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**Programme Specification**

**Title of Course: BSc (Hons) Marketing and Advertising**

**Date Specification Produced: November 2015**

**Date Specification Last Revised: February 2021**

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each module can be found in Student Handbooks and Module Descriptors.

**SECTION 1: GENERAL INFORMATION**

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| **Title:** | BSc (Hons) Marketing and Advertising  |
| **Awarding Institution:** | Kingston University |
| **Teaching Institution:** | Kingston Business School, Faculty of Business and Social Sciences |
| **Location:** | Kingston Hill |
| **Programme Accredited by:** | The Chartered Institute of Marketing (CIM) and AACSB |

**SECTION 2: THE PROGRAMME**

1. **Programme Introduction**

This innovative degree has been developed explicitly around the practice of marketing and advertising for students who wish to pursue a career in marketing or brand management, or advertising and communications, in either marketing departments or marketing communication agencies, with the aspiration to reach senior leadership and decision-making positions. Kingston’s marketing graduates have secured jobs with companies such as L'Oréal, Leo Burnett, HSBC, Ogilvy One, Virgin Airlines, Marks & Spencer, Toyota, Greenpeace, Google and Dairy Crest.

Students can achieve this degree with professional qualifications and a three to four months business experience within the three years of a standard undergraduate programme. Whilst there is a rigorous framework of marketing theory this is in the context of developing practical management skills and gaining work experience. The course is delivered in the modern Kingston Business School with state-of-the-art facilities and teaching rooms, attractively situated on the slopes of Kingston Hill. Faculty members are academics with experience in teaching, research and working in business. Our ‘Marketing Experts Panel’, senior industry professionals, many of them Kingston graduates, have been involved in the development of the degree and are regularly consulted throughout the year to guide our delivery of marketing programmes. In addition, business practitioners participate in the delivery of the programme to ensure the content is lively and up to date.

The first year of the programme exposes students to the wider business environment with the core modules *Marketing Environment* and *Organisations & Entrepreneurship* alongside an introduction to marketing with the modules *Marketing Principles* and *Managing Marketing Information*. At this level, students are expected to be able to describe and structure business and marketing problems.

The second year is designed to delve deeper into key aspects of marketing and advertising. The *Marketing Insights* module focuses on developing an integrated understanding of buyer behaviour and market research, whilst *Marketing Metrics* addresses the evaluation of marketing operations. The foundations of the first year are built upon with the module *Marketing Communications & Advertising*. Students complement these core modules with two single-semester (15 credit) elective modules or one year-long 30 elective chosen from a list which includes specialist marketing electives and electives from other subject areas taught within the Business School.

Employability is embedded at each level of the programme. This is aimed at supporting students to develop their graduate attributes and employability skills, so they are ready for the world of work. The programme has been developed based on employer input. Students will develop a portfolio of competencies and includes reflections on progress and strengths preparing for internship and place opportunities. This lays the foundation for students to excel in the final year of studies and equip them with the skills and attributes that employers expect of new recruits.

In the second year, students have the option to take a summer internship with the support of the Business and Professional Experience team. Internship and placement providers will be subject to due diligence and ongoing monitoring to ensure that the student experience is of a high quality and that equality, and that diversity and inclusion standards are met. This applies equally to placement providers based overseas.

There are three options for the 3–4-month Business Experience/Practice:

* Work Placement/ Internship
* Consultancy in Practice
* Study or Work Abroad

The Work Placement option enables students to apply and develop in real organisations the knowledge and skills they have learnt in the classroom. It prepares them to excel in the final year of studies, as well as enhancing the skills and attributes that employers expect from new recruits. All placement organisations are subject to due diligence and ongoing monitoring to ensure that the student experience is of a high quality and that equality, diversity and inclusion standards are met. This applies equally to placement organisations based overseas. The Consultancy in Practice option is situated around students working in a cross-disciplinary team on a live consultancy project. The Study/ Work Abroad option involves students completing a short-term academic programme of study at one of the Kingston’s International Academic Partners or taking up an employment opportunity abroad.

Between the second year and the final year, students can take an additional, optional year, to complete a full year-long work placement (including abroad) or a study exchange.

The hallmark of this degree is the final year with an emphasis on turning theory to practice. Students have the opportunity to consolidate their learning and develop a thorough understanding of *Integrated Marketing Communications* and *Digital Marketing*. The *Integrated Marketing Communications* module provides students with a deep understanding of the effective integration of marketing communications options in the development of long-term marketing communications and advertising strategies. The *Digital Marketing* module enables students to examine the range of digital tools which underpin contemporary marketing, and which facilitate and support customer experience management.

In the final year the capstone module, *Marketing & Advertising in Practice* is structured around a live brief from one or more partner companies. Students must develop proposals to present to their ‘clients’, in the time frame and to the standards expected by professionals, drawing on the knowledge and experiences gained from other parts of the course.,*.*

Throughout the programme, there is a strong emphasis on developing skills sought by employers. This includes the ability to conduct and present in-depth analysis of both quantitative and qualitative data, and the confidence to develop marketing and advertising plans with a good understanding of contemporary marketing issues. Students can also choose to study an additional foreign language module. Whilst this module will not contribute credits towards the award of their degree, this enables students to further differentiate themselves in the workplace.

Typically, graduates of this degree can expect to pursue a career in marketing management, brand management or advertising account management, or continue to postgraduate study. The degree is accredited by the [Chartered Institute of Marketing (CIM)](https://www.cim.co.uk/about-cim/). Students have the opportunity to pursue a Professional Level 4 CIM Certificate qualification during their course of study with the support of the University. Graduates may take on their own to pursue the Professional Level 6 CIM Diploma to further enhance their employability.

Due to the experiential nature of the learning on this programme, and the importance of professional development enabling students to develop practical skills, learn from and interact with others, failure to attend may put students at risk of academic failure. The University has introduced a KU Checking system, primarily a project of care that is aimed to identify students who are not engaging fully with their studies and might be at risk of not achieving their potential. In order to enable KU Check-In to best support, students are expected to notify the KU Check in Team (via KUCheckIn@kingston.ac.uk) as soon as possible in the event that are unable to attend due to ill health or any other reason.

1. **Aims of the Degree**

The main aims of this degree are as follows:

* To provide all students with an in-depth knowledge and understanding of the key conceptual frameworks in business and marketing communications
* To develop the intellectual skills necessary to solve contemporary, complex marketing communications problems
* To enable students to identify, analyse and make recommendations for a range of marketing communications issues
* To develop subject related practical skills
* To develop an understanding and sensitivity to ethical considerations that arise in the practice of marketing particularly around the industry theme of ‘responsible marketing’
* To prepare students for graduate employment, research, further study and lifelong learning by developing their intellectual, practical and key (transferable) skills
1. **Intended Learning Outcomes**

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are developed with reference to the QAA subject Benchmark Statement for Business and Management (2015) and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student.

**Programme Learning Outcomes**

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| --- | --- | --- | --- | --- | --- |
|  | **Knowledge and Understanding****On completion of the course students will be able to demonstrate:** |  | **Intellectual Skills****On completion of the course students will be able to:** |  | **Subject Practical Skills** **On completion of the course students will be able to:** |
| A1 | A knowledge and understanding of the global business environment | B1 | Develop the intellectual skills necessary to contribute to effective marketing and advertising practice | C1 | Use a range of qualitative and quantitative market research techniques |
| A2 | An in-depth knowledge and understanding of the key functional business areas and contexts such as 1. marketing, b) accounting, c) human resources and organisational behaviour, d) entrepreneurship
 | B2 | Identify and select relevant sources of business and marketing data | C2 | Confidently use marketing and financial data  |
| A3 | A detailed and critical understanding of how the marketing functions interrelate with other functional areas and affect overall organisational performance | B3 | Critically analyse and appraise marketing information to solve complex marketing and advertising problems | C3 | Select and critically evaluate appropriate theoretical frameworks to research marketing and advertising problems  |
| A4 | An understanding of the appropriate research approaches and literature in the marketing and advertising domains | B4 | Deal critically with marketing and advertising problems and issues in order to produce recommendations for decision and subsequent action | C4 | Assist in the management of agency/client relationships |
| A5 | An awareness and understanding of current issues of global concern such as sustainability, ethics and social responsibility and how these relate to contemporary marketing and advertising practice | B5 | Demonstrate the ability to be independent, autonomous learners | C5 | Identify, analyse and make recommendations for a range of marketing and advertising issues |

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| **Self-Awareness Skills** | **Communication Skills** | **Interpersonal Skills** | **Research and information Literacy Skills** | **Numeracy Skills** | **Management & Leadership Skills** | **Creativity and Problem-Solving Skills** |
| Take responsibility for own learning and plan for and record own personal development | Express ideas clearly and unambiguously in writing and the spoken work | Work well with others in a group or team | Search for and select relevant sources of information | Collect data from primary and secondary sources and use appropriate methods to manipulate and analyse this data | Determine the scope of a task (or project) | Apply scientific and other knowledge to analyse and evaluate information and data and to find solutions to problems |
| Recognise own academic strengths and weaknesses, reflect on performance and progress and respond to feedback | Present, challenge and defend ideas and results effectively orally and in writing | Work flexibly and respond to change | Critically evaluate information and use it appropriately | Present and record data in appropriate formats | Identify resources needed to undertake the task (or project) and to schedule and manage the resources | Work with complex ideas and justify judgements made through effective use of evidence |
| Organise self effectively, agreeing and setting realistic targets, accessing support where appropriate and managing time to achieve targets | Actively listen and respond appropriately to ideas of others | Discuss and debate with others and make concession to reach agreement | Apply the ethical and legal requirements in both the access and use of information | Interpret and evaluate data to inform and justify arguments | Evidence ability to successfully complete and evaluate a task (or project), revising the plan where necessary |  |
| Work effectively with limited supervision in unfamiliar contexts |  | Give, accept and respond to constructive feedback | Accurately cite and reference information sources | Be aware of issues of selection, accuracy and uncertainty in the collection and analysis of data | Motivate and direct others to enable an effective contribution from all participants |  |
|  |  | Show sensitivity and respect for diverse values and beliefs | Use software and IT technology as appropriate |  |  |  |

1. **Entry Requirements**

The minimum entry qualifications for the programme are:

From A levels: 112 UCAS Tariff Points

BTEC: DMM

Access Diploma: Pass Access course with a minimum of 48 credits at level 3 with 21 credits at Merit

Plus: Five GCSEs grade A – C, including Maths and English Language

Additionally, for those for whom English is not their first language, the following (or equivalent) qualifications are also needed:

TOEFL: IELTS:

Minimum overall mark of 80 Minimum overall mark of 6.0

Minimum element marks in: Minimum element marks in:

Reading: 20 Reading: 5.5

Listening: 19 Listening: 5.5

Writing: 20 Writing: 5.5

Speaking: 21 Speaking: 5.5

1. **Programme Structure**

This programme is offered in full-time and leads to the award of BSc (Hons) Marketing & Advertising. Entry is normally at level 4 with A-level or equivalent qualifications (See section D). Intake is in September.

**E1. Professional and Statutory Regulatory Bodies**

The programme is accredited by Association to Advance Collegiate Schools of Business (AACSB) and the Chartered Institute of Marketing (CIM).

**E2. Work-based learning, including placement programmes**

Work placements, or ‘business placement options’ supported by the Business and Professional Experience team, are an important and integral part of the degree. Whilst students must apply for and secure their own placement, the team will support students in all stages of the application process; searching for opportunities, writing CVs, completing application forms, mock interviews, assessment centre activities, allowing students the opportunity to experience the competitive job application process.

The Business and Professional Experience team has links to employers with positions available, but students are welcome to find their own placements or internships.

Students will also be helped to choose from the other options available for the placement period by the team.

The three to four months placement period enables students to apply their learning to the real-world work environment, linking theoretical concepts to practice and evaluating this relationship. It also allows them to reflect upon their personal experience of working in an applied setting. All students will be assessed during and at the end of this period, normally through a portfolio. This will be marked as pass/fail. Students who choose a short study abroad will be encouraged to also take a short internship.

Students who undertake work-based placements or internships benefit greatly, with real experience and work achievements to record on their CV, gaining greater maturity, and enhanced motivation for their studies.

**E3. Outline Programme Structure**

This programme is offered in full-time mode and leads to the award of BSc (Hons) Marketing & Advertising for students achieving the full 360 credits. Credits achieved for the Business Experience option counts towards this final award but not towards degree classification. Entry is normally at level 4 with A-level or equivalent qualifications (see section D). Intake is in September.

Each level consists of four compulsory 30 credit modules. Typically, a student must complete 120 credits at each level. All students will be provided with the University regulations during the Induction period, and at each level of study full details of each module will be provided in module descriptors and student module guides.

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| **Level 4/Year 1** |
| **Compulsory modules** | **Module code** | **Credit value** | **Level**  | **Teaching Block** |
| Managing Marketing Information | BB4403 | 30 | 4 | TB1 & TB2 |
| Marketing Principles | BM4702 | 30 | 4 | TB1 & TB2 |
| Marketing Environment | BM4703 | 30 | 4 | TB1 & TB2 |
| Organisations and Entrepreneurship | BS4202 | 30 | 4 | TB1 & TB2 |
| * This course permits progression from level 4 to level 5 with 90 credits at level 4 or above.
* Students leaving the programme who have successfully completed 120 level four credits are eligible for the award of Certificate of Higher Education.

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| **Level 5/Year 2** |
| **Compulsory modules** | **Module code** | **Credit****Value** | **Level** | **Teaching Block** | **Pre-requisites** |
| Marketing Insights | BM5701 | 30 | 5 | TB1 & TB2 | L4 marketing modules |
| Marketing Metrics | BM5702 | 30 | 5 | TB1 & TB2 |
| Marketing Communications & Advertising | BM5704 | 30 | 5 | TB1 & TB2 |
| **Elective modules** |
| Professional Selling | BM5210 | 15 | 5 | TB1 |  |
| Developing Web Applications for Business | BB5111 | 15 | 5 | TB1 |
| Financial Investments | BA5809 | 15 | 5 | TB1 |
| Data Analytics for Business | BB5113 | 15 | 5 | TB1 |
| CSR in Marketing  | BM5211 | 15 | 5 | TB2 |  |
| Marketing Simulation  | BM5209 | 15 | 5 | TB2 | L4 Marketing modules |
| Money, Banking and Financial Markets | BA5508 | 15 | 5 | TB2 |  |
| Business Decision Modelling | BB5112 | 15 | 5 | TB2 |
| Rapid App Development for Business | BB5110 | 15 | 5 | TB2 |
| Business Law and Ethics | BA5197 | 15 | 5 | TB2 |
| **OR** |
| Entrepreneurship | BS5202 | 30 | 5 | TB1 & TB2 |  |
| A list of L5 15 and 30 credit elective modules will be available from which students can select either two single-semester 15 credit elective modules or one year-long 30 credit elective module, subject to timetabling constraints. Elective modules will include both marketing subjects and subjects from the wider Business School.Students may choose to undertake one of the following Business Experience options after completing their Level 5 (Year 2) modules.

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| **Business Practice Module Options** |
| **Options** | **Module code** | **Credit****Value** | **Level** | **Teaching Block** **3 to 4 months** |
| Work Internship/ Placement  | BH5012 | 30 | 5 | 3  |
| The Entrepreneurship Experience  | BS5401 | 60 | 5 | 3 |
| Consultancy in Practice  | BH5004 | 30 | 5 | 3 |

* Students leaving the programme who have successfully completed 120 credits at level 4 and level 5 are eligible for the award of Diploma of Higher Education
* This course permits progression from level 5 to level 6 with 210 credits with a minimum of 90 credits at level 5. Any outstanding credits from level 4 must be passed before progression to level 6.
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| **Level 6/Year 3** |
| **Compulsory modules** | **Module code** | **Credit****Value** | **Level** | **Teaching Block** | **Pre-requisites** |
|  |  |  |  |  | L4 Marketing module |
| Marketing & Advertising in Practice | BM6716 | 30 | 6 | TB1 & TB2 |
| Integrated Marketing Communications | BM6713 | 30 | 6 | TB1 & TB2 |
| Digital Marketing  | BM6717 | 30 | 6 | TB1 & TB2 |
| **Elective modules** |
| Professional Selling | BM6210 | 15 | 6 | TB1 |  |
| Financial Investments | BA6807 | 15 | 6 | TB1 |  |
| Developing Web Applications for Business | BB6111 | 15 | 6 | TB1 |  |
| Data Analytics for Business | BB6308 | 15 | 6 | TB1 |  |
| CSR in Marketing  | BM6211 | 15 | 6 | TB2 |  |
| Money, Banking and Financial Markets | BA6508 | 15 | 6 | TB2 |
| Business Decision Modelling | BB6114 | 15 | 6 | TB2 |
| Rapid App Development for Business | BB6110 | 15 | 6 | TB2 |
| Money, Banking and Financial Markets | BA6508 | 15 | 6 | TB2 |
| **OR** |
| Innovation | BS6701 | 30 | 6 | TB1 & TB2 |
| Psychology for Business and Management | BH6017 | 30 | 6 | TB1 & TB2 |
| Data – Driven Decision Making |  BB6807 | 30 | 6 | TB1 & TB2 |

A list of L6 15 and 30 credit elective modules will be available from which students can select either two single-semester 15 credit elective modules or one year-long 30 elective modules, subject to timetabling constraints. Elective modules will include both marketing subjects and subjects from the wider Business School. |

**Indicative Programme Delivery Schedule**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Sept** | **Oct** | **Nov** | **Dec** | **Jan** | **Feb** | **Mar** | **Apr** | **May-Aug** |
| **Year 1** | **Level 4** |  |
| BM4702 Marketing PrinciplesBM4703 The Marketing EnvironmentBB4403 Managing Marketing InformationBS4202 Organisations & Entrepreneurship |
|  |
| **Year 2** | **Level 5** | Optional Business Practice1 |  |
| BM5701 Marketing InsightsBM5702 Marketing MetricsBM5704 Marketing Communications & Advertising |
|  |
| One L5 15 credit elective module in TB1 | One L5 15 credit elective module in TB2 |  |
| **OR**One L6 30 credit elective module in TB1 & TB2 |  |
|  |
| **Final Year**  | **Level 6** |  |
| BM6716Marketing & Advertising in PracticeBM6713 Integrated Marketing CommunicationsBM6715 Digital Marketing  |  |
|  |
| One L6 15 credit elective module in TB1 | One L6 15 credit elective module in TB2 |  |
| **OR**One 30 credit elective module in TB1 & TB2 |

1 Business practice must be at least three months but with an option to continue up to September.

1. **Principles of Teaching, Learning and Assessment**

At the heart of the programme is the combination of theory and business practice. Research active staff expose students to current research developments, whilst industry guest speakers provide additional opportunities to relate these to practice. Assignments typically require substantial primary and secondary research, thereby ensuring students progressively develop their analytical, research and presentation skills at each level of the programme.

The assessment strategy ensures that students have explicit formative opportunities for practice and ‘feed forward’ designed to help them achieve their full potential in summative assessment. A range of methods are used to actively engage students, including problem and enquiry-based learning, industry research and peer-assisted learning.

To further support students and integrate the role of the personal tutor within the academic course structure, all personal tutors will be advised of the nature and timing of the assessments for each module on their tutee's course. This will enable tutors to identify and discuss areas of strength and weakness in each individual student's skills and knowledge set.  As personal tutors remain with a student throughout their degree studies, feedback received and discussed in year one will feed forward into year two, and subsequently into the final year, further enabling tutors to direct tutees to appropriate sources of support, guidance and development.

In addition, early formative and summative assessment during the first five weeks of the course is used to monitor student engagement with both in-class and online learning.  Students who are considered 'at risk' due to low engagement can be identified and advised by the personal tutor with the support of the student liaison team where issues are non-academic.

1. **Support for Students and their Learning**

Students are supported by:

* Module Leader for each module
* A Course Director to help students understand the programme structure
* A designated programme administrator
* Personal Tutors
* Careers and Employability Service
* A dedicated placement office, with full-time placement support officers and student placement mentors
* Peer-Assisted Learning (PAL) student mentors
* Student Liaison Officer and Student Support Assistants
* Business and Law Academic Skills Centre (BLASC)
* Technical support to advise students on IT and the use of software
* An induction week at the start of the programme
* Ongoing re-induction sessions at appropriate points in the course
* Access to English language support and foreign language tuition
* Course Representatives and Student Voice Committee
* Canvas – a versatile on-line interactive intranet and learning environment
* Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
* Support for disabled students
* The Union of Kingston Students
* Students receive professional skills development to prepare for their placement

Students who fail a level five module may be offered a retake opportunity shortly after the initial teaching of that module. Students who fail the retake will be required to repeat the module(s). Those failing more than one module at retake will not be able to take up any placement opportunity due to the level of academic failure.

International students receive additional support from our International office and specialist administrative staff not only when they first arrive but also throughout their programme of study.

1. **Ensuring and Enhancing the Quality of the Course**

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

* External examiners, individual experts from another institution who assess the quality and comparability of our standards to those in other institutions.
* Boards of Study with student representation
* Annual review and development
* Periodic review undertaken at the subject level with student involvement
* Student evaluation
* Student Voice Committees
* Moderation policies which ensure marking is fair and consistent.
* Informal feedback mechanisms including Student Quality Circles (a student led mechanism that collects feedback and recommends improvements)
* Professional and accreditation body approvals
* Employer forum and Business Advisory Board
* Institutional governance structures designed to escalate issues that cannot be solved locally.
1. **Employability Statement**

Developing employable graduates is at the heart of this programme. Kingston Marketing graduates have secured jobs with companies such as L'Oréal, Leo Burnett, HSBC, Ogilvy One, Virgin Airlines, Marks & Spencer, Toyota, Greenpeace, Google and Dairy Crest.

At all levels students have the opportunity to engage in work related projects drawing on case studies and real-life scenarios and all modules are designed to develop the skills valued by employers, such as presentations, teamwork, problem-solving and communication skills. This is achieved by embedding employability initiatives within the curriculum as well as designing appropriate assessment methods to mirror real-life practices, for example, business plans, reports and summaries, so that students are exposed to opportunities that continually develop their skills. Students are encouraged to reflect on their learning so they can also articulate how the acquisition of such skills relates to practice and how they can be developed in the future. Business practitioners often contribute to the evaluation of student work.

Students from Kingston in the recent past have undertaken marketing placements at companies such as Lexus, Disney and Hewlett-Packard (HP).

To complement the development of employability skills within the curriculum, the Faculty award certificates, such as ‘The Kingston Award’, that formally recognise students who build up a portfolio of skills developed through non-academic activities, for example, volunteering and maintaining a personal development planning journal and attending networking seminars. The faculty offers employment-based activities in which employers are invited on campus to participate in specialist networking activities, such as Spotlight on Marketing, Spotlight on HR, as well as the Strategy into Practice seminar series, which provides additional opportunities for students to hear about current business issues from prominent guest speakers.

As an alternative to immediate employment, Faculty of Business and Social Sciences graduates are also well prepared for postgraduate study.

1. **Approved Variants from the Undergraduate and Postgraduate Regulations**

Variation to the maximum credit load for reassessment by retake for level 5 only, to enable level 5 students to retake up to 60 credits at both assessment boards after each set of 60 credits have been studied.

Students with more than 30 credits of failure at level 5 must retrieve this failure at the next available opportunity before being permitted to commence the Business Experience.

1. **Other sources of information that you may wish to consult.**
* QAA Benchmark statement website:
* <https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5>
* Module Descriptors
* Module Handbooks
* Student Handbook
* Kingston University website [www.kingston.ac.uk](http://www.kingston.ac.uk)
* Canvas (Kingston University virtual learning environment – for current students only)

**Development of Programme Learning Outcomes in Modules**

This map identifies where the programme learning outcomes are summatively assessed across the modules for this programme. It provides an aid to academic staff in understanding how individual modules contribute to the programme aims, a means to help students monitor their own learning, personal and professional development as the programme progresses and a checklist for quality assurance purposes.

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| --- | --- | --- | --- |
| **Module code** | **Level 4** | **Level 5** | **Level 6** |
| BB4403 |  BM4702 | BM4703 | BS4202 | BM5701 | BM5704 | BM5702 |  |  | BM6712 | BM6713 | BM6715 | BM6XXX |
| **Knowledge & Understanding** | A1 |  |  | S |  |  |  |  |  |  |  |  |  |  |
| A2 |  | S(a) |  | S (c/d) |  |  | S(b) |  |  |  |  |  |  |
| A3 |  |  |  |  |  |  | S |  |  | S |  | S |  |
| A4 |  |  |  |  | S |  |  |  |  |  | S |  |  |
| A5 |  |  | S | S |  | S |  |  |  | S |  |  |  |
| **Intellectual Skills** | B1 | S | S |  |  |  |  |  |  |  | S | S | S | S |
| B2 | S |  |  | S | S |  |  | S |  | S |  |  |  |
| B3 |  |  |  |  | S |  |  |  |  |  | S | S |  |
| B4 |  |  |  |  |  |  | S |  |  | S | S | S | S |
| B5 | S | S | S | S | S | S | S |  |  | S | S | S | S |
| **Practical Skills** | C1 |  |  |  |  | S |  |  |  |  | S |  |  |  |
| C2 | S |  |  |  | S |  | S |  |  | S |  | S |  |
| C3 |  |  |  |  |  |  |  |  |  |  | S |  | S |
| C4 |  |  |  |  |  |  |  |  |  | S |  | S |  |
| C5 |  |  |  |  |  | S |  |  |  | S |  | S | S |

**S**  indicates where a summative assessment occurs.

Students will be provided with formative assessment opportunities throughout the course to practice and develop their proficiency in the range of assessment methods used.

**Technical Annex**

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| **Final Award(s):** | BSc (Hons) Marketing and Advertising  |
| **Intermediate Award(s):** | CertHE, DipHe, Ordinary degree (exit awards only) |
| **Minimum Period of Registration:** | Three years  |
| **Maximum Period of Registration:** | Six years  |
| **FHEQ Level for the Final Award:** | Level 6 |
| **QAA Subject Benchmark:** | General Business |
| **Modes of Delivery:** | Full-time  |
| **Language of Delivery:** | English |
| **Faculty:** | Faculty of Business and Social Sciences |
| **JACS code:** | N5 Marketing |
| **UCAS Code:** | N590  |
| **Course Code:** | UWMAD1MAD03  |