

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	BSc Marketing (Level 6)
Name and title of any exit qualification(s)	Diploma of Higher Education Certificate of Higher Education Certificate of Continuing Education
Is the programme offered with a Foundation Year?	Yes
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Management
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (3 years) Part-time (4 years) Full-time with Foundation Year (4 years) Part-time with Foundation Year (6 years) September
Professional, statutory or regulatory body	N/A
QAA subject benchmark group(s) Higher Education Credit Framework for England	Business and Management
UCAS code	1D12; 1D13 (with FY)
Birkbeck Course Code	UUBSMKTG_C (3 years full-time) UBSMAKTG_C (4 years part-time) UUBFMKTG_C (4 years full-time with FY) UBFMAKTG_C (6 years part-time with FY)
HECoS Code	100078
Start date of programme	October 2015
Date of programme approval	Summer 2014
Date of last programme amendment approval	June 2024
Valid for academic entry year	2023-24
Date of last revision to document	20/06/2024

Admissions requirements

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

BSc Marketing: UCAS tariff: 96-128 points; A-levels: CCC-ABB

BSc Marketing with Foundation Year: UCAS tariff: 48 points

The UCAS tariff score is applicable to you if you have recently studied a qualification that has a UCAS tariff equivalence. UCAS provides a [tariff calculator](#) for you to work out what your qualification is worth within the UCAS tariff.

GCSES: Applicants will normally be expected to have grade C or grade 4 GCSE-level English and mathematics. Applicants who do not hold this level of qualification may be required to carry out a skills audit at a selection evening, which comprises English and mathematics. This audit assesses an applicant's potential to cope with, and benefit from, a particular programme of study.

Course aims

The programme's main aims are:

- To provide students with an intellectually challenging platform for acquiring best-in-class Marketing education and developing transferable personal and technical skills that may assist their future career in Marketing and beyond;
- To facilitate students' appreciation of the links between Marketing theory and practice through a range of avenues, including the use of appropriate guest speakers, work-based assignments and company dissertations;
- To enable students to develop an understanding of the dynamic and increasingly international environment within which organisations operate and make Marketing decisions;
- To encourage students to fully leverage the research expertise of academic staff to strengthen their knowledge and understanding of contemporary Marketing theory and best practice;
- To enable students to develop a range of analytical skills that will enable them to critically appraise and challenge existing Marketing theory and/or business practices, as well as quantitative skills that can be applied in the analysis of marketing problems;
- To provide a platform within which students can further develop their communication, interpersonal and intercultural skills, as well as hone their skills for lifelong learning

Foundation Year Aims:

- To enable students to develop the foundational knowledge and skills required for successful completion of a degree in a range of business-related disciplines
- Provide support to those students who do not meet the formal entry requirements for direct entry to the degree, but who can demonstrate ability for degree level study

Course structure

The BSc programme can be studied: full time over 3 years or part time over 4 years (equivalent to 75% intensity of full time). Two sets of degree structures, 3 and 4 year structures are provided below.

This BSc Marketing with Foundation Year provides students with the opportunity to fully develop foundation skills before starting the main BSc programme, and can be studied full time over 4 years or part time over 6 years. Two sets of 'with Foundation Year' degree structures, for 4 and 6 years are provided below.

Level	Module Code	Module Title	Credits	Core Compulsory Option	Likely teaching term
Full-Time – 3 years					
Year 1					
4	BUMN077H4	Management Studies I	15	Compulsory	T1
4	BUMN078H4	Management Studies II	15	Compulsory	T2
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN149H4	Microeconomics for Business	15	Compulsory	T3
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	MOMN022H4	Quantitative Methods	15	Compulsory	T3
Year 2					
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN185H5	Marketing Simulation	15	Compulsory	T2
5	BUMN093H5	Marketing Communications	15	Compulsory	T1
5	BUMN146H5	Research Methods in Management (Undergraduate)	15	Compulsory	T3
5	BUMN094H5	International Marketing	15	Compulsory	T2
5	BUMN096H5	Services Marketing	15	Compulsory	T3
6		Option module – free choice from level 6 business school modules	15	Option	
Year 3					
6	BUMN065H6	Brand Development	15	Compulsory	T1
6	MOMN044H6	Marketing Strategy	15	Compulsory	T1
5	BUMN192H5	Marketing Analytics	15	Compulsory	T2
6	MOMN039D6	Research Project: Management	60	Compulsory	T1-3
6		Option module - free choice from level 6 modules in the Business school	15	Optional	
Part time - 4 years					
Year 1					
4	BUMN077H4	Management Studies I	15	Compulsory	T1
4	BUMN078H4	Management Studies II	15	Compulsory	T2
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1

4	MOMN022H4	Quantitative Methods	15	Compulsory	T3
Year 2					
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN149H4	Microeconomics for Business	15	Compulsory	T3
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN093H5	Marketing Communications	15	Compulsory	T1
5	BUMN094H5	International Marketing	15	Compulsory	T2
5	BUMN096H5	Services Marketing	15	Compulsory	T3
Year 3					
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5	BUMN185H5	Marketing Simulation	15	Compulsory	T2
5	BUMN146H5	Research Methods in Management (Undergraduate)	15	Compulsory	T3
5	BUMN192H5	Marketing Analytics	15	Compulsory	T2
6		Option modules	30	Optional	
Year 4					
6	BUMN065H6	Brand Development	15	Compulsory	T1
6	MOMN044H6	Marketing Strategy	15	Compulsory	T1
6	MOMN039D6	Research Project: Management	60	Compulsory	T1, T2, T3
Full-Time with Foundation Year - 4-years					
Foundation Year (Year 0)					
3	CASE002S3	Fundamentals of Study	30	Core	T1+T2
3	BUMN170H3	Leadership and Team Building	15	Core	T3
3	BUMN166H3	Mathematics for Business	15	Core	T2
3	BUMN169H3	Managing Change	15	Core	T3
3	BUMN168H3	Strategy and Business Planning	15	Core	T2
3	BUEM120H3	The Modern British Economy (Foundation Year)	15	Core	T3
3	BUMN167H3	Understanding Organisations	15	Core	T1
Year 1					
4	BUMN077H4	Management Studies I	15	Compulsory	T1
4	BUMN078H4	Management Studies II	15	Compulsory	T2
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN149H4	Microeconomics for Business	15	Compulsory	T3
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	MOMN022H4	Quantitative Methods	15	Compulsory	T3

Year 2					
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN185H5	Marketing Simulation	15	Compulsory	T2
5	BUMN093H5	Marketing Communications	15	Compulsory	T1
5	BUMN146H5	Research Methods in Management (Undergraduate)	15	Compulsory	T3
5	BUMN192H5	Marketing Analytics	15	Compulsory	T2
5	BUMN094H5	International Marketing	15	Compulsory	T2
5	BUMN096H5	Services Marketing	15	Compulsory	T3
Year 3					
6	BUMN065H6	Brand Development	15	Compulsory	T1
6	MOMN044H6	Marketing Strategy	15	Compulsory	T1
6	MOMN039D6	Research Project: Management	60	Compulsory	T1, T2, T3
6		Option modules - free choice from modules in the Department of Management	30	Optional	
Part-Time with Foundation Year – 6 years					
Year 0a					
3	CASE002S3	Fundamentals of Study	30	Core	T1+T2
3	BUMN170H3	Leadership and Team Building	15	Core	T3
3	BUMN166H3	Mathematics for Business	15	Core	T2
Year 0b					
3	BUMN169H3	Managing Change	15	Core	T3
3	BUMN168H3	Strategy and Business Planning	15	Core	T2
3	BUEM120H3	The Modern British Economy (Foundation Year)	15	Core	T3
3	BUMN167H3	Understanding Organisations	15	Core	T1
Year 1					
4	BUMN077H4	Management Studies I	15	Compulsory	T1
4	BUMN078H4	Management Studies II	15	Compulsory	T2
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
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Year 2					
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN149H4	Microeconomics for Business	15	Compulsory	T3
5	BUMN104H5	Digital Marketing	15	Compulsory	T1
5	BUMN093H5	Marketing Communications	15	Compulsory	T1
5	BUMN094H5	International Marketing	15	Compulsory	T2
5	BUMN096H5	Services Marketing	15	Compulsory	T3

Year 3					
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5	BUMN185H5	Marketing Simulation	15	Compulsory	T2
5	BUMN146H5	Research Methods in Management (Undergraduate)	15	Compulsory	T3
5	BUMN192H5	Marketing Analytics	15	Compulsory	T2
6		Option modules	30	Optional	
Year 4					
6	BUMN065H6	Brand Development	15	Compulsory	T1
6	MOMN044H6	Marketing Strategy	15	Compulsory	T1
6	MOMN039D6	Research Project: Management	60	Compulsory	T1, T2, T3

Core: Module must be taken and passed by student

Compulsory: Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)

Option: Student can choose to take this module

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Your learning for this course will be a combination of lectures (pre-recorded) and seminars. Lectures are designed to provide you with an outline or overview of the topic, to engage you with the material and direct you to other resources. They are a springboard for your own learning. Seminars are group sessions where you will be asked to contribute to discussion or group work around the topic, with material set in advance for which you need to prepare.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. We use a variety of assessment methods. Modules that emphasise the learning of numerical skills lean toward the use of mid-term tests coupled with unseen, formal examination at the end of each term. Mid-term tests are short tests set during the term and are designed to provide early feedback on performance. Other modules use individual or group presentations, written essays, or formal end of term examinations, as sole assessments or in combination. In the final year of studies, students independently design and complete a large written assignment, in the form of a research project/dissertation

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

Foundation Year:

Upon successful completion of the Foundation Year you will be able to:

- Demonstrate knowledge of the foundational concepts and principles associated with business and IT, and an ability to evaluate and interpret these within the relevant areas of study
- Present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument
- Make sound judgements in accordance with basic theories and concepts of the subjects under study
- Evaluate the appropriateness of different approaches to solving problems related to their proposed area of study and/or work
- Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments
- Undertake further study at undergraduate level and develop new skills

Learning outcomes for degree (all programme routes):

Upon the successful completion of this programme you should be able to:

Subject Specific:

1. Demonstrate knowledge and understanding of the contexts in which Marketing management takes place;
2. Demonstrate knowledge and understanding of Marketing theory, principles and concepts;
3. Understand the practice and language of Marketing;
4. Evaluate and critically appraise Marketing management practices;
5. Understand and evaluate recent developments in Marketing research and practice;

Intellectual:

6. Approach problems systematically and to present reasoned responses;
7. Read and synthesise literature;
8. Formulate testable hypotheses;
9. Formulate and pursue research problems;
10. Adopt a broad and informed approach to a range of policy related problems;
11. Demonstrate cognitive skills including the capacity to critically evaluate arguments and evidence;
12. Use quantitative and qualitative data in problem solving;
13. Structure and communicate ideas effectively;
14. Demonstrate the capacity for independent and self-managed learning;

Practical:

15. Demonstrate a range of library skills;
16. Demonstrate essay writing skills
17. Demonstrate IT skills
18. Locate, extract and analyse data
19. Present data in a variety of formats and to a variety of audiences

Personal and Social:

20. Demonstrate well developed communication (oral and written) skills
21. Work in teams
22. Improve interpersonal skills
23. Apply decision making skills

Careers and further study

You will find marketing graduates in a variety of both private and public organisations, across all sectors.

This BSc Marketing is accredited by the Chartered Institute of Marketing (CIM), which is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. Birkbeck has joined forces with CIM to give our students the opportunity to gain CIM professional qualifications through their Graduate Gateway Accreditation (GGA). CIM qualifications are highly sought after by employers, and GGA, alongside our own degrees, ensures we are equipping our students with the best opportunities for a successful marketing career.

Birkbeck offers a range of careers support to its students. You can find out more on [the careers pages of our website](#).

Academic regulations and course management

Birkbeck's academic regulations are contained in its [Common Award Scheme Regulations](#) and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

[Please check our website for more information about student support services](#). This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online](#).

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