

B.A. (Hons)

This version of the programme is no longer recruiting. Please refer to the programme specification for the programme with the same name.

Final award	B.A.(Hons)
Intermediate awards available	Cert HE, Dip HE Marketing, University Certificate and University Associate Certificate
UCAS code	N500
Details of professional body accreditation	None
Relevant QAA Benchmark statements	General Business and Management
Date specification last updated	May 2012

Profile

The summary - UCAS programme profile

BANNER BOX:

A marketing degree at UEL makes 'selling you' a lot easier!!!

ENTRY REQUIREMENTS

- 240 UCAS tariff points or equivalent
- Pass in a recognised Access Course or International Foundation Programme

In addition to the above, we require GCSE Maths grade C and English grade C or equivalents, unless competency is part of the qualification gained.

We also welcome mature student applicants and those with relevant professional and vocational qualifications, and these will be dealt with on an individual basis and may require an interview.

Students that apply to enter Year 2 or 3 of the programme may be admitted through normal Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes, or through an approved articulation agreement.

In the case of applicants whose first language is not English, then IELTS 5.5 (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.

ABOUT THE PROGRAMME

What is Marketing?

The BA (Hons) Marketing allows you to combine the study of Marketing as a distinct field of expertise with the study of more general marketing concepts and management techniques. Concepts and techniques covered in the programme are relevant to four areas vital to any business. These include:

- the ability to produce output, either as a product or service,
- the reasons why consumers buy the product or service,
- the management of marketing resources
- the impact of the external environment on your marketing operations

Marketing is therefore multi-disciplinary in nature and can lead to many possible careers, although it is an ideal preparation for a career in the Marketing field, in particular.

Marketing at UEL

The Marketing degree at UEL has four distinctive attributes:

The first is that it provides the opportunity to study marketing in some depth while also gaining a broad understanding of a range of business functions, processes and environmental influences.

The second is that the programme contains a lot of flexibility. The programme structure allows you to switch to another Business degree programme at any time up to half way through the degree, and you can also switch between full-time and part-time modes of study.

The third is that at each stage of the degree you will receive support in developing a personal development plan. This will consolidate learning, provide evidence of development to potential employers and also help you plan your future after graduating.

The fourth is that within the BA Marketing degree scheme we have an optional year of work placement between years 2 and 3 as well as the option of studying a semester at a partner institution in Europe. If you choose the work placement option you can gain several advantages which should help your career development by:

- putting into effect what you learnt in Years 1 and 2
- gaining valuable work experience in, and a wider understanding of, your chosen career route, and
- developing a network of contacts in your chosen career route, thus enhancing again your employability profile

Programme structure

The BA (Hons) Marketing is offered as single honours, major, joint or minor award. The degree is normally studied over three years in the full-time mode and four to five in the part-time mode. It is possible to switch between modes, subject to timetabling constraints.

The Marketing programme comprises eighteen 20 credit modules. In line with all business related programmes, the BA Marketing shares a number of modules with other business degree awards at UEL. This allows you to specialise in areas of interest and facilitates transfer at any point up to half way through the programme.

Completing level 1 successfully qualifies the student for the award of the Certificate in Higher Education; Completing level 1 and 2 qualifies for the award of Diploma in Higher Education in Marketing.

Level 1	Level 2	Level 3
Introduction to Economics	Accounting and its Regulatory Framework	Customer Service Operations & Excellence
Governing Business Activity	People, Organisations and Management	Integrated Marketing Communications
Studying for Business	Marketing Principles & Practice	Career Management in Business
		Option*
		Small, Medium Enterprise, Marketing
		Fundamentals of Finance
		Buyer Behaviour & Analysis
		Research in Business and Management
		Project Management
		Strategic Management
		International Marketing management
		Option*

A one year sandwich placement is available between Level 2 and 3 to all students

*Option modules can be chosen from a range of Business modules.

Learning environment

Whilst studying with us you will use our Network facilities and we will teach you how to maximise the benefit you can develop from this powerful resource. In addition, student learning is supported via UELPlus, our virtual learning environment to develop skills for life.

Additionally you will develop proficiency in information researching using our extensive, subject specific, online databases and CD-ROM facilities.

We will encourage you to use presentation techniques such as Powerpoint or videos.

By using these Information Technology resources you will enhance your learning and increase your Information Technology skills. Therefore when you enter employment you will have a very wide range of skills which will enable you to effectively demonstrate and apply what you have studied on your degree.

Assessment

It is the policy of the Royal Docks Business School to include information on assessment criteria in Module handbooks

- Assessment is by a combination of many different types of coursework and examination.
- There are no formal examinations at Level 1 but there are some short time constrained tests.
- In the second and third years examinations generally, although not always, account for around 40% - 50% of the assessment.

- Your marks in level two and three modules will determine your final degree classification, level one marks are not used for this purpose.

Work experience/placement opportunities

Work placement:

Between your second and final year you can gain valuable work experience by working full time in an organisation. You should note that

- we assist you in finding a placement with a suitable organisation
- the placement is normally paid, thus reducing the financial burden of degree study.

There are several other major advantages of this placement.

- it enables you to practice the ideas you have previously learnt.
- when you return for the final year you will be able to critically analyse your study in the final year in the light of your own practical experience.
- You may be able to claim 20 credits towards your programme as Work Based Learning

Before the placement year starts in semester A of Year 2 there are six taught sessions which cover Curriculum Vitae Writing, Sourcing a Placement, Presentation by Past Placement Students, Interview Skills, Written Applications and Health and Safety. The objective of these is to ensure that you are fully briefed on what you should expect on the placement year and how it should interact with and strengthen your studies and employability profile.

Project work

You will undertake a project at level three on a marketing – related topic of your choosing. You will receive specific guidance on its preparation in modules taught in the proceeding semester, and at level two, so you will be well prepared!

You will also find that mini projects or group work exercises feature in some of the modules taught in the degree, throughout each of the three years

Added value

Studying for a degree is not just about acquiring knowledge but **more** about developing a range of skills and confidence which are valued by employers. The programme is designed to help you develop knowledge, skills and experience. We will help you to reflect upon this and recognise how you have developed and what the evidence for this is. This will help you to **not only** present **but also market** yourself in the best possible light to employers.

IS THIS THE PROGRAMME FOR ME?

If you are interested in going beyond learning how to sell, a degree in marketing from UEL should enable you recognise:

- What makes people buy one product rather than another?
- How can an organisation plan a marketing strategy?

- What trends and changes are occurring in marketing in an increasingly interconnected and globalised world?

If you enjoy listening to, and working with others while selling yourself to prospective employers then you would find marketing at UEL should enhance your prospects by enabling you:

- Evaluate the possibility of setting-up and managing your own small business
- Recognise how globalisation affects you as a marketer
- Improve your working relationship with others from different cultures and other management/ business disciplines from Law to Business Economics, from Marketing to Corporate Strategy, from Accounting and Finance to Organisational Behaviour
- Appreciate consumer perceptions towards products, services and ideas
- If you can answer yes to some or all of these then you will probably enjoy studying for a Marketing degree at UEL

If you want to combine Marketing with other subjects you can, subject to availability and timetabling

The Marketing programme has been designed to be combined with other programmes that run across UEL. As stated above, Marketing can be combined as either a Major, Joint or Minor award when taken in conjunction with other awards. Typical combinations might include:

- Human Resource Management
- Accounting
- Business Studies
- International Business
- Economics

For details on possible combinations see the Combined Honours web pages at <http://www.uel.ac.uk/combined/programmes/index.htm>

Studying Marketing with another subject may increase the range of career choices open to you.

Talk to your careers adviser, they should be able to give you further advice or come and see us on an Open Day, the details of which you can find on our web page.

Your future career

The range of potential careers is probably limitless, there are so many that they cannot be listed here.

As well as going on to run their own business, our Marketing graduates have the potential of working in many different organisations. To give you an idea of the organisations which

employ our graduates, from a range of Marketing degrees, we show below some of the employers of our most recent graduates:

Please click on the organisations name to be taken to their web-site.

Abbey National plc <http://www.abbeynational.co.uk/>

Cancer Research Fund <http://science.cancerresearchuk.org/>

Clarins (UK) Ltd. <http://uk.clarins.com/>

College of Law

Credit Suisse First Boston Bank <http://www.csfb.com/>

Department for Education and Skills <http://www.dfes-uk.co.uk/>

Direct Computer Training Ltd

Hamleys of London Ltd <http://www.hamleys.com/>

HM Customs and Excise <http://hmce.gov.uk/>

HSBC Bank plc. <http://hsbc.co.uk/>

Intec Telecom Systems Plc <http://www.intec-systems.com/>

Lloyds TSB Group <http://lloydstsb.com/>

London Borough of Redbridge <http://www.redbridge.gov.uk/>

London Borough of Waltham Forest. <http://www.lbwf.gov.uk/>

London School of Economics and Political Science <http://www.lse.ac.uk/>

Marks & Spencer plc. <http://www.marksandspencer.com/>

Merrill Lynch Inc. <http://www.ml.com/>

J.Sainsbury plc <http://sainsburys.co.uk/>

The Financial Services Authority <http://www.fsa.gov.uk/>

The Home Office <http://www.homeoffice.gov.uk/>

The National Health Service <http://www.doh.gov.uk/nhs.htm>

United Dairies plc

Graduates have also progressed to study Masters Degrees in either specialised subjects or the Master of Business Administration. Additionally graduates can also proceed to take Professional qualifications in their chosen fields.

As you can see, our graduates work in many different sectors of the economy, so there is a very wide choice of careers.

We hope you will use your degree at UEL to identify what you wish to do and preparing for that career.

You should start achieving your goal upon graduation.

How we support you

Introducing you to degree level study:

- we have designed the assessment and teaching processes throughout the first year so that you are progressively introduced to degree study
- we have developed a specific module in the first year that gives you the techniques needed for degree level study

Academic and administrative support :

- our Undergraduate Student Centre which will be able to answer the queries you may have about the operation of the Marketing degrees

- a personal tutor will be allocated to you for each year of study who can advise on academic matters and personal development planning
- the year tutor for your programme and/or programme leader can help if you have programme related issues you wish to raise

Bonus factors

The new Docklands Campus:

In September 2006, the Royal Docks Business School relocated to our new state-of-the-art campus at the UEL Docklands campus – which was officially commissioned by the Queen in February 2007. The new campus boasts a large range of brand new student facilities including new, modern lecture theatres, IT labs and Library.

Study Abroad:

During your second year, in semester B, you can study in Europe, but be taught in English if you wish. We have links, with the benefits of additional funding direct to you from the EU Socrates Programme, with Universities in

- Finland
- France,
- Germany,
- Italy, and
- The Netherlands

Where you will study courses which we have previously agreed, and the grades for which will count towards your degree classification.

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- Demonstrate an understanding of future career options as well as progress towards achieving them as either an employee; an owner manager; or entrepreneur in either business and/ or the non-profit sector or within further study within the academic community;
- Develop academically so that you have a detailed knowledge of marketing and management practices, as well as being able to critically evaluate that knowledge and apply it in complex situations, which may be characterised by contested and contradictory information in the public domain;
- Acquire relevant transferable and practical skills so that you can manage your own learning and are confident in applying these transferable and practical skills in real-life contexts;
- Develop an appreciation of the basics of marketing – from the fundamental concepts and tools, through the marketing communications processes; to how these may be readily applied to contemporary situations;

- Identify and appraise the key factors influencing consumer behaviour and develop meaningful marketing strategies through in-depth evaluation and interpretation of various models and theories in these areas; and finally to
- Evaluate and analyse the complexities in international marketing and apply standard methods and procedures of a marketing organisation – ranging from marketing planning, research, and strategy formulation in international contexts, as well as the development of a robust awareness of contemporary issues such as multiculturalism, ethnicity, diversity and globalisation.

What will you learn?

Knowledge and understanding

- You will be able to explain and comment critically upon the concepts and techniques in the multi-disciplinary business and management subjects;
- You will identify the problem situation for which the relevant marketing concepts and techniques were developed;
- You will be able to apply the relevant marketing concepts and techniques to resolve multi-faceted marketing problems or issues;
- You will develop an in-depth knowledge of marketing and of the techniques associated with the field.

'Thinking' skills

- You will have developed an understanding of the theoretical basis of the concepts or techniques drawn from a wide range of business disciplines and in marketing in particular;
- You will be able to critically assess these concepts or techniques;
- You will have developed ability of incorporating the full range of multi-disciplinary approaches, as appropriate to the problem or issue being discussed.

Subject-Based Practical skills

- You will be able to prepare and present solutions to Marketing based problems or issues, particularly in the marketing area through an evaluation of effective case study analyses;
- You will be able to undertake a major self-managed activity, the project, which will address a topic of your choice which will be relevant to your future career development in the field of marketing;
- On completion you will have demonstrated competence in using a broad range of Information Technology resources to enhance both your learning and its application to problem resolution in the particular sphere of marketing.

Skills for life and work

- You will be able to work effectively both as a team player and as an individual meeting strict deadlines and targets;
- You will have confidence in explaining, defending and summarising your views to your peers on complex multidisciplinary issues and problems;

- You will have developed high level skills in identifying problem parameters and selecting and implementing solution(s) to marketing dilemmas; and
- You will have realised that your Marketing degree from UEL is just the beginning of your life long learning.

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is three years when attended in full-time mode or four and one half - five years in part-time mode. It is possible to move from a full-time mode of study to a part-time mode of study and vice-versa, to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

How the teaching year is divided

The teaching year begins in September and ends in June. A student, normally registering for 6 modules in one year (3 modules in each Semester) would do so in a full-time attendance mode of study and a student registering for up to 4 modules in one year (2 modules in each Semester) would do so in part-time attendance mode of study.

What you will study when

This programme is part of a modular degree scheme. A student registered in a full-time attendance mode will take six 20 credit modules per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3.

It is possible to bring together modules from one field with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

- Single 120 credits at levels one, two and three
- Major 80 credits at levels one, two and three
- Joint 60 credits at levels one, two and three
- Minor 40 credits at levels one, two and three.

Modules are defined as:

- Core Must be taken
- Option Select from a range of identified module within the field
- University Wide Option Select from a wide range of university wide options

The following are the core and optional requirements for the single, major, joint and minor routes for this programme

The following are the core and optional requirements for the single and major routes for this programme

LEVEL	TITLE	CREDITS	STATUS SINGLE	STATUS MAJOR	STATUS JOINT	STATUS MINOR
1	Studying for Business	20	Core	Core	Option	
1	Introduction to Economics	20	Core			
1	Accounting and its Regulatory Framework	20	Core	Core	Option	
1	Marketing Principles & Practice	20	Core	Core	Core	Core
1	Governing Business Activity	20	Core	Core	Core	Core
1	People Organisation and Management	20	Core			
2	Fundamentals of Finance	20	Core	Option		
2	Career Management in Business	20	Core	Core	Option	
2	Customer Service Operations and Excellence	20	Core	Core	Option	
2	Purchasing and supply chain	20	Option	Option		

2	Small, Medium Enterprise, Marketing	20	Core	Core	Core	Core
2	Integrated Marketing Communications	20	Core	Core	Core	Core
2	Globalisation	20	University Wide Option	University Wide Option		
2	International logistics	20	Option			
2	People Resourcing	20	Option			
2	People Development	20	Option			
2	Volunteering	20	University Wide Option			
3	Strategic Management	20	Core		Option	
3	Discovering Entrepreneurship	20	Option			
3	Researching Business and Management	20	Core	Core	Option	
3	Project	20	Core	Core	Option	
3	Consumer Behaviour & Research	20	Core	Core	Core	Core
3	International Marketing Management	20	Core	Core	Core	Core
3	Governing Global Business	20	Option			
3	International Financial Markets and Institutions	20	Option			
3	International HRM	20	Option			
3	Employee Relations	20	Option			
3	Strategic HRM	20	Option			
3	Work Based Learning	20	University Wide Option			

Requirements for gaining an award

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher

- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher

In order to gain an Associate Certificate you will need to obtain a minimum of 20 credits at level one or higher

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\text{The arithmetic mean of the best 100 credits at level 3} \times 2/3 + \text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3} \times 1/3$$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

- 70% - 100% First Class Honours
- 60% - 69% Second Class Honours, First Division
- 50% - 59% Second Class Honours, Second Division
- 40% - 49% Third Class Honours
- 0% - 39% Not passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge and understanding is developed through

- Directed and general reading in the Subject Area
- Participation in lectures, tutorials, seminars, workshops
- Primary research using interviewing, surveys or case study approaches and the use of information technology to undertake secondary research

'Thinking' skills are developed through

- preparing tasks set for tutorials, seminars and workshops
- satisfactorily completing the continuous assessment process including essays, presentations, multiple choice assessment

- Preparation for examinations or major assignments such as the Project

Practical skills are developed through

- The use of Information Technology
- The preparation of presentations on selected topics
- The completion of group based or individual assignments

General skills are developed through

- Managing time so that assignment deadlines are met, whether working in groups or individually.
- Presenting ideas or arguments in a clearly structured manner
- Being able to produce clearly argued solutions when problem solving

Assessment

As outlined above the Marketing degree is multi-disciplinary. Therefore it is appropriate that we use many different assessment techniques as different disciplines use different forms of assessment. It is the policy of the Royal Docks Business School to include information on assessment criteria in Module handbooks

Therefore during your studies and dependant upon the Module you choose, you will be assessed by many different techniques which may include, either conducted either individually or in groups

- essays
- reports
- presentations, (using Powerpoint or a short video)
- preparation of a case study
- analysis of an existing case study
- modelling using Excel, Access presented using Powerpoint and Publisher
- time constrained tests
- open book tests
- data base searches
- critical self assessment analysis
- role play
- preparation of a portfolio
- preparation of a seminar paper
- multiple choice tests
- A final year project
- closed book examinations
- examinations based upon previously distributed case studies

As appropriate knowledge, thinking skills, practical skills and skills for life and work will be assessed as follows:

Knowledge is assessed by

- evidence of comprehensive reading in the Module being assessed

- ability to explain, identify, describe, discuss, draw upon (as appropriate) the ideas in the Module in the context of the piece of assessment for the Module

Thinking skills are assessed by

- the ability to compare, examine, contrast, question, debate, distinguish between (as appropriate) the ideas in the Module and how they are relevant to the piece of assessment for the Module.
- the ability to develop, elaborate, redefine, propose alternatives, re-conceptualise, integrate, establish new connections between, (as appropriate) the ideas in the Module in response to the assessment for the Module
- the ability to assess, judge, appraise, criticise (as appropriate) the ideas in the Module in addressing the Module's assessment.

Practical skills are assessed by

- the ability to prepare an assignment using appropriate resources, including Information Technology, to addresses the issue or question in the assessment
- evidence of logical planning and management of time in preparing the assessment.

Skills for life and work (general skills) are assessed by

- evidence of team or group working
- the ability to work in time constrained environments
- the use of appropriate problem solving skills.

Quality

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Student representation on programme committees (meeting each semester)

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- providing details on the programme notice-board

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- The Royal Docks Business School Advisory Board
- Placements Officer
- As appropriate, being informed by relevant Professional bodies.

Further Information

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
Stamford College, Malaysia	Entire Programme	No	Yes	Full-time

Where you can find further information

For further information please contact:

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The Royal Docks Business School
 Docklands Campus
 University of East London
 4-6 University Way
 London E16 2RD

Further information about this programme is available from:

- The UEL web site <http://www.uel.ac.uk>
- The programme handbook <http://www.uel.ac.uk/programmes/business/undergraduate/marketing.htm>
- Module study guides (available on UELPlus)
- UEL Manual of General Regulations and Policies <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>

- UEL Guide to Undergraduate Programmes <http://www.uel.ac.uk/courses/index.htm>
- Admissions http://www.uel.ac.uk/courses/how_to_apply/index.htm
- <http://www.uel.ac.uk/elbs/>
- Equal Opportunities <http://www.uel.ac.uk/equality/index.htm>