



Programme Specification

GENERAL INFORMATION	
<i>Awarding Institution//Body</i>	University of Bath
<i>Teaching Institution*</i>	School of Management
<i>Validated/Franchised/Licensed (if appropriate)</i>	
<i>Programme accredited by (including date of accreditation)*</i>	
<i>Programme approved by (including date & minute number of Senate)</i>	Initial approval: Academic Programmes Committee 24 October 2012 PAPAC 20 March 2013 (Chair's Action 04 September 2013)
<i>Final award</i>	Bachelor of Science (Hons.) Students leaving an undergraduate programme prematurely may be eligible for a Certificate of Higher Education (www.bath.ac.uk/quality/documents/certhe.pdf) or a Diploma of Higher Education (www.bath.ac.uk/quality/documents/diplhe.pdf)
<i>Programme title*</i>	Management with Marketing (with placement)
<i>UCAS code (if applicable)</i>	
<i>Subject Benchmark Statement*</i>	General Business and Management
<i>Intended level of completed programme (in line with FHEQ eg 5, 6, 7)*</i>	6
<i>Duration of programme & mode of study*</i>	4-year Thick Sandwich (full time)
<i>Date of Specification preparation/revision*</i>	12 Sep'14: 20 Aug'15: 6 Sep'16
<i>Applicable to cohorts (eg. for students commencing in September 2012 or 20012/13-2013/14)*</i>	For students commencing 2016/17 onwards

Synopsis and academic coherence of programme*

The BSc Management with Marketing provides an undergraduate qualification for students wishing to pursue a career within marketing and prepares them for further professional training or postgraduate study, while also covering subjects which would be encountered in a general management education programme. In addition to exposure to a range of key business and management functions students' knowledge and skills are developed within the key business domain of marketing.

Year 1 introduces a range of management activities and their underpinning principles. Year 2 builds on these and requires students to develop their marketing knowledge and understanding through core marketing modules. Year 3 is a placement, which enables

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students to apply their academic knowledge in a marketing workplace environment. In the final year, in addition to a core module in strategy, students' are able to further develop their specialist marketing knowledge through a further suite of marketing options.

Educational aims of the programme*

The general ethos of the programme fits with the wider aims of School of Management programmes by encouraging students to link advanced academic study of marketing and other management disciplines with the practical application of theory.

The aims of the programme are to provide students with:

- a firm understanding of the major areas of business practice to support a coherent understanding of the way in which concepts and models of marketing and management theory may be applied;
- an ability to apply relevant marketing theories and concepts to analyse and evaluate business problems so that they can reach considered and appropriate conclusions, and can competently communicate the reasoning behind these conclusions;
- an opportunity to attain their full academic potential, within an environment which is constructively critical and where the current research of staff members informs their teaching;
- a focused educational framework that enables the development of intellectual rigour, analytical skills and independent thought and learning;
- practical experience in the application of marketing knowledge gained at University, develop personal and business skills through placement and assessment activities;
- opportunities to develop team leadership, presentational, time management and communication skills;
- self-reflexivity necessary for the development of life-long learning.

The programme is designed to prepare students for careers in the marketing industry, both public and private sector; in areas such as brand management, advertising, communications, selling and consulting. Additionally, the transferable skills that the programme develops will support students in progressing to a wide variety of graduate career paths.

Intended learning outcomes * (including teaching, learning and assessment methods, specifying those applicable for interim awards where appropriate)

Units will be studied through a mixture of lectures and tutorials, as specified in the unit templates. Assessment, similarly specified, will be through a variety of forms: individual assignments; group assignments'; presentations; exercises; in-class tests, and closed- and open-book examinations.

➤ Knowledge & Understanding:

By the end of the degree, students will be able to display:

- a sound understanding of theories of business and management including contemporary theories and models in marketing.
- an ability to critically evaluate models and evidence of business including marketing knowledge and practice.
- a sound understanding of the external environment (economic, legal, social, political) in which organisations operate, and the relationships between organisations and their stakeholders.
- an awareness of the implications of changes in

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	<p>business and management practice for the strategic development of organisations.</p> <ul style="list-style-type: none"> • an awareness of the role of marketing for business practice and the strategic development of organisations.
<p>➤ Intellectual Skills:</p>	<p>Graduates of the programme will have demonstrated an ability to:</p> <ul style="list-style-type: none"> • analyse and evaluate marketing information, engage in problem solving activities and demonstrate the capacity to make informed judgements about a range of contemporary marketing issues. • appropriately apply marketing models, theories and concepts to aid marketing and strategic decision-making in the complex environment of contemporary business practice. • to develop and construct a reasoned argument accompanied by evidence in support of conclusions. • exercise independent judgement and construct a reasoned argument accompanied by evidence in support of conclusions.
<p>➤ Professional Practical Skills:</p>	<p>Graduates of the programme will be able to:.</p> <ul style="list-style-type: none"> • understand the structure of employing organisations and be capable of investigating and assessing career options prior to graduation. • use their experiences in placements and projects to inform their career choices and to put to use immediately in employment the skills they have developed. • work in a marketing capacity in the private, public or voluntary sectors, or proceed to postgraduate programmes in marketing or related disciplines. • demonstrate consistent and effective analytical and presentational skills that will be useful in their marketing careers • contribute to marketing decision-making in a range of contexts. • be able to develop their own careers through applying the skills they have gained in real world situations and adapting to future changes in the wider context of business and society.
<p>➤ Transferable/Key Skills:</p>	<p>Graduates of the programme will be able to:</p> <ul style="list-style-type: none"> • demonstrate consistent and effective written and oral communications skills, both individually and in a group environment. • communicate information effectively to audiences of different kinds. • analyse quantitative and qualitative data and apply

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	<p>statistical techniques appropriately.</p> <ul style="list-style-type: none">• plan, organise and prioritise their time effectively.• work effectively in teams• appreciate their own strengths and weaknesses as learners and plan their future educational development.• use information technology effectively in the context of analysing business problems.
<p>Structure and content of the programme (including potential stopping off points) <i>(Append the relevant programme description (PD) form(s) and cross reference below)</i></p>	
<p>The programme lasts for four years full-time, in which an industrial placement provides practical experience to complement broadly based multi-functional study.</p> <p>Year 1 comprises a set of core units, which cover areas of business practice such as Marketing, Operations, Accounting, Finance and Human Resource Management. Students will also be required to develop skills in quantitative analysis and the study of the wider context of international business.</p> <p>Year 2 builds on this foundation by requiring students to take units in a number of those subjects at an intermediate level, notably Marketing, Finance, International Management and Business Analytics. They are also able to choose options which will deepen their understanding of some of the other subject areas, such as Human Resource Management and Accounting.</p> <p>A placement is core to the programme. Students must undertake a minimum of 39 weeks work in Year 3. Undertaking the Professional Development Programme (PDP) is required of the students to encourage them to prepare for and reflect on their experience of applying for and working on placement.</p> <p>Year 4 requires students to take units in Strategy, to give a core of advanced knowledge for all students on the programme, while also allowing students to take a range of options that build on core and optional units taken in Year 2. Subjects will be available that reflect the research interests of all the subject groups in the School of Management.</p> <p>See programme structure attached separately</p>	

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Details of work placements / work-based learning / industrial training / study abroad requirements

The placement will take place in Year 3 of the programme.

The placement is valued at 60 credits and is assessed on a pass/fail basis. Students must satisfy the following conditions in order successfully to complete the placement and gain the relevant credits:

- i) carry out to a satisfactory standard the work prescribed by the employing organisation for a minimum of 39 weeks and adhere to the Code of Practice laid down by the Placements Office;
- ii) complete satisfactorily the prescribed preparation work before each placement period;
- iii) complete satisfactorily the prescribed post-placement debriefing including any written project work which is required and pass this work. A student who fails to reach the minimum standard must resubmit the work to a satisfactory standard within a set time period.

Details of support available to students (e.g. induction programmes, programme information, resources)

1. An induction programme for students at the start of the first year is organised by the School of Management. This complements a more general induction programme offered by the University. New students are issued with the Programme Handbook. This contains information about academic and pastoral matters: the degree structure and also the Unit Catalogue for the 1st year (the whole unit catalogue can be consulted at any time on the University's web pages); standard information about student support services produced by the University and general advice about the personnel and resources available in the School of Management. They receive the current Guide to Student Support Services. They are introduced to their first-year subjects and teachers and given advice on studying and skills development.

2. Where there are changes to the programme, e.g. in the availability of optional units, the Director of Studies updates those students on the changes.

3. Each student is assigned a personal tutor, normally for the whole of their programme. The tutor's task is to advise tutees on any aspect of the programme, including on choices arising and how to approach their studies. They review individual progress with their tutees on a regular basis, helping students to identify areas of strength and weakness and to devise appropriate strategies to remedy them, advising them to seek further assistance where necessary. They advise tutees on non-academic matters to the best of their ability, drawing attention to more specialised support services on campus where appropriate. They also act as referees for their tutees when asked to do so.

4. All teaching staff are available to see students in regular office hours or by appointment; students are always encouraged to seek advice from academic staff.

5. The Placements Officers provide considerable assistance and guidance throughout the placement process. They oversee the PDP programme, which enables the students to

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develop their transferable skills via major company presentations, mock interviews and by encouraging students to work closely with the Careers Service. Students consult the Placements Officers as they apply for placements. While on placement, students will be visited either by a Placements Officer or by a member of academic staff. Placements Officers do not, however, guarantee to find the ideal placement for every student or guarantee everyone a full year placement.

6. The Student Experience Officer is also a member of staff who is available for students to consult about academic requirements. Students are encouraged to make use of the Student Experience Officer's knowledge in identifying areas of academic weakness and the resources that are available in the University for support.

7. The School of Management has its own IT resources in addition to computer resources provided through Bath University Computer Services (BUCS).

The School's policy is to integrate its support services with those provided centrally by the University. These services provide information, advice and support relating to accommodation, emotional difficulties, assessment of needs and provision of support relating to disability, student funding, general welfare, academic problems, student discipline and complaints, careers, international students, spiritual matters, part time work, security and personal safety. The Students' Union can also provide advocacy for students. More information about these services can be accessed via:

<http://www.bath.ac.uk/students/support/>. There are also Medical and Dental Centres, and a Chaplaincy on campus that are very experienced in meeting the needs of a student population, and a University nursery and vacation play scheme to provide childcare for older children during the school holidays.

Students are encouraged to stay in University halls of residence during their first year and will be supported in their transition into University life and study by Resident Tutors. These are postgraduate students or staff who live in the halls of residence and are responsible for the general welfare, health and safety and discipline of student residents.

Admissions criteria (including arrangements for APL/APEL)

The standard criteria are:

GCSE

Essential- English and Mathematics grade B or 6 (or equivalent)

Preference for grade A or 7 (or above)

and

A Levels

Typical Offer: AAA/A*AB at A2 Level

Alternate Offer: AAB with specified grades per subject plus one of the following:

- Grade A in an EPQ
- Grade B in the Welsh Bacc Advanced Skills Challenge Certificate
- Grade M1 in Cambridge Pre-U Global Perspectives

Information on preferred subjects and subject combination can be found here:

<http://www.bath.ac.uk/study/ug/prospectus/subject/business-administration/entry-requirements/>

or

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International Baccalaureate - 36 points including 6, 6, 6 or 7, 6, 5 in three Higher Level subjects

or

German Abitur 1.8 with 13/15 English and 12/15 Mathematics

or

Alternative or international qualifications, and non-academic criteria detailed here:

<http://www.bath.ac.uk/study/ug/prospectus/subject/business-administration/entry-requirements/>

For non-native speakers of English a minimum grade of 7.0 on IELTS is required with all components at 7 or more.

Decisions on APL are to be taken on a case-by-case basis by the team concerned with managing the programme. Students applying for APL will be required to submit a portfolio of evidence of the achievement of relevant learning outcomes, as specified in QA45 from the University's Quality Assurance Manual.

APEL may be available to candidates with professional experience. The same process of producing a portfolio of evidence of the achievement of learning outcomes will be required as for APL.

Summary of assessment and progression regulations

The programme is fully compliant with the University's New Framework for Assessment: Assessment Regulations (NFAAR). The NFAAR describes the rules for progression from one stage of the programme to the next (including supplementary assessment, and the extent of failure that can be condoned) as well as for the award of degrees. Students taking the programme will be assessed according to these rules; further information about the NFAAR is available at <http://www.bath.ac.uk/registry/nfa/index.htm> - Table 1 attached to the end of this specification indicates which sections of the web-page should be consulted for each stage of the programme.

Table 2, also attached to the end of this specification, describes how the programme is structured in terms of the NFAAR – including stages. Information about Designated Essential Units (DEUs) and Designated Alternative Programmes (DAPs), and the definitions for parts and stages of programmes, are also available in the NFAAR (see Appendix 2: Definitions).

Indicators of quality and standards (e.g. professional accreditation)

(For more general information on each part of the framework, click on the link)

To assure continuing excellence in its quality and standards, the University of Bath has a quality management framework including:

1. A [Quality Assurance Code of Practice](#) and associated regulations and policies
2. A learning, teaching and quality committee structure which monitors quality and standards and instigates action for enhancement. For further information:
[Governance](#)
[Review and Monitoring](#)

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3. [Staff development arrangements](#) that assist staff in enhancing their own performance as educators, as researchers or as professional support services staff.

[Students](#) are involved in many of these processes. The emphasis here is upon the *informed* student voice - engaging with students as academic citizens to ensure they have opportunities to take an active part in shaping their own learning.

A more detailed overview of the University's [Quality Management Framework](#) is set out in a summary document.

The University's management of its academic standards and quality is subject to external institutional review by the Quality Assurance Agency on a six year cycle. In its 2013 Institutional Review, the QAA confirmed that the University met its expectations for the management of standards, the quality of learning opportunities, and the enhancement of learning opportunities. The University was commended on its provision of information.

Professional bodies such as European Quality Improvement System (EQUIS), require particular standards and content in our programmes so that students exit able to claim professional registration or recognition, enabling them to progress successfully in their subsequent careers. Current professional accreditations are reviewed periodically by the bodies concerned. They are shown against each relevant programme in the prospectus. The full list can be seen here: [QA8 Register of Accreditations](#).

Professional or industrial placements for a year or a semester are particularly supported at Bath by specialised staff and these arrangements are demonstrably effective for improving degree grade and employability within six months of graduation.

Sources of other information

The School of Management's web page at www.bath.ac.uk/management/courses/ provides a regularly updated source of information about the programme.

..... Dean/Head LPO

..... Date

The programme specification, and revised versions must be signed by the Dean of Faculty/School/Head of Learning Partnerships