

BA (Hons) Marketing

Programme specification document

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Overview

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath Business School
Main campus	Newton Park
Other sites of delivery	n/a
Other Schools involved in delivery	Bath School of Art, Film and Media, Writing Publishing and the Humanities
Name of award(s)	Marketing
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single
Professional Placement Year	Yes/Optional
Duration of award	3 years full-time, 6 years part-time, 4 years full time with Professional Placement Year
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	No
Professional, Statutory and Regulatory Body accreditation	Chartered Institute of Marketing (CIM) The Digital Marketing Institute (DMI)
Date of most recent PSRB approval (month and year)	Nov 2021 - Chartered Institute of Marketing (CIM) Aug 2022 - The Digital Marketing Institute (DMI)
Renewal of PSRB approval due (month and year)	Nov 2022 - Chartered Institute of Marketing (CIM) July 2025 - The Digital Marketing Institute (DMI)
UCAS code	Institution B20, Course MAR1 or MAR2 (with professional placement year)
Route code (SITS)	MKSIN (Single), MKSIN-SW (with PPY)
Relevant QAA Subject Benchmark Statements (including date of publication)	Business and Management Benchmark Statement (2019)
Date of most recent approval	September 2022
Date specification last updated	January 2025

[1] This should also be read in conjunction with the BSU Qualifications Credit Framework

[2] See section on 'Exemptions'

Exemptions

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date

Programme Overview

This course taught by a team of academics, researchers, tutors with industry experience and guest industry experts, offers the opportunity to challenge your thinking about marketing and reconsider marketing as a potential tool for creating positive societal change. This course will help you prepare for the future as a marketing professional equipped to develop marketing initiatives, particularly for sustainable brands and brands 'with purpose'.

The course has a significant focus on sought-after digital marketing skills. These are covered both from a theoretical and a practical perspective, with opportunities for you to gain practical experience using digital marketing tools and approaches. In the final year we explore the use,

in marketing, of contemporary marketing technologies, again from both a theoretical and a practical perspective.

The course will explore important issues of cultural sensitivity in marketing, the need to be proactive in challenging ethical issues, embracing diversity and globalisation. Exposure to alternative markets, brands, commerce, and cultural backgrounds is designed to help you cultivate cultural awareness and develop a 'global mindset' – all essential for 'future proofing' the modern marketer.

This degree is designed to prepare you to approach business futures as a creative marketing professional and entrepreneur, equipped to meet the demands of a global and digitally transformed marketplace, with innovative and creative problem-solving. And in so doing to help design future ways of living, working, and conducting business.

Flexibility is a key advantage of this course. Throughout the study journey there will be a range of subject modules you take around the 'core' modules. This means choosing modules to customise your degree towards areas you are most interested in.

This course will provide you with the opportunity to understand the theory behind effective marketing, practice a range of practical, professional skills and make industry connections to launch a marketing career.

Programme Aims

1. To understand the ways in which marketing has developed, and to explore the nature of the global forces that shape the marketing environment of contemporary organisations - economic, social, ethical, political, ecological, technological and regulatory.
2. To equip students with the specialist knowledge and skills *including theoretical and practical experience using digital marketing tools* to prepare them for success in marketing, digital marketing and social media management roles, including freelance and entrepreneurial roles.
3. To *promote qualities of citizenship and activism*, which will enable graduates to rethink marketing for societal change paying particular attention to questions of diversity and inclusivity and to develop sustainable and regenerative problem-solving ability to approach challenges with planetary boundaries in mind.
4. To explore innovation, and what that means, in terms of marketing approaches, including opportunities to gain first-hand experience with contemporary technologies for marketing purposes, as well as to recognise ethics implications of such technologies.
5. Recognising the centrality of data to contemporary marketing decision making and strategy formulation, to foster data literacy in support of evidence-based decision-making.
6. To provide students with opportunities to collaborate, network and co-create marketing projects and content with industry partners, gaining real-world experience.
7. To produce graduates who practise emotional intelligence and empathy, have a collaborative approach to working in teams, both in person and remotely.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	To systematically identify, review and understand academic and practitioner marketing theories and practices to inform research trajectories.	The ability to critically examine and apply academic and practitioner marketing theories to solve marketing problems.	Knowledge of the development of marketing and the underlying principles and processes of marketing.
A2	A conceptual understanding of the use of data from marketing sources and the ability to synthesise and interpret data to generate marketing insights and strategies.	The ability to critically evaluate and apply data to justify and support marketing strategies, including the ability to generate data outputs.	Knowledge of data management sources and the use of excel for marketing purposes.
A3	Conceptual understanding that enables critical analysis of global marketing environments to identify marketing problems and propose marketing solutions.	Analyse and critically apply the changing nature of the marketing environment to inform marketing initiatives.	Knowledge of the business environment and how that impacts businesses and marketing strategies
A4	Systematic understanding of changes in the external business environment and the ability to create and communicate marketing strategies using traditional marketing tools and contemporary digital marketing tools to a professional business standard.	Knowledge and critical understanding of the role of digital marketing tools for informing audience behaviours and the ability to measure the success of marketing initiatives.	Knowledge and understanding of the marketing process and the marketing tool kit: product, price, place, promotion.
A5	A contextual understanding of the latest technological trends in digital and immersive media in marketing and the ability to ethically design and build digital content using skills and technology at the forefront of marketing.	To critically apply digital marketing tools to develop a digital marketing initiative.	Understanding of digital marketing within the marketing process, digital marketing frameworks and tools.
A6	Systematic understanding and critical application of societal marketing principles, theories and concepts to create and justify a structured, professional societal marketing strategy and the communication of complex strategic decisions and options	Critical understanding of the impact of marketing on society and the natural environment and the ability to identify and evaluate societal marketing opportunities.	Understanding of the impact of marketing on society and frameworks for societal marketing approaches.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	The ability to synthesise ideas and information from marketing sources to formulate and communicate coherent marketing proposals.	Ability to critically evaluate research to develop customer and market insights.	The ability to identify appropriate sources of market research/data for the purposes of research.
B2	Employ numeracy skills and quantitative techniques to manipulate data, evaluate, estimate and model business problems and identify feasible solutions from a financial perspective.	Employ numeracy skills that use quantitative techniques to manipulate data and demonstrate awareness of financial implications of marketing decisions.	Understanding of the application of numeracy skills and quantitative techniques to manipulate numerical data within a marketing context.
B3	Critically and collaboratively reflect on creative outputs and identify solutions to marketing problems.	Apply critical understanding and creative thinking skills to generate marketing solutions.	Knowledge of creative thinking skills and their use in marketing.
B4	Independently review and reflect on own practices and exercise initiative in integrating feedback on professional and academic development.	Ability to apply models of reflective practice to inform own professional and academic development.	Understanding of the importance of reflective practice within the context of marketing.

C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
C1	Autonomous learning[3] (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

[3] i.e. the ability to review, direct and manage one's own workload

Programme content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single and/or combined award

[Name of subject]				Status	
Level	Code	Title	Credits	Single	Joint
4	BMA4000-20	The Business Environment	20	C	
4	MKT4010-20	The Principles of Marketing in the Digital Age	20	C	
4	BMA4003-20	Managing Data	20	C	
4	MKT4001-20	Brand Management and Communications	20	C	
4	BMA4002-20	Economics and Globalisation	20	C	
4	BMA4004-20	Design Thinking for Enterprise	20	C	
5	MKT5000-20	Digital Marketing Essentials	20	C	
5	BMA5000-20	Creativity for Business	20	O	
5	MCO5002-20	Global communication strategies	20	O	
5	JPU5001-20	Digital storytelling	20	O	
5	BMA5110-20	Entrepreneurship	20	O	
5	BMA5116-20	Marketing in Practice	20	C	
5	MCO5001-20	Promotional Media	20	C	
5	MCO5104-20	Influencers and contemporary celebrity	20	O	
5	BMA5108-20	International Business	20	O	
5	BMA5120-20	Work Placement	20	O	

5/6	PPY5100-120	Professional Placement Year	120	O	
6	MCO6106-20	Immersive Media	20	C	
6	MKT6000-20	Sustainable Marketing	20	C	
6	BMA6100-20	International Marketing	20	O	
6	BMA6107-20	Cross-Cultural Management in International Business	20	O	
6	BMA6006-40	Marketing Project	40	C	
6	BMA6114-20	Successful Freelancing	20	O	
6	MCO6109-20	AI Communications	20	O	
6	PUB6102-20	Digital Content Strategy	20	O	
6	BMA6106-20	New Trends in Management	20	O	
6	BMA6110-20	Creating and Hosting Festivals and Events	20	O	
6	LAW6101-20	Entertainment, Media and IP LAW	20	O	

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules. Students will be supported in their development towards summative assessment by appropriate formative exercises.

Work experience and placement opportunities

The course offers opportunities for you to apply your learning in a marketing context by applying for a period of work experience. This will give you the chance to transfer the application of skills and knowledge from the classroom to a real business and learn 'on the job'.

The 'Marketing In Practice' module in second year (L5), will help you explore, reflect on and start to clarify more the type of job you might aspire to apply for. For that second-year module you are invited to sign up for a Business Mentor via the BSU Mentor Me scheme. Your mentor will be a person working in Marketing and that contact may also be someone who can help you land a placement.

1. Open Module 'Work Placement': This is a Level 5 open module offering comprehensive support to gain a short (4 weeks) work experience, for 20 Level 5 credits.
2. Professional Placement Year (Optional): This is a 10 month placement with an approved employer, for 120 Level 5 'placement' credits. This placement runs over the months between the end of second year (Level 5) and before final year (Level 6), roughly from Sept /Oct to Jun/Jul.
3. 10 week 'Marketing Placement'

The Level 5 Placement module also makes provision for a shorter, 10-week, placement in a business for which 20 Level 6 credits are available. This placement is to be completed over the months between the end of second year and the start of final year (i.e. through the summer).

Table of Additional Costs

Module Code & Title	Type of Cost	Cost

Graduate Attributes

	Bath Spa Graduates...	In Marketing, we enable this...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	Employability is embedded in the delivery and assessment of the course. The range of assessment items consider and embed the development of both hard and soft skills (e.g. from developing hard skills such as a structuring a written marketing plan to networking, negotiation and pitching skills) There is significant emphasis on industry interface especially at Level 5 & L6 modules where students work on projects directly with real businesses or on live project briefs/real world marketing challenges.
2	Will be able to understand and manage complexity, diversity and change	By building your awareness of the external business environment and by improving your project management skills enabling you to manage complexity and change. We will develop your ability to plan and organise projects; to monitor, react and to coordinate activities and to work to address and overcome problems in diverse, cross-cultural teams.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	Creative thinking is encouraged as part of module delivery, both in theory and practice-based modules. Seminars, workshops, activities and assessments are designed to facilitate learning by making/the production of artefacts in which creativity is embedded and which involve participative and activity-based learning, both individually and in groups. Students work on some modules with students from other business disciplines and from other schools in the university.
4	Will be digitally literate: able to work at the interface of creativity and technology	Students from first year work on developing data literacy building to arrive in Level 6 able to interpret complex data sets to generate novel marketing opportunities and using cutting edge technologies such as augmented reality. Digital marketing skills are taught in second year and students will graduate with theoretical and practical knowledge of digital marketing tools.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	This degree course provides opportunities for students to participate in collaborative activities, with other students from across the world, thus developing intercultural awareness/management skills. There are opportunities for study abroad and international work placements. BSU Study Abroad partnerships offer the possibility to study abroad for some or part of your degree. Also, in second year students are offered the opportunity to take part in some short, international study trips to visit companies abroad involved in the marketing business.
6	Will be creative thinkers, doers and makers	Creative thinking is strongly embedded in this course from year one when students explore design thinking. It is embedded in module delivery, both in theory and practice-based modules. Seminars, workshops, activities and assessments are designed to facilitate learning by the production of creative artefacts, such as blogs/visual & photographic outputs, videos etc, which involve participative and activity-based learning, both individually and in groups.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	By supporting you to take responsibility for your own learning and to be curious about the world and your community. Your assessments will require you to communicate appropriately and effectively either orally, in writing, visually or via other media. You will be competent at finding relevant information, understanding it and making effective use of it.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Through taught content and by developing your skills of reflection and encouraging you to review, question and rethink your own values and assumptions in order to adjust and improve your awareness of sustainability and societal and ethical issues related to and that can be impacted by marketing business practices

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
MKT4000-20 The Principles of Marketing renamed to MKT4010-20 The Principles of Marketing in the Digital Age	Curriculum Approval Panel December 2024	January 2025

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram – BA (Hons) Marketing

Single Honours (Full-Time)	
Level 4	
Semester 1	Semester 2
Core Modules	
BMA4000-20 The Business Environment	MKT4001-20 Brand Management and Communications
MKT4010-20 The Principles of Marketing in the Digital Age	BMA4002-20 Economics and Globalisation
BMA4003-20 Managing Data	BMA4004-20 Design Thinking for Enterprise
Rule Notes: N/A	
Level 5	
Core Modules	
MKT5000-20 Digital Marketing Essentials	BMA5116-20 Marketing in Practice
	MCO5001-20 Promotional Media
Optional Modules	
BMA5000-20 Creativity for Business	MCO5104-20 Influencers and contemporary celebrity
MCO5002-20 Global communication strategies	BMA5108-20 International Business
JPU5001-20 Digital storytelling	BMA5120-20 Work Placement
BMA5110-20 Entrepreneurship	
Rule Notes: Students must choose 3 x Optional modules with each Semester having equal credits.	
Optional: PPY5100-120 Professional Placement Year	
Level 6	
Core Modules	
MCO6106-20 Immersive Media	BMA6006-40 Marketing Project
MKT6000-20 Sustainable Marketing	
Optional Modules	
BMA6100-20 International Marketing	BMA6114-20 Successful Freelancing
BMA6107-20 Cross-Cultural Management in International Business	MCO6109-20 AI Communications
BMA6110-20 Creating and Hosting Festivals and Events	PUB6102-20 Digital Content Strategy

LAW6101-20 Entertainment, Media & IP Law	BMA6106-20 New Trends in Management
Rule Notes: Students must choose 2 x Optional modules with each Semester having equal credits.	

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O) [4]	Intended Learning Outcomes															
				Subject-specific Skills and Knowledge						Cognitive and Intellectual Skills				Skills for Life and Work					
				A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4		
4	BMA4000-20	The Business Environment	C		X	X	X		X	X	X	X	X	X	X	X	X	X	
4	MKT4010-20	The Principles of Marketing in the Digital Age	C	X	X	X	X	X	X	X		X		X	X	X	X	X	
4	BMA4003-20	Managing Data	C		X		X				X		X		X			X	
4	BMA4002-20	Economics and Globalisation	C		X	X				X			X	X					
4	MKT4001-20	Brand Management & Communication	C	X	X	X	X	X		X		X	X	X	X	X	X	X	
4	BMA4004-20	Design Thinking for Enterprise	C			X					X		X		X	X			
5	MKT5000-20	Digital Marketing Essentials	C	X	X	X	X	X	X	X	X	X	X		X		X	X	
5	BMA5116-20	Marketing in Practice	C	X	X	X	X			X		X	X	X	X		X	X	
5	MCO5001-20	Promotional Media	C	X	X	X	X			X			X	X	X	X	X	X	
5	JPU5001-20	Digital Storytelling	O		X	X	X	X		X		X	X	X		X	X		
5	MCO5104-20	Influencers and contemporary celebrity	O	X	X	X	X	X	X	X		X	X			X	X		
5	MCO5002-20	Global Communications Strategy	O	X	X	X	X	X	X	X		X		X		X	X		
5	BMA5108-20	International Business	O		X	X				X				X		X			
5	BMA5000-20	Creativity for Business	O									X	X	X	X	X	X	X	
5	BMA5110-20	Entrepreneurship	O		X							X	X	X		X			
5	BMA5120-20	Work Placement	O			X				X		X		X	X	X	X	X	
5/6	PPY5100-120	Professional Placement Year	O			X						X		X		X			
6	MKT6000-20	Sustainable Marketing	C	X	X	X	X	X	X	X	X	X	X		X	X	X	X	
6	MCO6106-20	Immersive Media	C	X	X	X	X	X		X		X	X	X	X	X	X		
6	BMA6006-40	Marketing Project	C	X	X	X	X	X	X	X		X	X	X	X		X	X	
6	BMA6100-20	International Marketing	O	X	X	X				X	X	X	X	X	X	X	X	X	
6	BMA6114-20	Successful Freelancing	O			X	X			X	X	X	X	X	X	X	X	X	
6	PUB6102-20	Digital Content Strategy	O				X				X	X	X	X	X	X	X	X	
6	MCO6109-20	AI Communications	O	X	X	X	X	X		X	X	X	X	X	X	X	X	X	
6	BMA6110-20	Creating and Hosting Festivals and Events	O	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
6	BMA6106-20	New Trends in Management	O		X	X								X	X		X		
6	LAW6101-20	Entertainment Media and IP Law	O		X	X				X			X						
6	BMA6107-20	Cross-Cultural Management in International Business	O			X						X		X	X	X	X	X	

[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C,R,R*,O) [5]	Assessment method													
				Coursework						Practical					Written Examination		
				Essay	Dissertation	Project Plan	Journal	Portfolio	Report	Seminar facilitation	Practical Project	Practical skills	Presentation	Set exercises	Time constrained assessment	In-class test (seen)	In-class test (unseen)

4	BMA4000-20	The Business Environment	C					1x				1x				
4	MKT4010-20	The Principles of Marketing in the Digital Age	C									1x		1x		
4	BMA4003-20	Managing Data	C						1x					1x		
4	MKT4001-20	Brand Management and Communications	C					1x	1x							
4	BMA4002-20	Economics and Globalisation	C						1x					1x		
4	MKT5000-20	Design Thinking for Enterprise	C					1x				1x				
5	BMA5200-20	Digital Marketing Essentials	C					1x								
5	BMA5116-20	Marketing in Practice	C					1x	1x							
5	MCO5001-20	Promotional Media	C						1x		1x					
5	BMA5000-20	Creativity for Business	O					1x				1x				
5	MCO5002-20	Global Communication Strategies	O					1x				1x				
5	JPU5001-20	Digital Storytelling	O				1x				1x					
5	BMA5110-20	Entrepreneurship	O				1x					1x				
5	MCO5104-20	Influencers and Contemporary Celebrity	O			1x					1x					
5	BMA5108-20	International Business	O						1x			1x				
5	BMA5120-20	Work Placement Module	O													
5/6	PPY5100-20	Professional Placement Year	O				1x					1x				
6	MCO6106-20	Immersive Media	C					1x				1x				
6	BMA6006-40	Marketing Project	C		1x	1x										
6	MKT6000-20	Sustainable Marketing	C				1x					1x				
6	BMA6100-20	International Marketing	O						1x			1x				
6	MCO6109-20	AI Communications	O			1x	1x									
6	BMA6107-20	Cross Cultural Management	O			1x			1x			1x				
6	PUB6102-20	Digital Content Strategy	O			1x			1x							
6	BMA6106-20	New Trends in Management	O	1x						1x						
6	BMA6110-20	Creating and Hosting Festivals and Events	O			1x					1x					
6	LAW6101-20	Entertainment Media and IP Law	O				1x							1x		

[5] C = Core; R = Required; R* = Required*; O = Optional