

Programme Title: BSc Marketing and Management



Programme Specification (UG)

Awarding body / institution:	Queen Mary University of London
Teaching institution:	Queen Mary University of London
Name of final award and programme title:	BSc in Marketing and Management
Name of interim award(s):	Certificate in Higher Education (CertHe), Diploma in Higher Education (DipHE)
Duration of study / period of registration:	3 Years
QMUL programme code / UCAS code(s):	4G44
QAA Benchmark Group:	N200 Management studies
FHEQ Level of Award :	Level 6
Programme accredited by:	Chartered Institute of Marketing (CIM)
Date Programme Specification approved:	
Responsible School / Institute:	School of Business & Management

Schools / Institutes which will also be involved in teaching part of the programme:

N/A

Collaborative institution(s) / organisation(s) involved in delivering the programme:

N/A

Programme outline

Step into a world where marketing and digital analytics intertwine seamlessly, propelling you with an entrepreneurial mindset into the future of business. The BSc Marketing and Management programme takes you on a transformative journey, blending traditional marketing and management principles with the cutting-edge advancements of the digital age. It prepares you with the knowledge, skills, and mindsets for the existing and evolving marketing roles in the traditional and digital business landscape.

First Year

During your first year, you will lay a solid foundation of knowledge with interdisciplinary modules such as 'Marketing Principles', 'Applied Economics', and 'Accounting'. These will equip you with the core tenets of marketing, management, commercial acumen essential for any business professional. You will also delve into the dynamic world of 'Influencer Marketing and AI' and navigate the complexities of 'Work and Employment in Context', 'Fundamentals of Management Studies and Skills', and 'Quantitative Analysis for Business'. You will be equipped with the skills to harness artificial intelligence in today's data-driven marketplace and ensuring you are well-prepared for the practical challenges faced within the industry.

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Second Year

Your studies in the second year elevate your learning with compulsory modules such as 'Services Marketing', which explores the nuances of marketing intangible assets and 'Strategic Marketing', designed to sharpen your ability to envision the big picture and craft long-term marketing strategies. 'Advertising' and 'International Marketing' modules broaden your horizons, enabling you to navigate the global landscape and leverage your creative thinking. You will also be offered several elective modules, including 'Research Methods', from which you can take four elective modules to align your studies with your career aspiration.

Third Year

In your final year, the focus shifts to specialised and advanced topics. 'Creative Brand Marketing' teaches the strategies and tactics of brand creation, 'Consumer Psychology' unveils the secrets behind consumer behaviour, and 'Business to Business and Relationship Marketing' and 'Digital Marketing' hone your skills in these vital areas, preparing you to lead in different marketing scenarios. You will also be offered several elective modules, from which you can take four elective modules (or two elective modules if you choose to take Dissertation) to align your studies with your choice.

Industry Engagement and Extracurricular Activities

This programme offers more than just a curriculum. Extensive engagement with digitisation and a creative approach permeates every module, preparing you for the current market and a pioneer of future trends. Students also benefit from extensive industry engagement through networking events, internships, a year in the industry, and real-world projects. Our vibrant extracurricular activities and a plethora of opportunities to develop employability and entrepreneurial skills will see you emerge as a well-rounded, confident professional.

London Advantage

Moreover, nestled in the heart of one of the world's most dynamic cities, Queen Mary University of London offers an unparalleled advantage for BSc in Marketing and Management program students. London, a global hub of creativity and innovation, provides a perfect backdrop for your studies. Here, creativity flourishes everywhere, from the cutting-edge startups in Shoreditch to the world-renowned advertising agencies in Soho. The city's vibrant blend of cultures and industries creates a unique ecosystem where ideas cross-pollinate, and inspiration is never far away. As a student at Queen Mary, you'll have the opportunity to immerse yourself in this vibrant environment, with access to industry events, networking opportunities, and real-world experiences that will enrich your education and ignite your passion for marketing and digital analytics. London is not just a place to study; it's a living, breathing classroom that will shape your future in the most exciting ways imaginable.

Chartered Institute of Marketing Certification

The Chartered Institute of Marketing (CIM) has awarded a Graduate Gateway against this programme. To be exempt from the CIM's L4 Certificate in Professional Marketing, students should pass all compulsory modules and at least 45 credits of CIM's approved elective modules with a 2:2 classification or higher. Students should pass one CIM-certified module (i.e. Digital Marketing via an additional assessment) within 5 years of graduation to obtain the L4 Certificate in Professional Marketing.

Aims of the programme

This programme is meticulously crafted to prepare students for a dynamic world where marketing and digital analytics blend seamlessly, producing employment-ready graduates. The BSc (Hons) in Marketing and Management programme, with its distinctive blend of contemporary marketing theories, practical applications, and interdisciplinary knowledge, aims to develop graduates who are adept in both traditional and modern business environments of the digital age. It is designed to equip students with the knowledge, skills, and experience needed to excel in the rapidly evolving business landscape through digital transformation.

The overall aims of the programme are as follows:

- **Integrate Core Marketing Principles:** Equip students with a solid understanding of foundational marketing concepts and their application in real-world scenarios.
- **Develop Analytical Skills:** Foster proficiency in digital analytics, enabling students to interpret data and make informed marketing decisions.
- **Enhance Strategic Thinking:** Cultivate the ability to create and implement long-term marketing strategies that align with business objectives.

- Explore Cutting-Edge Technologies: To stay ahead in the marketplace, provide insights into the latest digital tools and technologies, including artificial intelligence.
- Foster Creativity and Innovation: Encourage innovative thinking and creative problem-solving in brand marketing and storytelling.
- Prepare for Global Markets: To navigate the global business landscape develop a comprehensive understanding of international marketing dynamics and cultural nuances.

What will you be expected to achieve?

In the compulsory modules, students will be expected to:

- Understand Marketing Practices: Develop a comprehensive understanding of marketing practices applied to business, consumer, and political markets.
- Master Marketing Techniques and Methods: Gain proficiency in various marketing techniques and research methods, including using AI tools for strategy and content development.
- Engage in Critical Debates: Explore and critically assess the debates surrounding the appropriateness of marketing practices and understand the implications of empowerment and exploitation within the digital economy and social media on individuals, society, and businesses.

From an extensive selection of elective modules under each pathway, students can tailor their degrees to align with their passion and career aspiration. This customisation will enable them to develop a comprehensive range of knowledge and skills relevant to the practice and study of marketing as a pivotal discipline supporting management and business.

Please note that the following information is only applicable to students who commenced their Level 4 studies in 2017/18, or 2018/19

In each year of undergraduate study, students are required to study modules to the value of at least 10 credits, which align to one or more of the following themes:

- networking
- multi- and inter-disciplinarity
- international perspectives
- enterprising perspectives.

These modules will be identified through the Module Directory, and / or by your School or Institute as your studies progress.

Academic Content:

A 1	A1: Master Core Theories and Principles: Gain a comprehensive understanding of fundamental theories and principles in mainstream marketing management, consumer psychology, influencer marketing, and AI for business and marketing.
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A2	A2: Develop and Apply Marketing Strategies: Craft and critically analyse marketing strategies, applying them effectively to diverse business contexts, including digital and traditional environments.
A3	A3: Identify and Address Implementation Challenges: Recognise and address key challenges associated with the implementation of marketing strategies and programs, ensuring successful execution.
A4	A4: Critique Conventional Practices: Evaluate traditional marketing practices, considering their practical applications and social, ethical, and technological implications.
A5	A5: Adapt to Emerging Trends: Understand and adapt to the impact of new social practices, technologies, and digital innovations, such as AI and influencer marketing, on contemporary marketing practices.
A6	A6: Foster Creativity and Digital Business Acumen: Cultivate creativity in marketing and develop a deep understanding of digital business strategies, leveraging AI and relevant digital tools and platforms to drive business success.

Disciplinary Skills - able to:	
B1	B1: Comprehend the technical language of marketing, consumer behaviour, and communications.
B2	B2: Make or guide practical marketing decisions, such as implementing marketing plans and devising marketing research strategies.
B3	B3: Apply analytical skills to investigate problems and conduct marketing research, identifying and assessing information for various situations while understanding theoretical principles and practices in marketing.
B4	B4: Apply creativity and storytelling skills and utilise AI for business transformation, developing marketing strategies and communications, and promoting personal brand online.

Attributes:	
C1	C1: Enhance and refine the capacity for creative thinking and critical reflection.
C2	C2: Exhibit proficiency in clear and effective written communication.
C3	C3: Demonstrate mastery of effective nonverbal communication techniques, including using design elements like maps, tables, and graphs.
C4	C4: Acquire new knowledge through diverse methods, independently and collaboratively, and develop skills in influencing, negotiating, and responding constructively to criticism.
C5	C5: Develop transferable knowledge and analytical skills applicable to employment, such as producing analyses based on relevant marketing theories and evaluating the reliability of various marketing information sources.
C6	C6: Cultivate strong teamwork skills, enabling effective collaboration in diverse group settings.
C7	C7: Gain comprehensive knowledge of the functioning of digital platforms and their role in modern marketing strategies.
C8	C8: Utilise AI tools for business transformation, marketing strategy development, and communication enhancement.

How will you learn?

The school promotes active learning within a context of clear learning objectives. Students are encouraged to take responsibility for their own learning. Most modules have a weekly course element, and in some, this will require collaborative group work. We expect informal work groups to emerge, particularly in the more numerically based subjects. Clear guidance on basic and supplementary reading is given. Our academics also continually improve their delivery of knowledge by sharing the latest high-

quality research results, even before publication.

At the School, we recognise the value of independent work, especially at the final year level for undergraduates. We consider it important to develop students' critical and evaluative abilities to undertake basic research through both practical and theoretical means. Equally important is the development of their ability to write sustained, coherent narratives, a skill that we prioritise and believe will greatly enhance their academic abilities.

We offer modules that require independent work using written and presentational skills to enable students to develop their skills.

How will you be assessed?

The school schedules an annual Examination Board, which considers all student academic profiles and agrees on classifications and progression routes. Modules are assessed through a combination of individual coursework, group presentations, and final examinations.

Module Handbooks provide clear guidance on coursework requirements and emphasise approaches to coursework of various types. Students are informed at Induction, within the UG Student Handbook and from their Module Tutors and Organisers of how to avoid plagiarism and the rules and procedures. Examinations are typically a two-hour paper undertaken at the end of each semester.

Examination papers are reviewed by an Internal Moderator and then by External Examiners. All exam papers go through a moderation marking procedure. All first-class and fail scripts, together with a representative sample of intermediate scripts, are sent to the External Examiners for quality control. Undergraduates have two opportunities to re-sit failed modules, providing a safety net for those who need it. For first- and second-year students, the first opportunity is the summer. Re-sit marks are capped at 40%.

How is the programme structured?

Please specify the structure of the programme diets for all variants of the programme (e.g. full-time, part-time - if applicable). The description should be sufficiently detailed to fully define the structure of the diet.

BSc Marketing and Management is a three-year degree taught within the University's modular system. Each academic year comprises eight modules, each usually assessed by a combination of coursework and/or an examination in May/June. To complete the degree, each student must have taken twenty-four modules (i.e. 360 credits).

- At level 4, students take a compulsory set of 8 modules (4 per semester).
- Students can choose from a wide range of elective modules in second and third year (Levels 5 and 6 respectively) but these modules can vary from year to year.
- Any second-year student wishing to study the BUS3XA Marketing Dissertation Module in their third year must also study BUS007 Research Methodology in the second year, achieve a mark of 65% or above on the module and 60% or above across all second-year module assessments (where module assessments have been completed and marks are available at the time of module selection).
- Any second-year student wishing to study the BUS347 Marketing Group Project Involving an External Organisation Module in their third year must also study BUS226 Strategic Marketing in the second year, achieve a mark of 65% or above on the module and a mark of 60% or above across all second-year module assessments (where module assessments have been completed and marks are available at the time of module selection).
- Students wishing to study the BUS3XA Marketing Dissertation Module are not eligible to take BUS347 Marketing Group Project Involving an External Organisation Module.

This programme is also structured following the Chartered Institute of Marketing (CIM) Graduate Gateway accreditation scheme. Students will be exempt on an Accredited Prior Learning (APL) basis from L4 Certificate in Professional Marketing Modules' Marketing' & 'Integrated Communications'. They will be required to pass one CIM-certified module (i.e. Digital Marketing via an additional assessment) within 5 years of graduation to obtain the L4 Certificate in Professional Marketing qualification. Students will also be exempt from the L6 Diploma in Professional Marketing Module' Strategic Marketing' on an APL basis. They must pass two modules, Mastering Metrics (Mandatory), plus one elective module to obtain the L6 Diploma in Professional Marketing qualification. Students should take three 15-credit elective marketing modules from the list below to be accepted for the L4 Certificate in Professional Marketing with a 2:2 classification or higher. If a student takes the 30-credit Dissertation Module, then

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they will be eligible to take one further 15-credit elective module each semester.

Academic Year of Study FT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Marketing Principles	BUS136	15	4	Compulsory	1	Semester 1
Applied Economics	BUS128	15	4	Compulsory	1	Semester 1
Introduction to Accounting and Finance	BUS170	15	4	Compulsory	1	Semester 1
Work and Employment in Context	BUS132	15	4	Compulsory	1	Semester 2
Fundamentals of Management Studies and Skills	BUS141	15	4	Compulsory	1	Semester 2
Quantitative Analysis for Business	BUS135	15	4	Compulsory	1	Semester 2
Influencer Marketing and AI Trends	BUS1XX	30	4	Compulsory	1	Semesters 1 & 2
Professional Development 1	BUS169	0	4	Study only	1	Semester 1

Academic Year of Study FT - Year 2

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Strategic Marketing	BUS226	15	5	Compulsory	2	Semester 1
Services Marketing	BUS240	15	5	Compulsory	2	Semester 1
Advertising	BUS213	15	5	Compulsory	2	Semester 2
International Marketing	BUS227	15	5	Compulsory	2	Semester 2
Research Methodology	BUS007	15	5	Elective	2	Semester 1

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Operations Management	BUS002	15	5	Elective	2	Semester 1
Persuasive Strategies in Marketing and Sales	BUS285	15	5	Elective	2	Semester 1
European Business Context	BUS244	15	5	Elective	2	Semester 1
Corporations and Social Responsibility	BUS237	15	5	Elective	2	Semester 2
Creative Industries	BUS233	15	5	Elective	2	Semester 2
Business Law	BUS205	15	5	Elective	2	Semester 1
Responsible Leadership	BUS243	15	5	Elective	2	Semester 2
Entrepreneurship	BUS025	15	5	Elective	2	Semester 2
European Business Context	BUS244	15	5	Elective	2	Semester 2

Academic Year of Study FT - Year 3

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Consumer Psychology	BUS318	15	6	Compulsory	3	Semester 1
Creative Brand Marketing	BUS348	15	6	Compulsory	3	Semester 1
Business to Business and Relationship Marketing	BUS335	15	6	Compulsory	3	Semester 2
Digital Marketing	BUS345	15	6	Compulsory	3	Semester 2
Managing Diversity	BUS305	15	6	Elective	3	Semester 1
Global Supply Chains	BUS326	15	6	Elective	3	Semester 1

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Startups and Incubators	BUS342	15	6	Elective	3	Semester 1
Fundraising Management	BUS342	15	6	Elective	3	Semester 1
Social Impact and Evaluation	BUS357	15	6	Elective	3	Semester 1
Marketing Dissertation	BUS370	30	6	Elective	3	Semesters 1 & 2
Digital Business	BUS337	15	6	Elective	3	Semester 2
Business and Social Approaches to Social Media - Opportunities and Issues	BUS321	15	6	Elective	3	Semester 2
Innovation and Entrepreneurship	BUS300	15	6	Elective	3	Semester 2
Social Network Analysis	BUS346	15	6	Elective	3	Semester 2
New Product Development	BUS350	15	6	Elective	3	Semester 2
Strategic Management: Concepts and Cases	BUS361	15	6	Elective	3	Semester 1
Employment Relations	BUS320	15	6	Elective	3	Semester 1

What are the entry requirements?

A/AS-levels

Tariff/grades requirement: 144 points. You should aim to get, for example, AAA at A2. However, if you do not perform as well in one subject and do better in others, then that is acceptable, providing you gain the minimum number of points overall required for the degree programme.

Additional information

AS-level subjects are not counted towards the 144 points requirement. You must have 5 GCSEs at grades A to C, including B in English and B in Mathematics.

Excluded subjects: General Studies and Critical Thinking.

We require an IELTS 7.0 overall band score or Internet-based TOEFL 100 Total Score.

How will the quality of the programme be managed and enhanced? How do we listen to and act on your feedback?

The programme is reviewed annually via the regular Teaching and Learning Committee meetings and with the Dean and Associate Deans as relevant. Annual student feedback on dedicated action plans via regular and personal feedback will also be considered to enhance and manage the programme.

The Staff-Student Liaison Committee provides formal communication and discussion between schools/institutes and their students. The committee consists of student representatives from each year in the School/Institute, together with appropriate

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representation from staff within the School/Institute. It is designed to respond to students' needs and as a forum for discussing programme and module developments. Staff-Student Liaison Committees (SSLC) meet regularly throughout the year.

The School of Business and Management (SBM) operates a Teaching and Learning Committee (TLC) which advises the School/Institute Director of Taught Programmes on all matters relating to the delivery of taught programmes at the school level, including monitoring the application of relevant QM policies and reviewing all proposals for module and programme approval and amendment before submission to Taught Programmes Board.

Student views are incorporated into the committee's work in various ways, such as through student membership in the SSLC or consideration of student surveys and module feedback reports.

All schools/institutes operate an Annual Programme Review (APR) of their taught undergraduate and postgraduate provision. APR is a continuous process of reflection and action planning owned by those responsible for programme delivery. The main document of reference for this process is the Taught Programmes Action Plan (TPAP), which summarises the school/institute's work throughout the year to monitor academic standards and improve the student experience. Students' views are considered by analysing the NSS and module evaluations.

What academic support is available?

The induction week before the start of Semester A provides introductory talks on all the services and support mechanisms available within the School and College. The school's plasma screens (where available) also offer updates on time-tabling, events, and support services. Students are assigned an academic advisor to consult on academic-related support.

The school also provides support services through a student advisor for non-academic matters and from the Undergraduate Director, Deputy Undergraduate Director, and UG Marketing & Management Programme Director. They obtain academic support in addition to the office hours posted by all staff and a student module leader.

The QMPlus virtual learning environment has information on the different modules and supervisory advice for dissertations. Students are also advised on the support services available in the Language and Learning Unit. Students are assigned a dedicated supervisor if they take the Dissertation Module.

How inclusive is the programme for all students, including those with disabilities?

Queen Mary has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning difficulties and mental health issues. The DDS supports all Queen Mary students: full-time, part-time, undergraduate, postgraduate, UK and international at all campuses and all sites.

Students can access advice, guidance and support in the following areas:

- Finding out if you have a specific learning difficulty like dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need
- Special arrangements in examinations
- Accessing loaned equipment (e.g. digital recorders)
- Specialist one-to-one "study skills" tuition
- Ensuring access to course materials in alternative formats (e.g. braille)
- Providing educational support workers (e.g. note-takers, readers, library assistants)
- Mentoring support for students with mental health issues and conditions on the autistic spectrum.

Programme-specific rules and facts

All first-year (level 4) students are automatically registered for first-year modules. In March/May, first and second-year students will receive module information and will be required to register their elective module choices for the following year. Second-year students must study 8 modules (including compulsory and elective). At level 5, students take 4 compulsory modules (2 per semester) and 4 electives (2 per semester). For the 'Marketing and Digital Analytics' and 'Marketing and Creativity' Pathways, they take 6 compulsory modules (3 per semester) and 2 electives (1 per semester). Any second-year student wishing to study the BUS3XA Marketing Dissertation Module in their third year must also study BUS007

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Research Methodology in the second year, achieve 65% or above on the module and 60% or above across all second-year module assessments (where module assessments have been completed and marks are available at the time of module selection).

Any second-year student wishing to study the BUS347 Marketing Group Project Involving an External Organisation module in their third year must also study BUS226 Strategic Marketing in the second year, achieve 65% or above on the module and 60% or above across all second year module assessments (where module assessments have been completed and marks are available at the time of module selection).

Students wishing to study the BUS3XA Marketing Dissertation module are not eligible to take the BUS347 Marketing Group Project Involving an External Organisation module.

Third-year students can take 2 compulsory modules and 2 electives in the first semester. In the second semester, the 'Marketing and Digital Analytics' and 'Marketing and Creativity' Pathway students take 3 compulsory modules and 1 elective module, whereas students of the 'Customisable Pathway: Personalised Marketing Innovation' pathway take 2 compulsory and 2 elective modules. Each module has 15 credits except the Dissertation module, which has 30 credits. Therefore, students taking the dissertation module will take 6 modules in the third year (3 per semester).

The school has locked academic levels to developmental years (L4 in Y1, L5 in Y2 and L6 in Y3). This restricts third year students from taking any level 5 modules in the third year.

Students in years 2 and 3 may only take credit-bearing language modules which substitute one or two of their business modules (a maximum of 30 credits) in any developmental year. Students who opt to take a language module may opt for a lower level language module, i.e., 3rd-year students taking a level 5 language module instead of level 6. This would ensure that the students are studying languages at the correct level based on competency.

Links with employers, placement opportunities and transferable skills

Graduates from this programme will have developed a range of cognitive and practical skills together which will be applicable to be different context beyond academia.

The school offers a range of internships available to students throughout their academic programme of study. The school also works closely with the Careers Service to locate possible placements and internships and to create an effective CV to reach potential employers.

Throughout each academic year, the school invites a series of external speakers from a range of employers, and these invitations will integrate with the programme.

Programme Specification Approval

Person completing Programme Specification:

Person responsible for management of programme:

Date Programme Specification produced / amended by School / Institute Learning and Teaching Committee:

Date Programme Specification approved by Taught Programmes Board: