Template C4

Kingston University London

Programme Specification

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

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Version number	11
Faculty	Faculty of Business and Social Sciences
Cross-disciplinary	
School	Kingston Business School
Department	Department of Accounting, Finance and Informatics
Delivery Institution	Kingston University

This Programme Specification is designed for prospective students, current students, academic staff and 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 they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

SECTION 1: GENERAL INFORMATION

Award(s) and Title(s):	BSc (Hons) Marketing and Advertising
Exit Award(s) and Title(s):	BSc Marketing and Advertising Diploma of Higher Education in Marketing and Advertising Certificate of Higher Education in Marketing and Advertising
Course Code *For each pathway and mode of delivery*	UPMKA1MKA20 UFMKA1MKA20
UCAS code *For each pathway*	N120 (3 years)

Award(s) and Title(s):	BSc (Hons) BSc (Hons) Marketing and Advertising with Placement year
Exit Award(s) and Title(s):	BSc Marketing and Advertising Diploma in Higher Education of Marketing and Advertising Certificate of Higher Education in Marketing and Advertising
Course Code *For each pathway and mode of delivery*	N/A USMKA1MKA45
UCAS code *For each pathway*	

Award(s) and Title(s):	BSc (Hons) BSc (Hons) Marketing and Advertising with Foundation year
Exit Award(s) and Title(s):	BSc Marketing and Advertising Diploma of Higher Education in Marketing and Advertising Certificate of Higher Education in Marketing and Advertising
Course Code *For each pathway and mode of delivery*	N/A UFMKA1MKA55
UCAS code *For each pathway*	

Awarding Institution:	Kingston University

Teaching Institution:	Kingston University
Location:	Faculty of Business and Social Sciences, Kingston Business School, Kingston Hill
Language of Delivery:	English
Delivery mode:	Primarily campus based (up to 20% of scheduled L&T hours delivered online)
Learning mode(s):	Full-time With Professional Placement
Minimum period of registration:	Full-time - 3 With Professional Placement - 4
Maximum period of registration:	Full-time - 6 With Professional Placement - 7
Entry requirements	Kingston University typically uses a range of entry requirements to assess an applicant's suitability for our courses. Most course requirements are based on UCAS Tariff points, usually stipulated as a range, and are sometimes coupled with minimum grades in specific relevant subjects. We may also use interview, portfolio and performance pieces to assess an applicant's suitability for the course. We recognise that every person's journey to Higher Education is different and unique and in some cases we may take into account work experience and other non-standard pathways onto University level study. Additionally, all non-UK applicants must meet our English language requirements. Please see our course pages on the Kingston University website for the most up to date entry requirements
Regulated by	The University and its courses are regulated by the Office for Students.
Programme Accredited by:	Association for the Advancement of Collegiate Schools of Business (AACSB)
Approved Variants:	N/A
Is this Higher or Degree Apprenticeship course?	No

SECTION 2: THE COURSE

A. Aims of the Course

This course offers an exciting and challenging programme of study to learners wishing to specialise and pursue careers in advertising, social media strategy, marketing communications, public relations, and digital marketing. Emphasis is on both the theoretical understanding and practical application marketing and advertising in an increasingly digital landscape. For this reason, the programme is designed with an employer-, industry- and student- led focus aimed at producing graduates who are sought after for their skills, knowledge and ability to innovate in the practice of marketing. Students immerse into a creatively-led and technologically-driven journey of experiential learning by discovery, supported and facilitated by renowned scholars and practitioners in marketing and advertising with industry links to leading product and service brands.

An explicit intention is employability, and so the curriculum is underpinned by the future skills most desired by today's employers. Learners are trained to think critically and analytically their approach to real-world marketing communications problems and the implementation of well-ground and creative strategies and campaigns.

A BSc (Hons) Marketing and Advertising student will acquire practical knowledge and understanding of the principles, business, output of contemporary marketing alongside developing the mindset of the marketer or communications professional they envision becoming in the future. This is facilitated by exposure and interaction with real practitioners that work across the communications spectrum. Students untangle and come to grips with the art and science of marketing communications, examining the who, what, why, when and how of connecting with and communicating with consumers in a post digital landscape.

Considerable focus is given to developing student understanding of the principles and theories that underpin the communications process. This includes to use of market research and gaining customer insights at each stage of an integrate communications plan. AI (artificial intelligence) is also taken into consideration given the proliferation of technology in this market sector. Notably the use of AI and its application in using big data to target and manage customers for competitive advantage is explored. The use of AI in creative development and design is also given consideration.

Through experiential learning and interactions with real clients, students gain a practical know-how of the strategic elements used in the development and management of brands, alongside getting a first-hand experience of how theory is applied for strategic decision-making as a product, service or brand manager. This is extended beyond the 'client side' realm with a perspective on what happens to a brand at the point of hand-off between brand custodian (client) and agency. Managing this interaction and seeking mutual benefit is a key part of the skills development deployed in this instance. The differentiator of this Marketing and Advertising program is the confluence of marketing knowledge, skills and experience and using this as a platform from which to plan, structure, target, develop and measure the outward communication expression.

Kingston Business School BRAINS lab provides the environment for students to experiment with the technologies brands use to decipher consumer behaviour and create and deliver customer value. Exploring the development of social media strategies enables students to appreciate the benefits and parameters of different platforms, and advance their specialism in planning, developing and leading social

media campaigns from both a tactical and strategic point of view. The programme culminates with a capstone module purposefully designed to personalise student learning, demonstrating the skills acquired through a tangible portfolio of work.
Through the modules and the embedded skills development, the course provides students with a direct line of sight to graduate roles, with options that allow students to specialise or retain a broad knowledge base.

Aims of the Course

The programme aims to:

- Provide students with in-depth knowledge and understanding of the key theories and practices employed in modern marketing communications and advertising
- Enable students to develop the intellectual capacity and practical experience needed to appraise and offer solutions to complex marketing communications and advertising problems.
- To prepare responsible marketing graduates with the relevant skills and attributes for graduate-level employment, further study and lifelong learning opportunities.
- Enable students to acquire technical qualifications and connections to industry.

B. Programme Learning Outcomes

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They have been aligned to the levels set out in 'Sector Recognised Standards in England' (OFS 2022).

Programme Learning Outcomes

	Knowledge and Understanding On completion of the course students will be able to:		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	Evaluate critically the internal and external environmental environment in the context of marketing and advertising.	B1	Use data to identify and solve complex marketing and advertising problems and make evidence-based decisions	C1	Implement current and emerging digital and technological solutions to create and communicate value
A2	Demonstrate and communicate a critical understanding of the key areas of marketing and advertising and their relationship with other business functions to influence organisational performance.	B2	Use an enterprising mindset to create value	C2	Use marketing communications data and analytics to identify business problems and offer evidence-based marketing and advertising decisions
A3	Demonstrate a practical understanding of appropriate approaches and strategies used in the contemporary marketing and advertising	B3	Interpret, analyse, evaluate and draw inferences from marketing communications information and other relevant information sources	C3	Draw upon appropriate marketing and advertising theories and frameworks to recommend a range of creative marketing and advertising solutions
A4	Apply a critical awareness and understanding of current issues of global concern such as sustainability, ethics and social responsibility and how these relate to contemporary business practice	B4	Use relevant critical, creative or entrepreneurial skills to deal with marketing and advertising problems and opportunities to produce recommendations for decision and subsequent action	C4	Work effectively in diverse environments, and with others and get things done.

C. Future Skills Graduate Attributes

In addition to the programme learning outcomes, the programme of study defined in this programme specification will engage students in developing their Future Skills Graduate Attributes:
1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness

D. Outline Programme Structure

Full details of each module will be provided in module descriptors and in the module canvas pages.
This version of the programme specification is for students starting the course at level 4 from September 2025

BSc (Hons) Marketing and Advertising

Level 4							
BSc (Hons) Marketing and Advertising							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
The Business of Marketing	BM4002	30	4	Year Long		1	1
The Marketing Mindset	BM4001	30	4	Year long	None	1	1
The Outputs of Marketing	BM4004	30	4	Year long	None	1	1
The Principles of Marketing	BM4003	30	4	Year long	N/A	1	1

Exit Awards at Level 4

This course permits progression from level 4 to level 5 with 90 credits at level 4 or above. The outstanding 30 credits from level 4 can be trailed into level 5 and must be passed before progression to level 6.

Students exiting the course at this point who have successfully completed 120 credits at level 4 or above are eligible for the award of Certificate of Higher Education.

Level 5							
BSc (Hons) Marketing and Advertising							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
Advertising Tools, Techniques and Technologies	BM5001	30	5	Year long		2	2
Analytics and AI for Marketing	BM5002	30	5	Year long		2	2
Market Research and Behavioural Insights	BM5012	30	5	Year Long		2	3
Strategic Marketing for a Connected World	BM5013	30	5	Year Long		2	3
Optional Modules							
Year-Long Work Placement	BH5030	120	5	Year long		3	3

Exit Awards at Level 5

This course permits progression from level 5 to level 6 with 90 credits at level 5 or above. The outstanding 30 credits from level 5 can be trailed into level 6 and must be passed before consideration for an award.

Students exiting the programme at this point who have successfully completed 120 credits at level 5 or above are eligible for the award of Diploma of Higher Education in Marketing.

It is possible to take an additional year to undertake a work placement, a study exchange or a combination of work placement and study exchange.

Further details regarding study abroad can be found in the Student Mobility Regulations – Academic regulation 14

Level 6							
BSc (Hons) Marketing and Advertising							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**

Brands, Buyers and Behaviours	BM6001	30	6	Year long		3	3
Future Skills Apply	AX6001	15	6	TB1		3	3
Integrated Marketing Communications	BM6713	30	6	Year long		3	3
My Marketing Project	BM6002	30	6	Year long		3	3
Sales and Negotiation for Marketing	BM6007	15	6	TB2		3	3

Exit Awards at Level 6

Students exiting the programme without completing the full 120 credits but have successfully completed 60 credits at level 6 or above are eligible for the award of an Ordinary Degree.

BSc (Hons) BSc (Hons) Marketing and Advertising with Placement year

BSc (Hons) BSc (Hons) Marketing and Advertising with Foundation year

E. Teaching, Learning and Assessment

This course uses a range of teaching and assessment methods which have been designed to support students' learning and achievement of the learning outcomes. The course has been developed with reference to the Kingston University Academic Framework which sets-out core principles relating to Course and Credit Structure (including Module delivery Structure and Pattern, and Learning Hours and Learning Formats); Curriculum Design (inclusion Learning Design Principles and Inclusive Curriculum); and Future Skills.
Teaching and Learning on the course consist of Scheduled Learning and Teaching and Guided Independent Study (self-managed time). Scheduled Learning and Teaching includes the following, and the format for each module is set out in the module specification:
- Laboratory Sessions
- Lectures
- Seminars
- Tutorials
- Workshops
- Placements

Guidance for students on the use of independent study time is communicated through the 'Succeed in your module' section on the Canvas Virtual Learning Environment and through other communications during the course.

In addition to the core Scheduled Learning and Teaching activities for the course, the University may offer students additional optional opportunities for learning. Examples of these include Study abroad and Work-based learning.

The course will provide students with the opportunity to develop their knowledge and skills relating to at least two United Nations Sustainable Development Goals (UN SDGs). We are committed to empowering students with the knowledge, skills and opportunities to understand and address the UN SDGs: each course is thus also required to prepare students for at least two of the SDGs (not including Quality Education, which all courses must deliver).

F. Support for Students and their Learning

Students are supported through a range of services that provide academic and wider support. These include:
- A Module Leader for each module
- A Course Leader to help students understand the course structure
- Personal Tutors to provide academic and personal support
- Technical support to advise students on IT and the use of software
- Student Voice Committee – to ensure the views of students are heard
- Canvas – Kingston University's Virtual Learning Environment
- Student support facilities that can provide advice on issues such as finance, regulations, legal matters, accommodation, international student support
- Disabled student support
- The Kingston Students' Union
- Student Development and Graduate Success

G. Ensuring and Enhancing the Quality of the Course

The University has policies and procedures for evaluating and improving the quality and standards of its provision. These include:
- Continuous Monitoring of courses through the Kingston Course Enhancement Programme (KCEP)
- Student evaluation including Module Evaluation Questionnaires (MEQs), the National Student Survey (NSS)
- Internal and external moderation of graded assignments

H. External Reference Points

External reference points which have informed the design of the course. These could include:
- PSRB standards
- QAA Subject benchmarks

- Other subject or industry standards

I. Development of Course Learning Outcomes in Modules

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

Module Code		Level 4				Level 5					Level 6				
		BM4003	BM4004	BM4001	BM4002	BM5002	BM5012	BM5001	BH50030	BM5013	BM6007	BM6713	BM6002	BM6001	AX6001
Knowledge & Understanding	A1	S	S				S	S		S			S		
	A2	S					S								
	A3	S	S			S		S		S	S	S	S		
	A4	S		S	S	S							S		S
Intellectual Skills	B1		S			S	S	S	S	S	S	S			
	B2			S	S									S	S
	B3		S			S	S	S		S		S		S	
	B4	S		S	S		S		S		S		S		
Practical Skills	C1		S			S		S		S		S			
	C2		S			S	S			S					
	C3	S					S	S		S	S			S	
	C4	S					S	S				S			S

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

Additional Information