

BSc (Hons) Marketing Management

Academic year: 2021-2022

Programme documents detail the aims, learning strategies, structure and intended learning outcomes that students should achieve if they fully engage with the learning provided within the programme. The document is intended to support and inform prospective students, current students, academic and support staff, external stakeholders (such as PSRBs) and external examiners.

1. PROGRAMME INFORMATION	
Title of Final Award	Bachelor of Science with Honours in Marketing Management BSc (Hons) Marketing Management
Code	OUBs042
Awarding Body	Open University
Department/Faculty	Business and Management
Programme Manager	Mr Abheenaye Chauhan Gokhool
Administrative Contact Point	
Programme Duration	Minimum 3 years Maximum 6 years
Total Credits	180
Credits Per Year	<i>Normally 60 credits per academic year Minimum number of credits that can be taken per semester is 20. Maximum number of credits that can be taken per semester is 40.</i>
MQA NQF Level	Level 8
EHEA Level	Level 6
External Accreditors	Not applicable
Collaborative Partners	Not applicable
Programme Approval Date	Tbc
Last Revision	Not applicable
Last Update	Not applicable

2. ENTRY REQUIREMENTS	
General	<p>THE GENERAL ENTRY REQUIREMENTS</p> <p>A. Applicants should have a minimum of:</p> <ol style="list-style-type: none"> THREE Credits and TWO Passes in subjects at the level of Cambridge School Certificate or GCE O-Level; <p>AND</p> <ol style="list-style-type: none"> A minimum of TWO Advanced subjects at the level of HSC or GCE A-Level or Open University Foundation Programme.

	<p>B. <u>For fresh HSC School Leavers, the entry requirements are as follows:</u></p> <p>1. FIVE credits in subjects at SC;</p> <p>AND</p> <p>2. <u>Either Pass</u> in THREE Advanced subjects and ONE Advanced Subsidiary subject at the level of Cambridge Higher School Certificate or GCE A-Level;</p> <p>OR</p> <p><u>Pass</u> in TWO Advanced subjects and TWO Advanced Subsidiary subjects at the level of Cambridge Higher School Certificate or GCE A-Level;</p> <p>OR</p> <p><u>Pass</u> in THREE Advanced subjects at the level of London General Certificate Examination.</p>
Programme Specific	None

3. PROGRAMME OVERVIEW	
Aims and Objectives of the Programme:	<p>The programme aims to:</p> <ul style="list-style-type: none"> • Empower learners to enhance their knowledge and skills in ways that will enable them to think strategically about the growth of their organisation • Enable learners to develop effective marketing practices to solve marketing problems • Equip learners with the relevant skills and competencies to excel in Marketing. <p>This programme provides learners with the opportunity to gain an in-depth understanding of the field and acquire the skills and experience they need to work in a Marketing management role. The programme is most suitable for those already working in the marketing environment or wishing to pursue a career in sales, market research, branding and promotions.</p>
Intended Learning Outcomes:	
After successfully completing this programme, students will be able to:	
Knowledge and Understanding	<p>K1: Identify and explain the key theoretical and practical concepts of marketing and management of organisations</p> <p>K2: Explain the basic accounting and financial concepts in an organisation</p> <p>K3: Describe the micro and macro environments of an organisation</p> <p>K4: Explain the core principles of marketing and the role of marketing function within organisations</p> <p>K5: Identify the barriers and different types of communication within an organisation</p>

	<p>K6: Describe the role played by Technology in the running of organisations</p> <p>K7: Explain the key elements of services in marketing</p> <p>K8: Identify the key players in the digital marketing industries and explain their importance</p> <p>K9: Demonstrate an understanding of the concept of Retail Marketing</p> <p>K10: Demonstrate a sound understanding of descriptive statistics</p> <p>K11: Demonstrate an understanding of the key concepts of Law in relation to organisations.</p>
Cognitive Skills	<p>C1: Critically assess the factors influencing attitudes and human behaviour within organisations</p> <p>C2: Analyse the importance of building and maintaining relationships with stakeholders</p> <p>C3: Discuss the factors affecting buyer behaviour and the elements of marketing communications</p> <p>C4: Analyse the psychological processes affecting consumer behaviour</p> <p>C5: Analyse the current business context by applying appropriate theoretical frameworks and making use of relevant industry examples</p> <p>C6: Apply relevant theories of marketing and management to specific problems to devise appropriate strategies</p> <p>C7: Analyse and evaluate the different components of International Marketing</p> <p>C8: Analyse how various stakeholders can impact on the organisation</p> <p>C9: Discuss the various components of International and Global Business</p> <p>C10: Analyse the significance of various E-business models and strategies on organisations</p> <p>C11: Discuss the contributions of societal and green marketing approaches to societal welfare</p> <p>C12: Discuss the different elements in Marketing Research and Interpret and calculate simple summary measures of location and dispersion.</p>
Practical/ Professional Skills	<p>P1: Apply a range of basic statistical methods which are relevant to managerial decisions</p> <p>P2: Identify ways of collecting data from various sources and apply Statistical tests to data sets</p> <p>P3: Develop effective leadership and teamwork skills in enhancing collective organisational performance</p> <p>P4: Solve Marketing issues from an ethical perspective</p> <p>P5: Develop appropriate marketing strategies effectively</p> <p>P6: Provide recommendations based on marketing issues</p> <p>P7: Develop a marketing plan to meet the objectives of the organisation.</p>
Transferable Skills	<p>T1: Acquire the basic IT and communication skills</p> <p>T2: Develop a global mindset</p> <p>T3: Communicate ideas and arguments both in written formats and orally through formal presentations</p> <p>T4: Demonstrate effective learning and research skills, including planning and self-management</p> <p>T5: Develop independent thinking and leadership abilities</p> <p>T6: Work effectively in teams, collaborating appropriately in all work environments.</p>

4. PROFESSIONAL, STATUTORY AND REGULATORY BODIES (where applicable)

Not applicable

5. LEARNING AND TEACHING STRATEGY

Learning and Teaching Methods:

Students will be provided with opportunities to engage in a diverse range of learning environments so as to maximise their learning. The mode of delivery will be a blended mode with face-to-face and online sessions. Students will also interact with their tutors regularly through the e-platform.

The e-platform will use the following tools:

- Online activities: for every unit covered in each module, students will be given opportunities to complete interactive learning activities including discussion forums, quizzes, field trips, videos, webinars and problem-solving activities. Students will be encouraged to work independently but also to engage in collaborative work.
- Independent study: Independent study forms an essential part in the development of your knowledge and understanding. We will guide you, via the e-platform, on the reading and reflection of primary and secondary texts. Students should use this independent study time to link knowledge with e-class and face-to-face activities and develop their own understanding and critical perspective on the topics they are studying.

The face-to-face and online sessions are an opportunity to untangle complex concepts and provide students with an opportunity to apply the knowledge acquired in the preceding weeks. During the face-to-face and online sessions, students are expected to:

- Engage in problem solving activities
- Read the uploaded material in advance in order to participate actively in class discussions
- Review core/complex concepts through applied work.

Research Supervision:

In the final part, students will undertake a dissertation, supervised by a tutor with expertise in the area. Students will have the opportunity to meet with the supervisor to explore the topic, receive guidance on the research and receive feedback on the work as it progresses.

Overall Workload:

Your overall workload as a student consists of independent learning, e-learning activities and, if you choose to, face-to-face sessions. The following gives you an indication of how much time you will need to spend on the different components of your programme at each level. Each ECTS credit taken is equivalent to 25 hours of study time.

The expected study time for this programme will be as follows:

Year 1: 1,500 hours for 60 ECTS credits.
Year 2: 1,500 hours for 60 ECTS credits.
Year 3: 1,500 hours for 60 ECTS credits.

Typically, for each year of your degree, you will spend 0-10% of your time in face-to-face sessions, 30-40% of your time engaging with e-learning activities and 60% of your time in independent study time.

A typical study week for a student will involve some optional face-to-face sessions, required engagement in online discussion forum, the completion of online activities and independent study time to review attached readings, textbooks and relevant sections of the module document. Students should expect to devote 8 to 12 hours of study time per week per module.

These are indicative and may vary from student to student.

6. ASSESSMENT STRATEGY

Assessment Methods

A range of formative and summative assessment exercises are designed to enable you to demonstrate and apply your knowledge and understanding. Most modules will consist of a Tutor Marked Assessment component and an examination and in some modules, you will have group projects or presentations. TMAs include:

- Essays
- Tests
- Exercises and problem sets
- Mini case studies
- Group Presentations
- Group Projects
- Online Engagements
- Webinars

In addition to TMAs, this programme includes final examination for all modules except the Final year dissertation module.

Academic Feedback

Throughout the course of your studies, tutors will provide informal feedback on your online activities and class contributions. Feedback may be individual or provided to the class as a whole.

Each summative assessment will be accompanied by detailed marking criteria and marking scheme detailing the expectation of the assessment at each grade classification level. Feedback on assessment will be provided along the marking criteria. Marking criteria will be made available to the students at the same time as the assessment details.

Students will receive written individual feedback on all TMA components.

The University Policy on Assessment Feedback and Guidance on Provisional Marks can be found in the General Rules.

Late Submission, Extension and Re-sit Policy

The University Policy on Late Submission, Extension and Re-sits can be found in the General Rules.

Special Circumstances

The University Policy on Special Circumstances can be found in the General Rules.

Continuous Assessment and Exam Regulations

The University Regulations on Continuous Assessment and Examination can be found in the General Rules.

7. ACADEMIC MISCONDUCT

As a safeguard to the quality and standard of Open University's qualifications and awards, the University takes any incidence of academic misconduct seriously and will investigate any reported case.

Academic Misconduct refers to any activity where a student, through unpermitted means, seeks to gain an advantage in the completion of an assessment. Any unpermitted action will be considered as academic misconduct when occurring during a formal examination, a TMA, or any other form of assessment considered by the Board of Examiners and undertaken in pursuit of a University qualification or award.

Plagiarism (using, intentionally or unintentionally another person's work and presenting it as one's own) will be systematically checked through an automated text-matching detection software that supports the detection of plagiarism: Turnitin.

For a list of all academic misconducts, see section 23.3 of the University Regulations.

Any suspected cases of academic misconduct will be reported and investigated. Academic misconduct offences may lead to suspension or expulsion from the University.

The University Regulations on Academic Misconduct can be found in the General Rules.

8. PROGRAMME STRUCTURE

C= Core i.e. modules which must be taken to be eligible for the award

S1 = Semester 1

S2 = Semester 2

Year 1 – Level 6 (NQ-MQA) – Short Cycle Introductory (QF-EHEA)				
All core modules must be taken.				
Code	Module Title	Type	Semester	Credits
OUbs042111	Accounting Fundamentals	C	S1	6
OUbs042112	Business Economics	C	S1	6
OUbs042113	Fundamentals of Finance	C	S1	6
OUbs042114	Management Principles	C	S1	6
OUbs042115	Academic Literacies	C	S1	3
OUbs042121	Introduction to Business Law	C	S2	6
OUbs042122	Principles of Marketing	C	S2	6
OUbs042123	Organisational Behaviour and Analysis	C	S2	6
OUbs042124	Business Communication Skills	C	S2	6
OUbs042125	Consumer Psychology	C	S2	9
Credit Total				60

Year 2 – Level 7 (NQ-MQA) – Short Cycle Intermediate (QF-EHEA)				
All core modules must be taken.				
Code	Module Title	Type	Semester	Credits
OUbs042211	Brand Management	C	S1	6
OUbs042212	Marketing Management	C	S1	6
OUbs042213	Marketing Communications	C	S1	6
OUbs042214	Essentials of Statistics	C	S1	6
OUbs042215	Retail Marketing	C	S1	4
OUbs042221	Management Information System	C	S2	6
OUbs042222	Marketing Strategy	C	S2	6
OUbs042223	Consumer Behaviour and Building Relationship	C	S2	7
OUbs042224	Services Marketing	C	S2	6
OUbs042225	Marketing Research	C	S2	7
Credit Total				60

Year 3 – Level 8 (NQ-MQA) – 1st Cycle Honours (QF-EHEA)				
All core modules must be taken.				
Code	Module Title	Type	Semester	Credits
OUbs042311	Marketing and Society	C	S1	8
OUbs042312	Marketing Planning	C	S1	8
OUbs042313	International Marketing	C	S1	6
OUbs042314	Global and International Business Contexts	C	S1	8
OUbs042315	Dissertation	C	S1 and S2	-
OUbs042321	Digital Media Marketing and E-Business	C	S2	9
OUbs042322	Corporate Governance and Ethics	C	S2	6
	Dissertation	C	S1 and S2	15
Credit Total				60

Overall Programme Credit Total	180
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9. GRADING

Grading System:

Assessments are graded in percentage and correspond to a letter grade and a grade point.

Marks (x) %	Description	Letter Grade	Grade Point
$X \geq 70$	Excellent	A	5
$60 \leq X < 70$	Very Good	B	4
$50 \leq X < 60$	Good	C	3
$40 \leq X < 50$	Satisfactory	D	2
$X < 40$	Ungraded	U	0
Non-graded/pending	See section 17.1.1 in Assessment Rules and Regulations for pending grades letter codes		

To pass a module, students need an overall of 40% weighted average of their combined continuous assessment and examination. All components of TMAs will have to have been submitted and examination sat to pass the module.

Students will normally not be allowed to postpone more than two modules for the following semester.

If a student obtains grade "U" in three or more modules in the same semesters, and the CPA is below 40 for that semester, the student will be requested to repeat the semester unless decided otherwise by the Academic Council upon the recommendation of the Board of Examiners. When repeating a semester, a student may or may not take the modules for which Grade C or above has been obtained.

If after completing a level, the student's CPA < 40, the student will have to repeat the entire academic year, and retake the modules as and when offered. However, s/he will not be required, if s/he wishes, to retake 3 module(s) for which Grade C or above has been obtained.

Students will not be allowed to repeat more than two semesters during the entire duration of the programme.

University general marking criteria for undergraduate exams and undergraduate dissertations can be found in the Undergraduate Handbook.

Cumulative Point Average (CPA):

Total CPA for Undergraduate degrees is calculated by:

- a) Multiplying the module credit by the % marks for the module and then summed up and divided by the total credits attempted over the cumulative period at each level (1 semester or 1 year); AND
- b) Taking the weighted average of the obtained CPAs at each level. The respective weights being set as follows: the CPA of level 5 modules (year 1) will be weighted at 15% (0.15), the CPA of level 6 modules (year 2) will be weighted at 35% (0.35) and the CPA of levels 7/8 modules (year 3 and/or 4) will be weighted at 50% (0.5).

CPA will determine the classification of your degree. Your CPA is the weighted average of your overall mark in each module; the weight being the number of credits attached to each module and your average module mark being the weighted average of the continuous assessment and final exam.

Example calculation of the CPA at level 5 for undergraduate programmes:

Course Level 5	% Scores	ECTS Credit Unit	Module Credit x % Score
BAXX1	64	7.5	$64 * 7.5 = 480$
BAXX2	71	7.5	$71 * 7.5 = 533$
BAXX3	44	7.5	$44 * 7.5 = 330$
BAXX4	59	7.5	$59 * 7.5 = 443$
BAXX5	82	5.0	$82 * 5 = 410$
BAXX6	62	5.0	$62 * 5 = 310$
BAXX7	65	5.0	$65 * 5 = 325$
BAXX8	54	15.0	$54 * 15 = 810$
Total		60	3640
CPA = 3640/60			61.7

Example Calculation Total CPA:

Level	Score	Weighted score
CPA level 5 (60 credits)	61.7	$61.7 * 0.15 = 9.11$
CPA level 6 (60 credits)	63.4	$63.4 * 0.35 = 22.19$
CPA level 7/8 (60 credits)	65.5	$65.5 * 0.5 = 32.75$
Total CPA (180 credits)		64

10. PROGRESSION, EXIT POINTS AND AWARD

Progression	<p>If a student fails to achieve 60 credits at the end of a year level, the Board of Examiners will make a decision with regard to the student's progression. At its discretion, the Board of Examiners may:</p> <ul style="list-style-type: none"> - Allow a student to carry forward up to 15 credits in the following year level in order to retake these units in attendance - Require the student to repeat the year - Award an exit award once you've exhausted all the opportunities to retrieve failed assessment.
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Classification of Awards	For the award of the Honours degree, all modules of the programme must be completed.				
	The Certificate of Higher Education and the Diploma of Higher Education are awarded as possible exit points in the programme as indicated in the table below:				
	Award	Title	Level NQ-MQA	Total Required Credits	Classification
	BSc (Hons)	Marketing Management	8	180	1st Class Honours (First): CPA ≥70 2nd Class 1st Division Honours (2:1): 60 ≤ CPA <70 2nd Class 2nd Division Honours (2:2): 50 ≤ CPA < 60 3rd Class Honours: 45 ≤ CPA < 50
	Ordinary BA/BSC	Marketing Management	7	180	Pass: 40 ≤ CPA < 45
	Diploma of Higher Education (DipHE)	Marketing Management	6-7	120	Distinction : CPA ≥ 70 Pass: 40 ≤ CPA < 70 No Award: CPA < 40
Certificate of Higher Education (CertHe)	Marketing Management	6	60	Distinction : CPA ≥ 70 Pass: 40 ≤ CPA ≤ 69 No Award: CPA < 40	

11. STUDENT SUPPORT

List student support available through :

To be populated with

- link to career's office when created
- Welfare office when created
- Learning and Teaching unit when/if created Learning and teaching Unit
- Admin enquire contact including IT support and facilities
- Personal Tutor system or equivalent

12. HAVE YOUR SAY

Open University values student feedback and students will be given opportunities to have their say on their learning experience in the following ways:

- Student programme and module evaluation surveys

- Acting as student representative and participating in a range of committees such as the staff-student consultative committee
- Participate in programme validation processes.

The University will respond to student feedback through the following channels:

- Response and action taken following the module evaluation survey will be posted on the e-platform.
- Action from minutes will be monitored by the chair of the relevant committees.
- Annual programme monitoring process will take into account student feedback.
- Programme review process (every five years).

Digital Media Marketing and E-Business				√					√									√	√										√														√	√	√	√		
Corporate Governance and Ethics																																																

C = Core; E = Elective; DL = Distance Learning; BL= Blended Learning; CD = Campus Delivery

Instructions:

In columns A,B,C and D list module names, code, type (C = core or E = elective) and mode (DL = Distance Learning; BL= Blended Learning;

CD = Campus Delivery) per level of study.

Columns E to X: Insert a ✓ on each corresponding Learning outcome being covered in the respective modules.

To insert more columns, right click on any cells in columns I,N,S or X and select 'insert'; choose 'entire column' in the dialogue box.

To insert more rows, right click on any cells in rows 12,20,28 or 36 and select 'insert'; choose 'entire row' in the dialogue box.