50% assignment

Digital Marketing Analytics	20	1	100% individual assignment
Brand management	20	1	60%, exam 40%, group presentation
Marketing Planning & Strategy	20	2	30% group presentation 70% individual assignment
Marketing Research & Analysis	20	2	50% exam, 50% individual assignment
Value Driven Marketing	20	2	20% group poster presentation 80% individual report
<b>Level 4</b>			
<b>Module</b>	<b>Credits</b>	<b>Semester</b>	<b>Assessment</b>
Business Ethics, Sustainability and Corporate Social Responsibility	20	1	50% Individual assignment 50% exam
Management Insight and Consultancy	20	1	60% individual consultancy report 40% personal development plan
Contemporary issues in Marketing	20	2	100% individual report
Honours Dissertation	60	Y	100% Dissertation

**15. Programme structures and features, curriculum units (modules), credits and award requirements (including any periods of placement)**

**Programme Structure**

**BA (Hons)Marketing Management**

**Level One**

Code	Title	Credits	Semester
B1100	Study Skills for Business Students	0	Y
B1000	Business English I	0	Y
B1072	Principles of Marketing	20	1
B1107	Contemporary Business Environment	20	1
B1109	Business Economics	20	1
B1108	Theory and practice of Finance and Accounting	20	2
B1075	Understanding Management in Organizations	20	2
B1101	Data Analysis and Decision Making	20	2

**Level Two**

Code	Title	Credits	Semester
B2000	Business English II	0	Y
B2105	Operations Management	20	1

B2107	Integrated Marketing Communications	20	1
B2108	Global Marketing	20	1
B2118	Digital Marketing and Social Media	20	2
B2102	Customer Relationships and Services Marketing	20	2
B2104	Enhancing Customer Experience	20	2

### Level Three

Code	Title	Credits	Semester
B3132	Exploring Strategy	20	1
B3164	Digital Marketing Analytics	20	1
B3189	Brand Management	20	1
B3165	Marketing Planning & Strategy	20	2
B3166	Marketing Research & Analysis	20	2
B3174	Value-Driven Marketing	20	2

### Level Four

Code	Title	Credits	Semester
B4120	Business Ethics, Sustainability and Corporate Social Responsibility	20	1
B4135	Management Insight and Consultancy	20	1
B4144	Contemporary Issues in Marketing	20	2
B4136	Honours Dissertation	60	Y

## **BA (Hons) Marketing Management (Fast-track)**

### Level One

Code	Title	Credits	Semester
B1100	Study Skills for Business Students	0	y
B1000	Business English I	0	Y
B1072	Principles of Marketing	20	1
B1107	Contemporary Business Environment	20	1
B1109	Business Economics	20	1
B2105	Operations Management	20	1
B1075	Understanding Management in Organizations	20	2
B1101	Data Analysis and Decision Making	20	2
B2118	Digital Marketing and Social Media	20	2
B1108	Theory and practice of Finance and Accounting	20	2

### Level Two

Code	Title	Credits	Semester
B2000	Business English II	0	Y

B3132	Exploring Strategy	20	1
B3164	Digital Marketing Analytics	20	1
B2107	Integrated Marketing Communications	20	1
B2108	Global Marketing	20	1
B3174	Value-Driven Marketing	20	2
B3166	Marketing Research & Analysis	20	2
B2102	Customer Relationships and Services Marketing	20	2
B2104	Enhancing Customer Experience	20	2

### Level Three

Code	Title	Credits	Semester
B3189	Brand Management	20	1
B4120	Business Ethics, Sustainability and Corporate Social Responsibility	20	1
B4135	Management Insight and Consultancy	20	1
B4144	Contemporary Issues in Marketing	20	2
B3165	Marketing Planning & Strategy	20	2
B4136	Honours Dissertation	60	Y

## 16. Criteria for admission

The standard precepts of the University Admissions Regulations apply to all applicants, including those which pertain to non-standard entry and accreditation of prior learning, as summarised at: <https://www.qmu.ac.uk/media/6609/admissions-policy.pdf>

Applicants, in order to be considered for admission should have a Greek Secondary School Diploma / 'Apolyterion of Lykeio' or equivalent (e.g., International Baccalaureate, European Baccalaureate, etc.) with a grade 10 or above. This requirement is in line with the Greek government's minimum standard for access to higher education.

High school leaving certificates issued by vocational Lyceums, such as TEE or EPAL and foreign certificates which are equivalent to the Greek Lyceum certificate (e.g. International Baccalaureate, European Baccalaureate, etc.) are also accepted.

Non-native Greek speakers, may be admitted to the programme on demonstrating that:

- They hold a qualification recognised by QMU for admission to undergraduate programmes, as documented in the University Admissions Regulations.
- They hold a certificate of attainment in Greek at Level D (<http://www.greeklanguage.gr/greekLang/certification/index.html>)

With regards to entry onto the three year BA (Hons) Marketing Management degree pathway (fast track) the admissions criteria will be higher than the ones applied for the four year version. This is in recognition of the higher workload each academic year (160 credits) entails. Students are expected to have a Greek Secondary School Diploma of 14/20 in order to be accepted into the programme. The interview process is a key part in the application of fast track candidates and this information will be included in to the formal application file in order to be considered by the committee.

Applicants who do not meet the admissions criteria could consider entry into the four year programme thereby offering greater flexibility and options in the learner journey.

## **17. Support for students and their learning**

AMC strives for excellence in supporting students in many ways and provides the following student support:

- Personal Academic Tutors
- Student handbooks
- Access to the Academic Learning Centre. Library and IT support
- Access to Student Services: Careers Office, English Language Support, Counselling
- Representation through Student-Staff Committees

## **18. Quality Assurance arrangements**

This programme is governed by QMU's quality assurance procedures. See the QMU website for more detail: <http://www.qmu.ac.uk/quality/>