



## **BA (Hons) Digital Marketing with Combined Studies**

### **Programme Specification**

**2022-23**

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## 1. INTRODUCTION

This document describes the **BA (Hons) Digital Marketing with Combined Studies** awarded by Richmond University, the American International University in London, using the protocols required by *The Framework for Higher Education Qualifications in England, Wales, and Northern Ireland* (QAA, 2008).

The degree is delivered within the framework of a US Liberal Arts undergraduate degree programme. Typically, students take the programme over 3.5 to 4 years (approximately 10 courses per year, with summer courses allowing for accelerated progress in some cases). Each undergraduate credit is equivalent, approximately, to 1 classroom contact hour per 15-week semester. On this basis, students are required to earn a total of a minimum 120 US academic credit hours in order to complete their degrees. Of the courses in the programme, half are at the “lower-division” taken in the first two years of study and coded 3000-4999, and half are at the “upper division”, taken in years three and four, and coded 5000-6999.

The degrees are also articulated in terms of UK Regulatory Frameworks, chiefly the *FHEQ* and the *Higher Education Credit Framework for England*. Each course has been assigned to an appropriate level on the *FHEQ*, based on the course’s learning outcomes and assessment strategies (note that the courses comprising the first year of the 4-year US undergraduate degree are normally at RQF Level 3). US undergraduate credit can generally be translated to ECTS and UK CATS credits in the following manner: 1 US credit = 2 ECTS credits = 4 UK CATS credits. So a US degree of 120 credits would translate as 240 ECTS credits and 480 UK CATS credits (with a minimum of 360 UK CATS credits at Levels 4-6 on the *FHEQ*).

**Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.**

**More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each course can be found in course specification documents and syllabi.**

**The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.**

## 2. OVERVIEW

<b>Programme/award title(s)</b>	BA (Hons) Digital Marketing with Combined Studies
<b>Teaching Institution</b>	Richmond, the American International University in London
<b>Awarding Institution</b>	Richmond, the American International University in London
<b>Date of last validation</b>	22 March 2022
<b>Next revalidation</b>	Spring 2027
<b>Credit points for the award</b>	120 US Credits 480 UK Credits at <i>FHEQ</i> Levels 3-6 (120 at Level 3; 120 at Level 4; 120 at Level 5; 120 at Level 6)
<b>UCAS Code</b>	University Code: R20 Marketing: NN15
<b>Programme start date</b>	Fall 2022
<b>Underpinning QAA subject benchmark(s)</b>	Business and Management 2019 <a href="http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/honours-degree-subjects">http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/honours-degree-subjects</a>
<b>Professional/statutory recognition</b>	N/A
<b>Language of Study</b>	English
<b>Duration of the programme for each mode of study (P/T, FT,DL)</b>	FT
<b>Dual accreditation (if applicable)</b>	Middle States Commission on Higher Education (First accredited 1981; renewed 1996, 2006, 2016.) QAA – Higher Education Review (AP) 2017
<b>Date of production/revision of this specification</b>	July 2022 (see chart at the end of this document for list of revisions)

### 3. ABOUT THE PROGRAMME

Our **BA (Hons) Digital Marketing with Combined Studies** degree aims to provide students with a broad range of skills in the key functional areas of business and yet provide them with a specialism in Marketing and digital aspects of marketing. This degree programme enables our students to respond to the unprecedented demand for workers with knowledge and skills required to lead innovative organizations, from start-ups to global corporations. Students acquire a solid foundation in the business fundamentals with information technology and a global perspective as the integrating and unifying theme throughout the course of their studies.

### 4. MISSION

The Digital Marketing programme aims to provide its students with an education in business skills that helps them achieve their intellectual potential. It delivers a business education based on an American Liberal Arts tradition within a diverse and culturally rich environment that encourages cultural understanding and flexibility, so that its graduates can operate effectively and efficiently with integrity in a global economy.

### 5. PROGRAMME STRUCTURE

#### BA (Hons) Digital Marketing with Combined Studies

A normal course load per academic year is 30 US credits, equivalent to 120 UK credits. Students complete 120 UK credits at Level 6 in the major.

Please note that students must complete all Liberal Arts requirements AND a minimum of 120 credits at each FHEQ level. The Liberal Arts programme offers more choice amongst levels, so students and advisors must ensure that both Liberal Arts requirements and overall level requirements are satisfied.

Black = Major requirements

Blue = General Education Liberal Arts Core requirements

Green = Electives/Gen Ed Electives

LOWER-DIVISION REQUIREMENTS			
<i>RQF Level 3</i>		US CREDITS	UK CREDITS
<b>MGT 3200</b>	Foundations of Business	3	12
<b>MTH 3111</b>	Functions with Applications	3	12
<b>MGT 3210</b>	World of Entrepreneurship	3	12
<b>MGT 3201</b>	Foundations of Computer Applications	3	12
<b>GEP 3105</b>	Tools for Change	3	12
<b>GEP 3180</b>	Research and Writing I	3	12

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<b>Plus one of the following:</b>		<b>3</b>	<b>12</b>
<b>GEP 3150</b>	Visual Thinking		
<b>GEP 3170</b>	Narratives of Change		
<b>Plus one of the following:</b>		<b>3</b>	<b>12</b>
<b>ENV 3XXX</b>	Any RQF Level 3 ENV course		
<b>XXX 3XXX</b>	RQF Level 3 Elective (only if satisfying ENV requirement at FHEQ Level 4)		
<b>Plus:</b>			
<b>XXX 3XXX</b>	RQF Level 3 Elective or MTH 3000 (if student tests into this)	<b>3</b>	<b>12</b>
<b>XXX 3XXX</b>	RQF Level 3 Elective	<b>3</b>	<b>12</b>
<b>RQF Level 3 CREDIT TOTALS</b>		<b>30</b>	<b>120</b>

FHEQ Level 4		US CREDITS	UK CREDITS
<b>ACC 4205</b>	Managerial Accounting	3	12
<b>COM 4115</b>	Digital Society	3	12
<b>ECN 4105</b>	Introduction to Microeconomics	3	12
<b>MGT 4100</b>	Introduction to Management	3	12
<b>MTH 4120</b>	Probability & Statistics I	3	12
<b>GEP 4180</b>	Research and Writing II	3	12
<b>GEP 4105</b>	Change in Practice	3	12
<b>Plus one of the following:</b>		<b>3</b>	<b>12</b>
<b>DGT 4100</b>	Coding, Content and Context I		
<b>DGT 4101</b>	Introduction to Programming		
<b>Plus one of the following:</b>		<b>3</b>	<b>12</b>
<b>ENV 4XXX</b>	Any FHEQ Level 4 ENV course	3	12
<b>XXX 4XXX</b>	FHEQ Level 4 Elective (only if satisfying ENV requirement at RQF Level 3)	3	12
<b>Plus:</b>			
<b>XXX 4XXX</b>	FHEQ Level 4 Elective	3	12
<b>FHEQ Level 4 CREDIT TOTALS</b>		<b>30</b>	<b>120</b>

**Table 2:** Upper-Division / Levels 5 and 6 Requirements

UPPER-DIVISION REQUIREMENTS			
FHEQ Level 5		US CREDITS	UK CREDITS
<b>FNN 5200</b>	Corporate Finance	3	12
<b>MGT 5415</b>	Governance and Sustainability	3	12

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<b>MKT 5200</b>	Principles of Marketing	3	12
<b>MKT 5205</b>	Consumer Behaviour	3	12
<b>MKT 5400</b>	Developing and Managing Sales	3	12
<b>MGT 5200</b>	<b>Research Methods and Data Analysis</b>	<b>3</b>	<b>12</b>
<b>Plus one of the following:</b>		<b>3</b>	<b>12</b>
<b>DGT 5106</b>	Data Science		
<b>DGT 5100</b>	Coding, Content and Context II		
<b>DGT 5105</b>	Advanced Computer Applications in Business		
<b>Plus one of the following:</b>		<b>3</b>	<b>12</b>
<b>GEP 5101</b>	Service Learning: Digital Collaboration		
<b>GEP 5102</b>	Service Learning: Leadership in a Changing World		
<b>GEP 5103</b>	Service Learning: Environment and Society		
<b>GEP 5104</b>	Service Learning: Global Citizenship and Migration		
<b>Plus:</b>			
<b>XXX 5XXX</b>	FHEQ Level 5 Elective	3	12
<b>XXX 5XXX</b>	FHEQ Level 5 Elective	3	12
<b>FHEQ Level 5 Credit Totals</b>		<b>30</b>	<b>120</b>

<b>FHEQ Level 6</b>		<b>US CREDITS</b>	<b>UK CREDITS</b>
<b>MGT 6102</b>	Sustainable Strategic Management	4	16
<b>MKT 6101</b>	Digital Marketing and Social Media	4	16
<b>MKT 6105</b>	Marketing Planning and Strategy	4	16
<b>COM 6102</b>	Advertising and PR Campaigns	4	16
<b>MKT 6297</b>	Senior Project in Marketing	6	24
<b>Plus one of the following:</b>		<b>4</b>	<b>32</b>
<b>MKT 6104</b>	Luxury Brand Management		
<b>ADM 6102</b>	Web Design		
<b>ENT 6102</b>	Lean Start-up		
<b>JRN 6101</b>	Media Ethics and the Law		
<b>MKT 6901</b>	World Internship in Marketing		
<b>MKT 6901</b>	Internship in Marketing		
<b>Plus:</b>			
<b>XXX 6XXX</b>	FHEQ Level 6 Elective	4	16
<b>FHEQ Level 6 CREDIT TOTALS</b>		<b>30</b>	<b>120</b>

## 6. PROGRAMME OUTCOMES

Programme-level learning outcomes are identified below. Please refer to the Curriculum Map at the end of this document for details of how outcomes are deployed across the study programme.

### Key Programme Outcomes

Upon completing the **BA (Hons) Digital Marketing with Combined Studies** students should have:

- Understood marketing principles and techniques.
- Critically reflected on different approaches and perspectives.
- Developed techniques and tools specific to the area of Marketing.
- Developed key IT skills.

### Knowledge and Understanding (A)

**A1** the nature and purpose of business organisations; key concepts relating to their functioning, survival and success.

**A2** the structure, culture and role of business organisations; the complex dynamics of organisational environments; how organisations understand and interact with their environments.

**A3** the nature and development of business functions within organisations; functional perspectives on business problems and issues; the nature and importance of cross-functional integration in business.

**A4** business strategy and its development, including the identification of strategic directions and options; the relationships between business organisations and policy institutions, and their impacts on strategy.

**A5** a broad critical understanding of the fundamental principles, concepts and techniques underlying the discipline of Marketing.

**A6** an understanding of the principal theories, methods, models and approaches that can be deployed in the area of Marketing.

**A7** your own learning; its development in the context of their studies; its role and impacts on future work/practice.

### Cognitive Skills (B)

**B1** critique established ideas, concepts and techniques drawn from studies and use knowledge to examine a wide range of business problems and issues, including future work/practice arena.

**B2** identify and critically assess different perspectives on and approaches to business, organisational and work-practice issues.

**B3** critically reflect on, evaluate and apply learning in differing work/practice contexts.

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**B4** select and apply appropriate techniques and tools relevant to the subject areas of Business in general and Marketing in particular.

**B5** critically analyse and evaluate a range of ideas, arguments or theories based in Business and Marketing.

### Practical and/or professional skills (C)

**C1** use and adapt relevant business knowledge and skills to practically engage with a range of problems and issues in work/practice arena.

**C2** use specific business knowledge, cognitive and key skills, as a basis for significantly enhancing future working life.

### Key Skills (D)

**D1** communicate information, ideas and arguments effectively using appropriate styles and language, to specialist and non-specialist audiences.

**D2** read and interpret information presented in a variety of forms and perform relevant tasks of analysis and evaluation.

**D3** apply ICT skills to search for, identify and present information appropriate to a variety of business/organisational activities.

**D4** plan and manage your learning towards the achievement of established aims and objectives, including the recognition of knowledge limitations.

**D5** engage in reflective, adaptive and collaborative learning.

*\* Work/practice refers to the widest possible range of jobs and occupations, incorporating paid employment, self-employment, voluntary work, family caring and domestic work*

## 7. TEACHING, LEARNING, AND ASSESSMENT

### Teaching Strategy

The teaching and learning strategy adopted within the BA (Hons) Marketing with Combined Studies degree is based on the understanding that all students will be treated as active learners. Clearly, the precise approach will vary from course to course, depending on the learning outcomes relevant to each class.

The generic components of our teaching and learning strategy normally involves a variety of approaches and include delivering many of the following:

- Regular use of formal lecture sessions in all courses.
- Occasional workshops and seminars in some courses.
- Regular use of individual and/or team-based projects in all courses.
- Regular use of self-directed and directed reading in all courses.
- Peer-tutoring led by advanced students in many courses.
- Use of audio-visual and library resources in some courses.

- Regular use of tutor- and student-led discussion groups via e-learning platforms such as PowerCAMPUS (or Blackboard) in many courses.

The combination of teaching and learning approaches mentioned above develops our students' knowledge, thinking skills and practical skills.

Their knowledge is acquired through

- Structured lectures and supporting materials
- Directed reading and use of internet materials
- Independent research

Their cognitive skills are developed through

- Conducting research
- Making presentations and preparing other assessments
- Helping others to learn

Their practical skills are gained through

- Application of theory to practices encountered during internships
- Using information technology to retrieve and manipulate data
- Negotiating by means of team-based projects

Their key skills are gained through

- Employing and using appropriate linguistic skills
- Independent learning

### **Assessment Strategy**

The assessment strategies we use with our BA (Hons) Marketing with Combined Studies degree speak directly to how we anticipate progression with student learning to take place.

In terms of following up with the assessment of student learning and consistent with US liberal arts traditions, our classes rely on the system of continuous assessment on a course by course basis and throughout any given semester. This approach often involves the use of term-papers, portfolios of work, quizzes, mid-semester and final exams as well as student presentations and general class discussion. Not every component applies to every course, but most do relate to many of the classes that are offered. Many of our courses involve a site visit or require attendance at a public lecture as well. Students generally find these events to be extremely valuable to their learning.

Courses will follow the University Assessment Norms, details of which are listed in each CSD.

Each senior will end their programme with a dissertation which will normally have 8,000-10,000 words.

## **8. ENTRY REQUIREMENTS**

## Admissions

Details of the entry requirements, including English language requirements, may be found at the appropriate page of the University website listed below, where a comprehensive Admissions Policy and Summary of Practice document is also published.

<https://www.richmond.ac.uk/undergraduate-admissions/>

## Transfer Credit

Prospective students with specific levels of subject achievement in Advanced Placement Tests, GCE A Levels and some other UK and international qualifications may enter with Advanced Credit and be given exemption from certain courses of the programme. Please see the Transfer Credit Policy Undergraduate for details.

## 9. EXIT AWARD REQUIREMENTS

An exit award is defined as a lower award than one for which the student is registered. Such an award may be conferred if a student completes part, but not all, of the requirements of the programme for which he or she is registered. Students may not enter the university registered for an exit award.

### **Associate of Arts Degree in General Studies (US)**

The US Associate of Arts (AA) degree can be awarded as an exit degree for those students completing the following minimum requirements.

30 US / 120 UK credits at RQF Level 3

30 US / 120 UK credits at FHEQ Level 4

Of the total number of credits required for the AA degree, 30 US/120 UK credits must be completed at Richmond. Students must obtain a minimum cumulative GPA of 2.0 and a major of 2.0 in order to qualify for this degree. Latin Honours are not applied to the AA Degree.

The requirements for the AA degree are outlined in Table 1 above. All Level 3 and 4 Major and General Education Liberal Arts Core Requirements must be completed.

### **Certificate of Higher Education in Marketing (UK)**

The UK Certificate of Higher Education (CertHE) can be broadly aligned with the US Associate of Arts Degree, but the CertHE does not require the completion of 30 US/120 credits at RQF Level 3. Students who qualify for the AA degree will automatically qualify for the CertHE. But students may qualify for a CertHE without fulfilling the requirements for a US AA degree if they have not completed all of the RQF Level 3 requirements necessary to obtain the AA.

The UK CertHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4

- Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
- Merit (normally a GPA of 3.0 to 3.54)
- Distinction (normally a GPA of 3.55 and above for all level 4 courses)

Of the total number of credits required for the UK CertHE, 15 US/60 UK credits must be completed at Richmond.

The requirements for the UK CertHE are outlined in the section of Table 1 pertaining to FHEQ Level 4 requirements. All Level 4 Major and General Education Liberal Arts Core Requirements must be completed.

### **Diploma of Higher Education in Marketing**

The UK Diploma of Higher Education (DipHE) has no US equivalent. The UK DipHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4

120 credits at FHEQ Level 5

- Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
- Merit (normally a GPA of 3.0 to 3.54)
- Distinction (normally a GPA of 3.55 and above for all level 4 courses)

Of the total number of credits required for the UK DipHE, 15 US/60 UK Level 4 credits and 15 US/60 UK Level 5 credits must be completed at the University.

The requirements for the UK DipHE are outlined in the sections of Table 1 and Table 2 above pertaining to FHEQ Level 4 and FHEQ Level 5 requirements. All Level 4 Major and General Education Liberal Arts Core Requirements must be completed. Level 6 courses can be “dipped-down” to fulfil missing Level 5 credits.

Students may not be awarded more than one UK exit award and the University Examination Board will recommend the most relevant one for the individual student circumstance.

## **10. STUDENT SUPPORT AND GUIDANCE**

There is a range of student support and guidance, for both academic and general wellbeing, available to students. This is accomplished through a range of programmes and services which positively impact learning as well as the total student life experience.

All students have an allocated full-time faculty member who acts as their academic adviser. Academic Advisers have on-going responsibility for students’ academic progress, meeting Programme specification and curriculum map – BA (Hons) Marketing with Combined Studies

with each advisee at least once per semester. Advisers assist students with registration, enabling smooth progression through the degree. They also advise on postgraduate and career opportunities, and also provide pastoral support in many cases.

A range of Maths, English, Technology and Writing workshops have been established to support students with particular needs in these areas. Librarians are on hand to assist with library use, which includes instruction in web-based resources.

The University endeavours to make all practical and reasonable adjustments to ensure students are able to fully participate in the University community. Students who declare a physical disability or a special educational need are supported to ensure the quality of their educational experience meets their individual requirements. SEN students, for instance, receive extra time in examinations, and have the option of writing exams on university-provided computers, and/or of taking exams in a separate room.

The University operates a well-staffed Student Affairs department that provides services intended to support and encourage student welfare, safety and development. This department oversees medical registration of students and provides counseling services. It also organizes a range of extracurricular activities and travel designed to further enhance students' educational experiences. Disciplinary and social grievance procedures are also overseen by this department.

## **11. PLACEMENT**

The Internship Office the University offers a formal mechanism through which students may receive work-placement opportunities. These placements are supervised, career-related work experiences combined with reflective, academic study that help students apply theoretical knowledge in the workplace. Participation in the internship programme is optional, but students who choose to take up a placement receive academic credit for their placement and associated academic work (see level 6 options).

Expectations with regard to careers education, information, advice and guidance (as outlined in the section on Enabling Student Achievement in *The UK Quality Code for Higher Education*) are handled by the university's Student Affairs department. This department conducts a variety of career services for students, ranging from resource provision to a CV service, and in particular through the LEAD (Leadership, Education and Development) seminar series.

In addition to these services, the alumni office offers networking opportunities where students may contact alumni working in a variety of fields. The alumni office also offers these services via social media such as LinkedIn and Facebook.

## **12. STUDY ABROAD**

Richmond students have the option to take a leave of absence and travel away from the university as a 'study abroad'. With many partnerships spread over five continents, students are able to select from a wide range of partners. All courses taken elsewhere must be pre-approved by Registry Services.

### 13. REGULATORY FRAMEWORK

The **BA (Hons) Digital Marketing with Combined Studies** is operated under the policy and regulatory frameworks of Richmond the American International University in London, the Middle States Commission on Higher Education, the Framework of Higher Education Qualifications, and the UK Quality Code for Higher Education.

Also key to the background for this description are the following documents:

- QAA (2018). The Revised UK Quality Code for Higher Education. ([www.qaa.ac.uk](http://www.qaa.ac.uk))
- QAA (2008). Higher Education Credit Framework for England: guidance on academic credit arrangements in Higher Education in England.
- SEEC (2016). Credit Level Descriptors for Higher Education. Southern England Consortium for Credit Accumulation and Transfer ([www.seec.org.uk](http://www.seec.org.uk)).
- Middle States Commission on Higher Education. Standards for Accreditation and Requirements of Affiliation. 2014: Thirteenth Edition; Rev. Ed. 2015. (<http://www.msche.org/publications/RevisedStandardsFINAL.pdf>)

#### Ensuring and Enhancing the Quality of the Programme

The **BA (Hons) Digital Marketing with Combined Studies** features detailed published educational objectives that are consistent with the mission of the institution. All course outlines contain course specific objectives that are regularly monitored by the individual instructors and by the faculty as a group.

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

- External Examiners
- Internal Moderation
- Student representation
- Curricular change approval process
- Annual Programme Monitoring and Assessment
- Formal Programme Review, every 5 years
- Course evaluation
- Student satisfaction surveys and the NSS
- Feedback from employers

**BA (Hons) Digital Marketing with Combined Studies** is provided through a system of ongoing evaluations that demonstrate achievement of the programme's objectives, and uses the results to improve the effectiveness of the programme. Ongoing evaluation is carried out for both US (the Middle States Commission on Higher Education) and UK (QAA) reviews. The University is a voluntary subscriber member of the QAA, and underwent its first full Institutional Review in May 2013 and a Higher Education Review (AP) in 2017.

Programme specification and curriculum map – BA (Hons) Marketing with Combined Studies

## APPENDIX 1 Curriculum Map

\*\* Please see ADM, COM, Combined Studies, ECN, and PLT programme specifications

		Knowledge and understanding							Cognitive Skills					Prof Skills		Key Skills				
		A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	D1	D2	D3	D4	D5
<b>Level 3</b>																				
MGT 3200	Foundations of Business	x			x					x	x		x	x	x					
MTH 3111	Functions with Applications	x							x					x						
MGT 3210	World of Entrepreneurship	x	x	x	x				x	x				x			x			
MGT 3201	Foundations of Computer Applications						x				x		x	x	x	x	x	x	x	
<b>Level 4</b>																				
ACC 4205	Managerial Accounting	x			x	x				x	x		x	x	x				x	
COM 4115	Digital Society						x			x		x	x	x	x			x		
DIG 4100	Coding, Content and Context I					x	x		x	x		x		x	x		x	x		
MGT 4100	Introduction to Management	x	x	x	x	x	x	x		x		x				x				
MTH 4120	Probability & Statistics I											x		x	x		x			
Plus one of the following																				
DIG 4100	Coding, Content and Context I					x	x		x	x		x		x	x		x	x		
DIG 4101	Introduction to Programming					x	x		x	x		x		x	x		x	x		

Levels 5 & 6																					
		Knowledge and understanding							Cognitive Skills					Prof Skills		Key Skills					
		A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	D1	D2	D3	D4	D5	
<b>Level 5</b>																					
FNN 5200	Corporate Finance	X		X	X						X						X				
MGT 5210	Research Methods and Data Analysis	X			X						X	X		X			X			X	
MGT 5415	Governance and Sustainability	X	X	X	X	X				X				X	X	X				X	
MKT 5200	Principles of Marketing	X		X				X			X				X	X	X		X		
MKT 5205	Consumer Behaviour	X			X	X					X	X		X	X	X	X				
MKT 5400	Developing and Managing Sales	X		X				X			X				X	X	X				
<b>Plus one of the following:</b>																					
DGT 5106	Data Science					X	X			X	X		X		X	X		X	X		
DGT 5100	Coding, Content and Context II					X	X			X	X		X		X	X		X	X		
DGT 5105	Advanced Computer Applications in Business					X	X			X	X		X		X	X		X	X		
		Knowledge and understanding							Cognitive Skills					Prof Skills		Key Skills					
		A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	D1	D2	D3	D4	D5	
<b>Level 6</b>																					
MGT 6102	Sustainable Strategic Management	X	X	X	X	X	X				X	X		X	X	X	X				
MKT 6101	Digital Marketing and Social Media	X	X	X	X	X	X				X	X		X	X	X	X				
MKT 6105	Marketing Planning and Strategy	X		X	X	X				X	X	X	X		X	X	X			X	X
COM 6102	Advertising and PR Campaigns	X		X	X	X		X				X	X		X	X	X		X	X	
MKT 6297	Senior Project in Marketing	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	
<b>plus one of the following</b>																					
ADM 6102	Web Design											X	X		X	X	X	X	X	X	
ENT 6102	Lean Start-Ups	X	X	X	X					X	X						X			X	
JRN 6101	Media Ethics and the Law				X						X	X	X		X					X	
MKT 6310	Luxury Brand Management	X		X	X	X		X				X	X		X	X	X			X	X
MKT 6901	World Internship in Marketing	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	
MKT 6902	Internship in Marketing	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	





<p>KILO 2: IT Literacy and Communication Competency:  <b>Demonstrate the ability to effectively communicate, in a group and individually, through verbal, written, and digital means.</b></p>	<p><b>Oral and Written Communication</b></p>	<p><b>2.1 Communicate information, ideas and arguments effectively using appropriate styles and language, to specialist and non-specialist audiences.</b></p>	<p><u>A7, C1, C2, D1, D5</u></p> <p><u>A1-A7, B1-B5, C1, C2, D1-D5</u></p>	<p><u>GEP 4180 Research and Writing 2 (Presentation)</u></p> <p><u>MGT 5200 Research Methods and Data Analysis (Research Paper, Rubric: Communication)</u></p>	
<p>KILO 3: Research and Writing: <b>Demonstrate the ability to work independently and use appropriate research skills and methodologies.</b></p>	<p><u>Oral and Written Communication</u></p>	<p>3.1. Evidence of knowledge and application of range of research methodologies.</p>	<p><u>B3, B5, C2, D1, D2, D4</u></p>	<p><u>MGT 5200 Research Methods and Data Analysis (Final Project/~Rubric methodology)</u></p> <p><u>MKT 6297 Senior Project</u></p>	

			<u>A1-A7, B1-B5, C1, C2, D1-D4</u>	(Final Project/Rubric methodology and analysis)	
KILO 4: Sustainability: <b>Demonstrate an understanding of environmental, community, and individual sustainability to meet the needs of the present without compromising the future.</b>	<u>Scientific Reasoning</u>	4.1. Evidence of knowledge of how businesses impact environmental and social sustainability.	<u>A1, A2, A3, B1, B2, C1, C2</u>  <u>A1, A2, A3, B1, B2, C1, C2</u>	<u>GEP 5103 Service Learning – Environment and Society</u>  MGT 5415 Governance and Sustainability (Report, Rubric: <u>ESG Understanding and Competency</u> )  MKT 5200 Principles of Marketing (Final exam question on sustainability)	
KILO 5: Quantitative: <b>Interpret, analyse, and communicate quantitative information using mathematical, statistical, or symbolic reasoning.</b>	<u>Quantitative Reasoning</u>	5.1. Demonstrated mathematical and statistical competency.	<u>A2, B3, D1-D5</u>  <u>A2, B3, D1-D5</u>	<u>MTH 311 Functions and Applications</u> (Course grade)  <u>MTH 4120 Probability and Statistics I</u> (course grade)	
KILO 6: Creative Thinking: <b>Approach challenges with intellectual curiosity to make connections and find hidden relationships</b>	<u>Creative Thinking</u>	6.1. Demonstrated ability to decipher and propose creative solutions to business problems.	<u>A1-A3, D1-D5</u>	<u>MGT 3210 World of Entrepreneurship</u> (Case study Reflective Assignment/Interpretation, Rubric: Creativity))	

between seemingly unrelated fields.			<u>A1-A6, B1-B5, D1-D5</u>	<u>MKT 6220 Digital Marketing and Social Media (Group project, Rubric: Creativity)</u>	
KILO 7: Ethics and Diversity: <b>Demonstrate an awareness of the importance of ethical judgment and use ethical judgment to inform decisions</b>	<u>Cultural and Global Sensitivity</u>	7.1. Demonstrate importance of diversity, inclusivity, and ethical considerations in the workplace.	<u>A1-A3, A7, B1-B5</u>	<u>MGT 6102 Sustainable Strategic Management (Assignment: Analysis of how businesses impact EDI to be confirmed, Rubric: Cultural and Global Sensitivity)</u>	
KILO 8: Entrepreneurship and Enterprise Education: <b>Creatively solve problems, act with autonomy and be a skillful contributor, planner and/or manager</b>		8.1. Demonstrate innovative and entrepreneurial contribution to problem solving	<u>C1, C2, D1-D5</u>	<u>MKT 6901 and MKT 6902 World Internship/Internship</u>  <u>ENT 6102 Lean Start-up (Case Study: Rubric Innovative Problem Solving)</u>	

## Programme Specification Publication Dates

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