

## Programme Specification 2019/20

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### 7258 BSc Marketing with Placement

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.

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|---|--|
| Awarding Institution                              | University of Southampton  |
| Teaching Institution                              | University of Southampton  |
| Mode of study                                     | Full time  |
| Duration in years                                 | 4 years (48months) following standard progression for a FT student.  |
| Accreditation details                             | Institute of Digital and Direct Marketing (IDM) Accreditation leading to the optional IDM Certificate in Digital Marketing qualification. Association to Advance Collegiate School of Business (AACSB) |
| Final Award                                       | Bachelor of Science  |
| Name of award                                     | Marketing with Placement   |
| Interim Exit awards                               | Diploma of Higher Education and Certificate of Higher Education  |
| FHEQ level of final award                         | 6  |
| UCAS code   | N500   |
| QAA Subject Benchmark or other external reference | Programme corresponds with QAA Honours Degree Subject Benchmarks in General Business and Management (2007)   |
| Programme Lead                                    | Dr Weisha Wang   |
| Date specification was written                    | March 2017   |
| Date Programme was validated                      | Revalidated 30/03/17   |
| Date Specification last updated                   | 31/07/2018   |

### Programme overview

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#### Brief outline of the programme

Our marketing degrees at Southampton have been developed with practitioner input and have a strong emphasis on data and digital marketing skills. This is an area where the industry is facing significant skills shortages. We are delighted to be accredited by the UK's leading digital and data institute (the Institute of Direct and Digital Marketing) for equipping students with professionally relevant skills.

The BSc Marketing with Placement programme is designed to have a balance between theory and creativity it includes an integrated industrial placement in the third year. It provides students with up-to-date knowledge of marketing that is grounded in marketing theory and practice. The focus is on delivering value for both customers and shareholders using technology in both the management of customer experience and in engaging with customers through digital media. The industrial placement year will give you valuable work-related skills and enhance your job prospects.

The programme is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is an internationally recognised award of excellence in business education.

#### Learning and teaching

Teaching on the BSc Marketing with Placement is based on a system of two twelve-week semesters over three terms followed by examinations at the end of each semester. You will, usually, study four modules in each semester, a total of eight modules per year. Teaching is generally by lectures and small group classes, but you may also be involved in workshops and case-study classes. Most modules have two lectures per week and one class/seminar per week or fortnight. You will, therefore, have approximately twelve hours of taught contact time per week. However, you are expected to do at least another 28 hours private study per week.

#### Assessment

All modules on BSc Marketing with Placement are formally examined through a variety of methods – e.g. coursework, exams, presentations either group or individual or learning logs. You must achieve a pass on your placement year to proceed to Part 3. If you fail your placement year you will be transferred onto the BSc Marketing programme.

## Educational aims of the programme

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This programme aims to build your knowledge and understanding of the field of marketing. It provides you with education and training in the theory and application of the principles, concepts, approaches, purpose and practice of marketing in contemporary organisations. It will also allow you to reflect on the value that marketing has to society and your potential role as a marketing professional. The programme includes an industrial placement year (minimum 24 weeks), which is compulsory between Parts 2 and 3.

The aims of the programme are to:

- Provide an appreciation of the role of marketing in modern organisations
- Develop an appreciation and understanding of the range of marketing strategies and tactics, to help you prepare for or develop your career
- Introduce and develop a breadth of knowledge in key marketing principles such as customers as the heart of strategy, the delivery of value, accountability for marketing spend and the pervasive use of digital technology
- Provide practical training in applying the tools and techniques of key marketing disciplines
- Provide the opportunity to gain experience of applying the concepts and approaches learned
- Develop the ability to undertake rigorous, independent research
- Develop an understanding of a modern language (if chosen as an option).

## Programme learning outcomes

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### A. Knowledge and understanding

Having successfully completed this programme you will be able to demonstrate knowledge and understanding of:

- A1. The key disciplines and functional areas which underpin management practice and the approaches of contemporary management thinking to these areas;
- A2. The range of contexts in which management approaches are applied and evaluated;
- A3. The range of theoretical and methodological perspectives adopted within management research, and the nature, scope and efficacy of their application within management practice;
- A4. The concepts and techniques that are required for the effective implementation of the core marketing disciplines in contemporary organisations; and
- A5. The decisions faced by organisations and the techniques and approaches that support the development of marketing across a broad range of functional areas.

### Teaching and learning methods

You will gain understanding and knowledge of the techniques and approaches of marketing through a mixture of lectures, discussions, individual and group practical exercises, which include workshops, case studies, seminars, reading and assessed coursework.

### Assessment methods

Every module is assessed, typically by a combination of examination and coursework, although some modules are examined by examination or coursework alone. Many modules will have a group work element where a group mark is awarded, but the larger percentage, or all, of a module assessment will assess the individual.

### B. Subject specific intellectual and research skills

Having successfully completed this programme you will be able to:

- B1. Evaluate, and apply where appropriate, standard management concepts and techniques;
- B2. Assess the merits of contrasting or competing management approaches and practice and critically evaluate research in management;
- B3. Select and apply tools and techniques used in marketing for approaching a particular problem, and then reflect upon the selected approach; and
- B4. Think analytically, reflectively, creatively and logically, drawing on useful approaches developed in a wide range of cognate disciplines.
- B5. Demonstrate how new concepts are applicable to an international business environment;
- B6. Demonstrate practices that are ethical, responsible and sustainable.

### Teaching and learning methods

You will learn about and practice the techniques and approaches of marketing through a mixture of lectures, individual and group practical exercises, workshops, case studies and reading. Your reflective and creative skills are developed in most modules, through exercises, case studies, coursework, and discussion groups.

### Assessment methods

Your ability to apply the skills you have learnt is assessed by examination and coursework.

## C. Transferable and generic skills

Having successfully completed this programme you will be able to:

- C1. Collect and critically evaluate quantitative and qualitative information;
- C2. Demonstrate effective communications;
- C3. Communicate ideas and arguments orally and through formal presentations;
- C4. Work effectively in a team and recognise problems associated with team working;
- C5. Understand and, where appropriate, undertake leadership skills;
- C6. Apply yourself to solving complex problems;
- C7. Manage yourself, time and resources effectively.

### Teaching and learning methods

Skills such as oral presentation skills, negotiation, essay writing and report writing will be included (if appropriate) during the module delivery.

### Assessment methods

Some modules will involve an assessed presentation, group work and practical computer work. The award of BSc requires a dissertation of up to 10,000 words. Many modules and the dissertation/project will require the use of library resources. You will be able to access all necessary electronic library resources

## D. Subject specific practical skills

Having successfully completed this programme you will be able to:

- D1. Develop technical, analytical and presentational skills
- D2. Apply marketing concepts and evaluate them by using marketing intelligence techniques

### Teaching and learning methods

You will gain an understanding, knowledge and practice of the subject specific practical skills of marketing through lectures, discussions, practical exercises, case studies, seminars, reading, and assessed work.

### Assessment methods

Modules are assessed typically by a combination of coursework and examination.

## Graduate attributes

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Graduate Attributes are the personal qualities, skills and understanding you can develop during your studies. They include but extend beyond your knowledge of an academic discipline and its technical proficiencies. Graduate Attributes are important because they equip you for the challenge of contributing to your chosen profession and may enable you to take a leading role in shaping the society in which you live.

We offer you the opportunity to develop these attributes through your successful engagement with the learning and teaching of your programme and your active participation in University life. The skills, knowledge and personal qualities that underpin the Graduate Attributes are supported by your discipline. As such, each attribute is enriched, made distinct and expressed through the variety of learning experiences you will experience. Your development of Graduate Attributes presumes basic competencies on entry to the University.

## Programme structure

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### Typical course content

This full time programme will normally be completed in 4 years, comprising 6 x 14-week semesters at the University of Southampton, of which there are 12 weeks of full-time taught study followed by examinations. In addition, a year (minimum 24 weeks) of industrial placement will be undertaken in an approved placement.

In the following description, the term “module” is taken to mean a discrete component of the programme with its own learning outcomes and assessment requirements. All modules are taught at the Highfield or Avenue (for optional language modules) campuses.

The taught component of the programme consists of modules worth 180 ECTS/360 CATS in total. The Southampton Business School provides all the modules, except for the option language modules, which will be delivered by the Centre for Language Study/Modern Languages in the School of Humanities.

## Work placement details

This programme involves a mandatory placement year in your third year of the programme. Placements normally last 10-14 months but have an absolute minimum requirement of 32 weeks in exceptional circumstances. The placement must be relevant to the degree you are studying and provide an appropriate level of experience. The University, through existing services, will provide you with information and assistance to help you to secure an appropriate placement, however, please note, you are responsible for finding a suitable placement and if you fail to do so you will not be permitted to enter the final year of the programme. All placements must be approved by the Southampton Business School.

During the placement, you will be allocated a Placement Advisor. The role of the Advisor is to ensure that the placement provides genuine learning opportunities and to provide advice and support to both you and your employer in placement-related issues. No grades or credits are awarded for the placement module, but you must successfully pass the placement module assessment to progress to the final year.

## Professional accreditation details

Due to the Institute of Direct and Digital Marketing (IDM) accreditation (<https://www.theidm.com>), students who successfully complete the BSc Marketing are eligible to sit only one additional exam at the end of their course to obtain a professional Certificate in Digital Marketing from the Institute of Direct and Digital Marketing, dramatically boosting their career prospects. In order to gain the Certificate, students must gain at least 45% in an IDM set examination. The examination is three hours long and will consist of five questions, from which the students choose three. Guidance will be given to tutors on the format of the examination. The University of Southampton will host and invigilate the examinations, return examination papers to the IDM promptly and securely for marking and abide by the IDM'S exam rules and regulations.

## Summary structure of the programme

See Appendix 3

## Assessment mapping

See Appendix 2

## Additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. Costs that students registered for this programme typically also have to pay for are included in **Appendix 4**.

## Progression requirements

The programme follows the University's regulations for [Progression, Determination and Classification of Results: Undergraduate and Integrated Masters Programmes](#) as set out in the University Calendar.

## Intermediate exit points

You will be eligible for an interim exit award if you complete part of the programme but not all of it, as follows:

| Qualification                   | Minimum overall credit in CATS/ECTS | Minimum CATS/ECTS required at level of award |
|---------------------------------|-------------------------------------|--|
| Diploma of Higher Education     | at least 240/ 120                   | 90/45  |
| Certificate of Higher Education | at least 120/60                     | 90/45  |

Both exit awards will be awarded as BSc Marketing. If you leave the programme with a Certificate of Higher Education BSc Marketing you will not have attained Programme Learning Outcome D2- apply marketing concepts and evaluate them by using marketing intelligence techniques.

## Support for student learning

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There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career Destinations, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls (18.00-08.00) a Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Union Southampton provides:

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; Union Southampton provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- support for student peer-to-peer groups, such as Nightline.

Associated with your programme you will be able to access:

- A Personal Academic tutor
- Programme handbooks
- Module support material (increasingly electronic)

## Methods for evaluating the quality of teaching and learning

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You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation questionnaires for each module of the programme
- Acting as a student representative on various committees, e.g. Staff: Student Liaison Committees, Faculty Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group

The ways in which the quality of your programme is checked, both inside and outside the University, are:

- Regular module and programme reports which are monitored by the Faculty
- Programme validation, normally every five years.
- External examiners, who produce an annual report
- Professional body accreditation/inspection
- A national Research Assessment Exercise (our research activity contributes directly to the quality of your learning experience)
- Institutional Review by the Quality Assurance Agency

## Career opportunities

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Students graduating from this BSc Marketing with Placement gain marketing roles in a wide range of private, public and third sector organisations (including social enterprises). Some students may form their own businesses on graduation, or within a few years of graduation.

The intent of the programme is not to encourage too-early business formation, but to develop wider enterprising competencies that will enable employability in a range of organisations. Understanding better quality venture creation should be the result for students who choose this path.

Southampton has an enviable record for producing high-calibre graduates who move quickly into good careers soon after finishing their studies. The latest survey of Management graduates showed that 89 per cent were employed or undertaking further study six months after graduating.

Employers value the quality of our programmes and recognise the skills of our graduates. Many of our graduates go on to professional training and graduate marketing schemes while others begin careers in marketing, accounting, finance or banking. A small number of students may form their own businesses on graduation, or within a few years of graduating.

## External Examiner(s) for the programme

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**Name:** Dr Haiming Hang      **Institution:** University of Bath

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their personal tutor in the first instance.

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**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 can be found in the programme handbook (or other appropriate guide) or online at <https://www.sbs.ac.uk/>**

As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's programme validation process which is described in the University's Quality handbook.

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### Revision History

- 1 Code change to allow for correct title on award changed from 5070 to 7258
- 2 Re-validated 30/03/17
- 3 Change to assessment for MANG3052 including removal of Group work and mapping to C3 and C4 learning outcome -FRG 17/01/18
- 4 Updated as part of checks for 2018/19 academic year

**Appendix 1:**

**7258 BSc Marketing with Placement learning outcomes mapping document**

| Module   |  | Knowledge and Understanding |    |    |    |    | Subject Specific Intellectual and Research Skills |    |    |    | Transferable and generic skills |    |    |    |    |    |    | Subject specific practical skills |    |
|----------|--|-----------------------------|----|----|----|----|---|----|----|----|---------------------------------|----|----|----|----|----|----|-----------------------------------|----|
|          |  | A1                          | A2 | A3 | A4 | A5 | B1  | B2 | B3 | B4 | C1                              | C2 | C3 | C4 | C5 | C6 | C7 | D1                                | D2 |
| MANG1003 | Introduction to Management                               | X                           | X  | X  |    |    | X   | X  |    |    | X                               | X  | X  | X  | X  | X  | X  | X                                 |    |
| MANG1007 | Management Analysis                                      | X                           | X  | X  |    |    | X   | X  |    |    | X                               | X  |    |    |    | X  | X  |                                   |    |
| MANG1015 | Introduction to Marketing                                | X                           |    | X  |    | X  |   | X  | X  |    |                                 | X  | X  | X  |    |    |    | X                                 |    |
| MANG1004 | Introduction to Accounting and Financial Control         | X                           | X  |    |    |    | X   |    |    |    | X                               | X  |    |    | X  | X  | X  | X                                 |    |
| MANG1019 | Foundations of Business Analytics                        |                             | X  |    |    |    | X   |    | X  |    | X                               |    |    |    |    | X  | X  |                                   |    |
| MANG1022 | Technologies that Shaped the Business World: Digital Age | X                           | X  |    |    |    | X   |    | X  |    |                                 | X  |    |    | X  | X  | X  | X                                 |    |
| MANG1023 | Strategic Marketing Decisions                            |                             | X  |    | X  |    | X   |    | X  |    | X                               | X  |    |    |    | X  | X  |                                   |    |
| MANG2070 | Digital Marketing  | X                           | X  |    |    |    | X   | X  |    | X  | X                               | X  | X  |    |    |    |    |                                   |    |
| MANG2043 | Analytics for Marketing                                  |                             |    | X  | X  |    | X   |    | X  |    | X                               |    |    |    | X  | X  | X  | X                                 | X  |
| MANG2044 | Marketing Communications and Media Management            |                             |    |    | X  | X  | X   | X  | X  |    |                                 | X  | X  | X  |    |    |    | X                                 |    |
| MANG2064 | Business Research  |                             | X  | X  |    |    |   | X  | X  | X  | X                               | X  |    |    |    | X  | X  |                                   |    |
| MANG2045 | Services Value for Digital Managers                      | X                           | X  |    |    |    |   |    | X  | X  | X                               | X  |    |    |    |    |    |                                   |    |
| MANG2063 | Industrial Placement Year                                |                             |    | X  | X  | X  | X   |    | X  |    |                                 | X  | X  | X  | X  | X  | X  | X                                 |    |
| MANG3025 | Dissertation   | X                           | X  | X  | X  | X  | X   | X  | X  | X  | X                               | X  | X  |    |    | X  | X  | X                                 | X  |
| MANG3077 | Marketing Simulation                                     |                             |    |    | X  | X  | X   |    | X  |    | X                               |    | X  | X  |    | X  |    | X                                 |    |
| MANG3053 | Customer Insight   |                             |    |    | X  | X  |   | X  |    | X  | X                               |    |    |    |    |    |    |                                   |    |
| MANG3056 | Data Mining for Marketing                                |                             | X  |    | X  | X  | X   | X  | X  |    | X                               | X  |    |    |    | X  | X  | X                                 | X  |
| MANG3052 | Digital Marketing: Engaging with the Customer            | X                           |    |    | X  | X  | X   |    | X  |    |                                 | X  |    |    | X  |    |    | X                                 |    |
| MANG3057 | Measuring Marketing Effectiveness                        |                             |    |    | X  | X  | X   | X  | X  |    | X                               |    |    |    |    |    |    |                                   |    |

## Appendix 2

### 7258 BSc Marketing with Placement assessment mapping document

The table below details **BSc Marketing with Placement** assessment methods for compulsory/core modules.

| Module code | Modules  | Type        | Sem | Assessment 1                                  | Assessment 2                                      |
|-------------|--|-------------|-----|---|---|
| MANG1015    | Introduction to Marketing                                | Core        | 1   | Closed book Examination (2 hours)- 70%        | Group Presentation (15 minutes) + Q&A - 30%       |
| MANG1003    | Introduction to Management                               | Comp        | 1   | Group Presentation (15 minutes) - 30%         | Essay (1,500 words) - 70%                         |
| MANG1007    | Management Analysis                                      | Comp option | 1   | Online test - 20%                             | Exam 2 hours - 80%                                |
| MANG1019    | Foundations of Business Analytics                        | Comp option | 1   | Examination – Computer Based Test - 20%       | Exam 2 hours - 80%                                |
| MANG1023    | Strategic Marketing Decisions                            | Core        | 2   | Essay (3,000 words) - 100%                    |   |
| MANG1022    | Technologies that Shaped the Business World: Digital Age | Comp        | 2   | Assignment (1,000) words - 30%                | Exam 2 hours - 70%                                |
| MANG1004    | Introduction to Accounting and Financial Control         | Comp        | 2   | Multiple Choice Test 40 Minutes - 30%         | Exam 2 hours - 70%                                |
| MANG2043    | Analytics for Marketing                                  | Core        | 1   | Essay (3,000 words) (100%)                    |   |
| MANG2070    | Digital Marketing  | Core        | 1   | Group Presentation (20 minutes) + Q&A - 30%   | Strategic Marketing Plan (2,000 words) - 70%      |
| MANG2064    | Business Research  | Comp        | 2   | Multiple Choice Test - 30%                    | Proposal for Research Project (2,500 Words) - 70% |
| MANG2045    | Services Value for Digital Managers                      | Comp        | 2   | Report (3,000 words) - 100%                   |   |
| MANG2044    | Marketing Communications and Media Management            | Comp        | 2   | Group Presentation + Q&A - 30%                | Report (2,000 words) - 70%                        |
| MANG2063    | Placement Module   | Core        | 1/2 | Reflective learning report -3000 words (100%) |   |
| MANG3025    | Dissertation   | Comp        | 1/2 | Individual Assignment -10,000 words (100%)    |   |
| MANG3077    | Marketing Simulation                                     | Comp        | 2   | Group Presentation (20 minutes) and Q&A - 20% | Reflective Report (2,500 words) - 80%             |
| MANG3053    | Customer Insight   | Comp        | 1   | Exam 3 hours (100%)                           |   |
| MANG3056    | Data Mining for Marketing                                | Core        | 1   | Project (3,000 words) - 100%                  |   |
| MANG3052    | Digital Marketing: Engaging with the Customer            | Comp        | 2   | Portfolio (3000 words) - 100%                 |   |
| MANG3057    | Measuring Marketing Effectiveness                        | Comp        | 1   | Essay (3000 words) - 100%                     |   |



## Appendix 3

### 7258 BSc Marketing with Placement programme structure

All core and compulsory modules must be taken. Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

You must choose ONE option module [7.5 ECTS /15 CATS] from Semester 1 and ONE option module [7.5 ECTS /15 CATS] from Semester 2.

#### PART 1

| Semester 1   |      |      |                            | Semester 2  |      |      |                            |
|--|------|------|----------------------------|---|------|------|----------------------------|
|  | ECTS | CATS | Core, Compulsory or Option |   | ECTS | CATS | Core, Compulsory or Option |
| MANG1015 Introduction to Marketing   | 7.5  | 15   | Core                       | MANG1023 Strategic Marketing Decisions                            | 7.5  | 15   | Core                       |
| MANG1003 Introduction to Management  | 7.5  | 15   | Comp                       | MANG1004 Introduction to Accounting & Financial Control           | 7.5  | 15   | Comp                       |
| MANG1007 Management Analysis / MANG1019 Foundations of Business Analytics* | 7.5  | 15   | Comp                       | MANG1022 Technologies that shaped the Business World: Digital Age | 7.5  | 15   | Comp                       |
| ECON1001 Foundations of Microeconomics                                     | 7.5  | 15   | Option                     | MANG1021 Ideas that Shaped the World 2                            | 7.5  | 15   | Option                     |
| MANG1020 Ideas that Shaped the World 1                                     | 7.5  | 15   | Option                     | MANG1014 Commercial Law   | 7.5  | 15   | Option                     |
| LANGXX15 A Language Module (French/Spanish/German/Mandarin)                | 7.5  | 15   | Option                     | MANG1017 Key Skills for Business                                  | 7.5  | 15   | Option                     |
|  |      |      |                            | LANGXX15 A Language Module (French/Spanish/German/Mandarin)       | 7.5  | 15   | Option                     |

\* Students are assigned to MANG1007 or MANG1019 depending on Math entry grades. MANG1007 for GCSE Math, MANG1019 for A-Level Math.



## Appendix 3-7258 BSc Marketing with Placement programme structure continued

### PART 2(Year 2)

All core and compulsory modules must be taken.

You must choose TWO option module [7.5 ECTS /15 CATS] from Semester 1 and ONE option module [7.5 ECTS /15 CATS] from Semester 2.

If a Module has a pre-requisite [prior requirement] this will be indicated as "Pre-req". Note: Pre-Req ECON means a pre-requisite of ECON1001 or ECON1003 or ECON1009. Pre-Req Maths means a pre-requisite of MANG1007, or first year ECON maths module, or Maths A Level.

| Semester 1  |      |      |                            | Semester 2  |      |      |                            |
|---|------|------|----------------------------|---|------|------|----------------------------|
|   | ECTS | CATS | Core, Compulsory or Option |   | ECTS | CATS | Core, Compulsory or Option |
| MANG2070 Digital Marketing                                  | 7.5  | 15   | Core                       | MANG2064 Business Research (Pre-Req Maths)                  | 7.5  | 15   | Comp                       |
| MANG2043 Analytics for Marketing                            | 7.5  | 15   | Core                       | MANG2045 Services Value for Digital Managers                | 7.5  | 15   | Comp                       |
| MANG2046 International Retailing                            | 7.5  | 15   | Option                     | MANG2044 Marketing Communications & Media Management        | 7.5  | 15   | Comp                       |
| MANG2061 Organisational Effectiveness                       | 7.5  | 15   | Option                     | MANG2013 European Business Environment                      | 7.5  | 15   | Option                     |
| ENTR2001 Entrepreneurial Management                         | 7.5  | 15   | Option                     | UOSMXXX Curriculum Innovation Programme Module              | 7.5  | 15   | Option                     |
| MANG2011 Human Resource Management                          | 7.5  | 15   | Option                     | LANGXX15 A Language Module (French/Spanish/German/Mandarin) | 7.5  | 15   | Option                     |
| MANG2041 Management Ethics                                  | 7.5  | 15   | Option                     |   |      |      |                            |
| UOSMXXX Curriculum Innovation Programme Module              | 7.5  | 15   | Option                     |   |      |      |                            |
| LANGXX15 A Language Module (French/Spanish/German/Mandarin) | 7.5  | 15   | Option                     |   |      |      |                            |

### Part 2 (Year 3)

#### MANG2063- Business Placement-Core

This compulsory year (minimum 24 weeks) will be spent on an approved industrial placement in a business organisation. Students must pass this year according to the University's requirements. You will be provided with a Placement Handbook, which will detail the full regulations regarding the placement. In exceptional circumstance, for example you cannot get a placement by reason of a disability, then it may be possible to undertake a suitable project that will be designed as far as possible to reflect the work based experience either for a local charity or for the University.

**Appendix 3-7258 BSc Marketing with Placement programme structure continued**

**PART 3 (Year 4)**

All core and compulsory modules must be taken.

You must choose ONE option module [7.5 ECTS /15 CATS] from Semester 2. If a Module has a pre-requisite [prior requirement] this will be indicated as "Pre-req".

| Semester 1  |      |      |                            | Semester 2  |      |      |                            |
|---|------|------|----------------------------|---|------|------|----------------------------|
| Modules   | ECTS | CATS | Core, Compulsory or Option | Modules   | ECTS | CATS | Core, Compulsory or Option |
| MANG3025 Dissertation (Req MANG2008 or MANG2064) [Year Long Module] |      |      |                            |   | 15   | 30   | Comp                       |
| MANG3056 Data Mining for Marketing                                  | 7.5  | 15   | Core                       | MANG3077 Marketing Simulation                                   | 7.5  | 15   | Comp                       |
| MANG3053 Customer Insight   | 7.5  | 15   | Comp                       | MANG3052 Digital Marketing: Engaging with the Customer *        | 7.5  | 15   | Comp                       |
| MANG3057 Measuring Marketing Effectiveness                          | 7.5  | 15   | Comp                       | MANG3029 Corporate Social Responsibility & Sustainable Business | 7.5  | 15   | Option                     |
|   |      |      |                            | MANG3032 Risk Management  | 7.5  | 15   | Option                     |
|   |      |      |                            | MANG3034 Project Management                                     | 7.5  | 15   | Option                     |
|   |      |      |                            | ENTR3002 New Venture Development (Pre-Req ENTR2001)             | 7.5  | 15   | Option                     |
|   |      |      |                            | MANG2069 Making Successful Decisions                            | 7.5  | 15   | Option                     |
|   |      |      |                            | LANGXX15 A Language Module (French/Spanish/German/Mandarin)     | 7.5  | 15   | Option                     |

## Appendix 4

### 7258 BSc Marketing with Placement additional costs

| Main Item   | Sub-section                    | PROGRAMME SPECIFIC COSTS   |
|---|--------------------------------|--|
| Placements<br>(including Study<br>Abroad<br>Programmes) | Accommodation                  | Student will be expected to cover travel and accommodation costs (including the costs of travelling to interviews, which some employers may reimburse)   |
|   | Insurance                      | If you choose to take a placement outside of the UK, you will need to pay for adequate insurance to cover both your travel and your work on placement.   |
|   | Medical Insurance              | If you choose to take a placement outside of the UK, you will need to pay for adequate medical insurance cover.  |
|   | Travel costs                   | If you choose to take a placement outside of the UK you may need to pay for immunisations and vaccinations.  |
|   | Immunisation/vaccination costs | For certain placements, your employer may request you undergo a Disclosure and Barring service check. Your employer may or may not pay for this.   |
| Optional Visits   |                                | Some modules may include optional visits. You will normally be expected to cover the cost of travel and admission, unless otherwise specified in the module profile.   |
| Professional Exams                                      |                                | Some programmes may include a professional accreditation that will allow you to take professional exams. You will normally be expected to cover the cost of the professional exam.   |
| Approved Calculators                                    |                                | Candidates may use calculators in the examination room only as specified by the University and as permitted by the rubric of individual examination papers. The University approved models are Casio FX-570 and Casio FX-85GT Plus. These may be purchased from any source and no longer need to carry the University logo.  |
| Stationery  |                                | You will be expected to provide your own day-to-day stationary items, e.g. pens, pencils, notebooks, etc). Any specialist stationery items will be specified under the Additional Costs tab of the relevant module profile.  |
| Textbooks   |                                | Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source.<br><br>Some modules suggest reading texts as <b>optional</b> background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module. |
| Printing and Photocopying Costs                         |                                | In some cases, written coursework such as essays; projects; dissertations are submitted online and by hard copy. The costs of printing a hard copy for submission of such coursework will be the responsibility of the student.<br><br>The cost of photocopying will also be the responsibility of the student.<br><br><a href="https://www.southampton.ac.uk/isolutions/students/printing">https://www.southampton.ac.uk/isolutions/students/printing</a>   |