

## Programme Specification 2017/18

### 7964 BSc Marketing with Study Abroad

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.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of study	Full time
Duration in years	4 years (48 months) 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, Advance Collegiate Schools of Business (AACSB)
Final Award	Bachelor of Science
Name of award	Marketing with study abroad
Interim Exit awards	Diploma of Higher Education and Certificate of Higher Education
FHEQ level of final award	6
UCAS code	N550
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	30/03/2017
Date Specification last updated	30/03/2017

### Programme overview

#### 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.

This BSc Marketing with Study Abroad is designed to have a balance between theory and creativity; it includes an integrated study abroad year, taught in English, at one of our selected partner universities in France, Spain, Austria or Hong Kong.

Apart from the much sought-after international focus, the programme 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 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 Study Abroad degree 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 Study Abroad degree are formally examined through a variety of methods – e.g. coursework, exams, presentations either group or individual or learning logs.

## 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 international element of the programme comprises an exchange programme, where University of Southampton students spend their third year at an international partner university (e.g. Toulouse Business School or University of Hong Kong). Students from our international partner university also spend a year in Southampton (Year 2, Level 5).

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 an appreciation of marketing internationally
- Provide the opportunity to gain experience of applying the concepts and approaches learned
- Develop the ability to undertake rigorous, independent research

## 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 international organisations;
- A5. The decisions faced by international 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.

### 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 in more than one language 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**

On successful completion of the programme, you will have:

- D1. Developed 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**

University of Southampton, of which there are 12 weeks of full-time taught study followed by examinations. In addition, a full year of academic study will be undertaken at an international partner university. Both the University of Southampton and the international partner university will assist in the organisation of all placement issues, academic and administrative. The placement year is a compulsory year, although ECTS points are not included in UK degree programme. Students are required to pass this year according to the requirements of the host institution. The international exchange is a vital means of adding value to the Marketing programme, making it a real Marketing with Study Abroad degree.

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 language modules) campuses.

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

### Study abroad details

This programme involves a mandatory year of study abroad (<http://www.southampton.ac.uk/uni-life/exchanges.page>) in year 3 of the programme. The study abroad takes place at one of our partner HE Institutions, which have been selected to reflect excellent reputation in the field of Marketing. Students will be taught in English, but may choose to study a language in Part 1 and Part 2 of their programme to allow for better communication whilst studying abroad.

Students are required to pass the equivalent of 45 ECTS in order to pass the year of study abroad and progress to Year 4 of study at the University of Southampton. It is not normal for a student on a year abroad to refer or repeat a failed module taken whilst abroad. Any marks achieved whilst on the year abroad are not used in the calculation of the degree classification, although the Year Abroad must be passed to be awarded the BSc Marketing with Study Abroad. If a student fails to pass the year of study abroad they will be transferred to BSc Marketing for their final year of study (Part 3/year 4) and will be eligible for a Honors Degree in BSc Marketing.

### Professional accreditation details

Due to the Institute of Direct and Digital Marketing (IDM) accreditation (<https://www.theidm.com>), students who successfully complete BSc Marketing with Study Abroad 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

If you leave the programme with a Certificate of Higher Education in BSc Marketing with Study Abroad 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 Students' Union 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 feed back 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

## Criteria for admission

The University's Admissions Policy [www.southampton.ac.uk/admissions\\_policy](http://www.southampton.ac.uk/admissions_policy) applies equally to all programmes of study. The following are the typical entry criteria to be used for selecting candidates for admission. The University's approved equivalencies for the requirements listed below will also be acceptable. The entry criteria for our programmes are reviewed annually by the Faculty. Those stated below were correct as of March 2017. **Applicants should refer to their specific offer conditions on their offer letter.**

Qualification	Grades	Subjects required	EPQ Alternative offer	Contextual Alternative offer
GCE A level	AAB	No compulsory subjects  <b>Two subjects from the following list are accepted if combined with other academic subjects:</b> Applied subjects (however single Applied Business & Double Applied Business are acceptable), Art: including Design, Fine Art, Photography, Textiles (Product Design is acceptable), Critical Thinking Home Economics, ICT (excludes Computing & Computer Studies), Media Studies, Creative Media, Communication Studies, Music and Music Technology, Sports Studies PE, Dance, Theatre Studies, Performing Arts, Drama, Travel & Tourism, Health & Social Care.  <b>Excluded Subject:</b> General Studies	ABB with A in EPQ	ABB
GCSE	B	Maths		
GCSE	C	English		

## Mature applicants

Age 21 and over-Recent evidence of study in last two/three years-applicant could be interviewed

## Recognition of prior learning (RPL)

If you have professional experience, or credit through prior learning at another institution, you may be eligible to use this experience against some of the programme requirements for period of study. You will need to present evidence that you have met the learning outcomes of the programme. The University's Recognition of Prior Learning Policy can be accessed via the link below:

[http://www.southampton.ac.uk/quality/assessment/prior\\_learning.page](http://www.southampton.ac.uk/quality/assessment/prior_learning.page)

Students may apply for RPL for individual modules, bearing in mind it is the student responsibility to prove that their prior learning have met the Learning Outcomes of the module.

## English language proficiency (IELTS)

Overall	Listening	Reading	Writing	Speaking
6.5	6.0	6.0	6.0	6.0

For a full list of English language tests accepted can be viewed here:

<http://www.southampton.ac.uk/studentadmin/admissions/admissions-policies/language.page>

## Career opportunities

The anticipated destination of students in this programme is marketing roles in a wide range of private, public and third sector organisations (including social enterprises), particularly those with an innovative bent. A small number of students may form their own businesses on graduation, or within a few years of graduation.

The intent of the BSc Marketing with Study Abroad 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.

## 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 New Programme name for BSc Marketing (4 year) programme. Validated 30/03/17
- 2 Change to assessment for MANG3052 including removal of Group work and mapping to C3 and C4 learning outcome -FRG 17/01/18

## Appendix 1

### 7964 BSc Marketing with Study Abroad 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			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 2: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	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							
MANG3025	Dissertation	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:

### 7964 BSc Marketing with Study Abroad assessment mapping document

The table below details assessment methods for compulsory/core modules.

Module code	Modules	Type	Sem	Assessment 1	Assessment 2
MANG1015	Introduction to Marketing	Core	1	Individual Essay(2,000 words)(70%)	Group Presentation 15 minutes (30%)
MANG1003	Introduction to Management	Comp	1	Group Based Presentation -15 mins (30%)	Individual Essay (1500 words) (70%)
MANG1007	Management Analysis	Comp option	1	Online test (20%)	Exam 2 hours (80%)
MANG1019	Foundations of Business Analytics	Comp option	1	Coursework (30%)	Exam 2 hours (70%)
MANG1023	Strategic Marketing Decisions	Core	2	Individual Essay(3,000 words (100%)	
MANG1022	Technologies that Shaped the Business World 2: Digital Age	Comp	2	Individual Assignment -1,000 words (30%)	Exam 2 hours (70%)
MANG1004	Introduction to Accounting and Financial Control	Comp	2	Multiple Choice Test (MCT) (30%)	Exam 2 hours (70%)
MANG2043	Analytics for Marketing	Core	1	Individual Essay (3000 words) (100%)	
MANG2070	Digital Marketing	Core	1	Group Presentation-20 minutes (30%)	Individual Strategic Marketing Plan (2000words) (70%)
MANG2064	Business Research	Comp	2	Multiple Choice Test (30%) (ERASMUS students sit at partner institution)	Proposal for Research Project (2500 Words) to include all documents required for the ERGO submission (70%)
MANG2045	Services Value for Digital Managers	Comp	2	Individual Report (3000words) (100%)	
MANG2044	Marketing Communications and Media Management	Comp	2	Individual Report (2000 words) (70%)	Group Presentation-20minutes (30%)
MANG3025	Dissertation	Comp	1/2	Individual Assignment -10,000 words (100%)	
MANG3077	Marketing Simulation	Comp	1	Presentation-20 minutes (20%)	Individual Essay (2500 words (80%) Group
MANG3053	Customer Insight	Comp	1	Exam 3 hours (100%)	
MANG3056	Data Mining for Marketing	Comp	1	Individual Project -3000 words (100%)	
MANG3052	Digital Marketing: Engaging with the Customer	Comp	2	Individual Coursework – Portfolio 3000 words (indicative) - 100%	
MANG3057	Measuring Marketing Effectiveness	Comp	2	Individual Essay (3000 words) (100%)	

\* Note: MANG3056 Data Mining for Marketing and MANG3052 Digital Marketing: Engaging with the Customer be Core modules for student starting in 2017/18

## Appendix 3

### 7964 BSc Marketing with Study Abroad programme structure

#### PART 1

All core and compulsory modules must be taken.

You must choose ONE optional module [15 CATS/7.5 ECTS] in Semester 1 and ONE optional module [15 CATS/7.5 ECTS] in Semester 2

#### PART 1

Semester 1				Semester 2			
	CATS	ECTS	Core, Compulsory or Option		CATS	ECTS	Core, Compulsory or Option
MANG1003 Introduction to Management	15	7.5	Comp	MANG1004 Introduction to Accounting & Financial Control	15	7.5	Comp
MANG1007 Management Analysis / MANG1019 Foundations of Business Analytics*	15	7.5	Comp	MANG1022 Technologies that shaped the Business World 2: Digital Age	15	7.5	Comp
MANG1015 Introduction to Marketing	15	7.5	Core	MANG1023 Strategic Marketing Decisions	15	7.5	Core
ECON1001 Foundations of Microeconomics	15	7.5	Option	MANG1021 Ideas that Shaped the World 2	15	7.5	Option
MANG1020 Ideas that Shaped the World 1	15	7.5	Option	MANG1014 Commercial Law	15	7.5	Option
MANG1018 Technologies that Shaped the Business World 1	15	7.5	Option	MANG1017 Key Skills for Business	15	7.5	Option
LANGXX15 A Language Module (French/Spanish/German/Mandarin)	15	7.5	Option	LANGXX15 A Language Module (French/Spanish/German/Mandarin)	15	7.5	Option

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

### Appendix 3- 7964 BSc Marketing with Study Abroad programme structure continued

#### PART 2 (Year 2)

All core and compulsory modules must be taken.

You must choose TWO option modules [30CATS/15 ECTS] in Semester 1 and ONE option module [15 CATS/7.5 ECTS] 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			
	CATS	ECTS	Core, Compulsory or Option		CATS	ECTS	Core, Compulsory or Option
MANG2070 Digital Marketing	15	7.5	Core	MANG2064 Business Research (Pre-Req Maths)	15	7.5	Comp
MANG2043 Analytics for Marketing	15	7.5	Core	MANG2045 Services Value for Digital Managers	15	7.5	Comp
MANG2046 International Retailing	15	7.5	Option	MANG2044 Marketing Communications & Media Management	15	7.5	Comp
MANG2061 Organisational Effectiveness	15	7.5	Option	MANG2013 European Business Environment	15	7.5	Option
ENTR2001 Entrepreneurial Management	15	7.5	Option	UOSMXXX Curriculum Innovation Programme Module	15	7.5	Option
MANG2011 Human Resource Management	15	7.5	Option	LANGXX15 A Language Module (French/Spanish/German/Mandarin)	15	7.5	Option
MANG2041 Management Ethics	15	7.5	Option				
UOSMXXX Curriculum Innovation Programme Module	15	7.5	Option				
LANGXX15 A Language Module (French/Spanish/German/Mandarin)	15	7.5	Option				

#### PART 2 (Year 3)

This year will be spent studying at an international partner University. You are required to pass this year according to the requirements of the host institution in order to progress to the final year of the programme. You will be provided with an International Student Placement Handbook, which will detail the full regulations regarding the placement.

### Appendix 3- 7964 BSc Marketing with Study Abroad programme structure continued

#### PART 3 (Year 4)

All compulsory modules must be taken.

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

Semester 1				Semester 2			
Modules	CATS	ECTS	Core, Compulsory or Option	Modules	CATS	ECTS	Core, Compulsory or Option
MANG3025 Dissertation (Req MANG2008 or MANG2064) [Year Long Module]					30	15	Comp
MANG3077 Marketing Simulation	15	7.5	Comp	MANG3057 Measuring Marketing Effectiveness	15	7.5	Comp
MANG3053 Customer Insight	15	7.5	Comp	MANG3052 Digital Marketing: Engaging with the Customer (Pre-Req MANG2070 or MANG2039 or MANG3054) *	15	7.5	Comp
MANG3056 Data Mining for Marketing *	15	7.5	Comp	MANG3029 Corporate Social Responsibility & Sustainable Business	15	7.5	Option
				MANG3032 Risk Management	15	7.5	Option
				MANG3034 Project Management	15	7.5	Option
				ENTR3002 New Venture Development (Pre-Req ENTR2001)	15	7.5	Option
				LANGXX15 A Language Module (French/Spanish/German/Mandarin)	15	7.5	Option

\* Note: MANG3056 Data Mining for Marketing and MANG3052 Digital Marketing: Engaging with the Customer will be Core modules for student starting in 2017/18

## Appendix 4

### 7964 BSc Marketing with Study Abroad 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. In addition to this, students registered for this programme typically also have to pay for the items listed in the table below.

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at [www.calendar.soton.ac.uk](http://www.calendar.soton.ac.uk).

Main Item	Sub-section	PROGRAMME SPECIFIC COSTS
<b>Placements (including Study Abroad Programmes)</b>	Accommodation	Students will be expected to cover travel and accommodation costs
	Living expenses	Students will be required to cover all living expenses
	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.
<b>Optional Visits</b>		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.
<b>Professional Exams</b>		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.
<b>Approved Calculators</b>		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.
<b>Stationery</b>		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.
<b>Textbooks</b>		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.  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.
<b>Printing and Photocopying Costs</b>		In most 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.  The cost of photocopying will also be the responsibility of the student.  <a href="https://www.southampton.ac.uk/isolutions/students/printing">https://www.southampton.ac.uk/isolutions/students/printing</a>