

Programme Specification

Marketing (2020-21)

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	3
Accreditation details	Association to Advance Collegiate Schools of Business (AACSB) The Institute of Direct and Digital Marketing
Final award	Bachelor of Science with Honours (BSc (Hons))
Name of Award	Marketing
Interim Exit awards	Certificate of Higher Education (CertHE) Diploma of Higher Education (DipHE)
FHEQ level of final award	Level 6
UCAS code	N501
Programme Code	5507
QAA Subject Benchmark or other external reference	General Business And Management 2007
Programme Lead	Weisha Wang
Pathway Lead	

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.

The BSc Marketing programme is designed to have a balance between theory and creativity; 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 First year curriculum helps students to understand basic marketing theories. The Second year curriculum develops student's ability to apply and analyse marketing theories and techniques in real-world context and the Final year curriculum enables students to evaluate theories and practices, and create marketing campaigns.

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.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

Learning and teaching

Teaching on the BSc Marketing is based on a system of two twelve-week semesters 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 are formally examined through a variety of methods – e.g. coursework, exams, presentations either group or individual or learning logs.

Special Features of the programme

N/A

Please note: 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](#).

Educational Aims of the Programme

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 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).

Graduate Attributes

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 Learning Outcomes

Knowledge and Understanding

On successful completion of this programme you will have 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.

Subject Specific Intellectual and Research Skills

On successful completion of 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.

Transferable and Generic Skills

On successful completion of this programme you will be able to:

- C1. Collect and critically evaluate quantitative and qualitative information;
- C2. Communicate ideas and arguments fluently and effectively in a variety of written formats;
- 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.

Subject Specific Practical Skills

On successful completion of 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.

Programme Structure

The programme structure table is below:

Information about pre and co-requisites is included in individual module profiles.

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.

Pathway

Part I

This full time programme will normally be completed in 3 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 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. 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.

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.

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.

Progression Requirements

The programme follows the University's regulations for Progression, Determination and Classification 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:

Students leaving the programme with an exit award will not be eligible to sit the additional exam from the Institute of Direct and Digital Marketing (IDM).

Part I Compulsory (must take) Semester 1

Code	Module Title	ECTS	Type
MANG1003	Introduction to Management	7.5	Compulsory

Part I Compulsory (must take) Semester 2

Code	Module Title	ECTS	Type
MANG1004	Introduction to Accounting and Financial Control	7.5	Compulsory
MANG1022	Technologies that shaped the Business World: Digital Age	7.5	Compulsory

Part I Core (must take and pass) Semester 1

Code	Module Title	ECTS	Type
MANG1015	Introduction to Marketing	7.5	Core

Part I Core (must take and pass) Semester 2

Code	Module Title	ECTS	Type
MANG1023	Strategic Marketing Decisions	7.5	Core

Part I Optional Modules

Must take 7.5 ECTS (15 CATS) from the modules listed:

Students with A level Mathematics or equivalent must select MANG1019

Students without A Level Mathematics or equivalent must select MANG1007

Code	Module Title	ECTS	Type
MANG1019	Foundations of Business Analytics	7.5	Optional
MANG1007	Management Analysis	7.5	Optional

Part I Optional Semester 1

You may also choose a LANGXX15 A Language Module (French/Spanish/German/Mandarin) in semester 1 and semester 2

Code	Module Title	ECTS	Type
ECON1001	Foundations of Microeconomics	7.5	Optional
MANG1020	Ideas that Shaped the Business World 1: Government and Society	7.5	Optional

Part I Optional Semester 2

You may also choose a LANGXX15 A Language Module (French/Spanish/German/Mandarin) in semester 1 and semester 2

Code	Module Title	ECTS	Type
MANG1014	Commercial Law	7.5	Optional
MANG1021	Ideas that Shaped the Business World 2: Markets and Consumers	7.5	Optional
MANG1017	Key Skills for Business	7.5	Optional

Part II

Part II Compulsory (must take) Semester 2

Code	Module Title	ECTS	Type
MANG2064	Business Research	7.5	Compulsory
MANG2044	Marketing Communications and Media Management	7.5	Compulsory
MANG2045	Services Value for Digital Managers	7.5	Compulsory

Part II Core (must take and pass) semester 1

Code	Module Title	ECTS	Type
MANG2043	Analytics for Marketing	7.5	Core
MANG2070	Digital Marketing	7.5	Core

Part II Optional Semester 1

You must choose TWO modules (15 ECTS (30 CATS) from Semester 1

You may choose a UOSMXXXX Curriculum Innovation Programme Module or a LANGXX15 Language Module (French/Spanish/German/Mandarin)

Code	Module Title	ECTS	Type
ENTR2001	Entrepreneurial Management	7.5	Optional
MANG2011	Human Resource Management	7.5	Optional
MANG2046	International Retailing	7.5	Optional
MANG2041	Management Ethics	7.5	Optional
MANG2061	Organisational Effectiveness	7.5	Optional

Part II Optional Semester 2

You must choose ONE option module 7.5 ECTS (15CATS) from Semester 2.

You may choose a UOSMXXXX Curriculum Innovation Programme Module or a LANGXX15 Language Module (French/Spanish/German/Mandarin)

Code	Module Title	ECTS	Type
MANG2013	European Business Environment	7.5	Optional
MANG2069	Making Successful Decisions	7.5	Optional

Part III

Part III Compulsory (must take) Full Year

Code	Module Title	ECTS	Type
MANG3025	Dissertation	15	Compulsory

Part III Compulsory (must take) Semester 1

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

Code	Module Title	ECTS	Type
MANG3053	Customer Insight	7.5	Compulsory
MANG3057	Measuring Marketing Effectiveness	7.5	Compulsory

Part III Compulsory (must take) Semester 2

Code	Module Title	ECTS	Type
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MANG3077	Marketing Simulation	7.5	Compulsory
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Part III Core Semester 1

Code	Module Title	ECTS	Type
MANG3056	Data Mining for Marketing	7.5	Core

Part III Core Semester 2

Code	Module Title	ECTS	Type
MANG3052	Digital Marketing: Engaging with the Customer	7.5	Core

Part III Optional Semester 2

You must choose ONE option module 7.5 ECTS (15CATS) in Semester 2

You may choose a LANGXX15 Language Module (French/Spanish/German/Mandarin) in semester 2

Code	Module Title	ECTS	Type
MANG3029	Corporate Social Responsibility and Sustainable Business	7.5	Optional
ENTR3002	New Venture Development	7.5	Optional
MANG3034	Project Management	7.5	Optional
MANG3032	Risk Management	7.5	Optional

Progression Requirements

The programme follows the University's regulations for [*Progression, Determination and Classification of Results : Undergraduate and Integrated Masters Programmes*](#) or [*Progression, Determination and Classification of Results: Postgraduate Master's Programmes*](#). Any exemptions or variations to the University regulations, approved by AQSC are located in [*section VI of the University Calendar*](#).

Support for student learning

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. Support includes daily Drop In at Highfield campus at 13.00 – 15.00 (Monday, Wednesday and Friday out of term-time) or via on-line chat on weekdays from 14.00 – 16.00. Arrangements can also be made for meetings via Skype.
- 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 and Employability services, 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 and in the local community (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; SUSU 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.

Methods for evaluating the quality of teaching and learning

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, School 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.

Further details on the University's quality assurance processes are given in the [Quality handbook](#).

Career Opportunities

Students graduating from this BSc Marketing 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.

External Examiner(s) for the programme

Name: Dr Yansong Hu - University of Warwick

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 Academic Tutor in the first instance.

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 they take full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook.

Appendix 1:

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 also have to pay for:

Additional Costs

Type	Details
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.
Optional Visits (e.g. museums, galleries)	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.
Printing and Photocopying Costs	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. https://www.southampton.ac.uk/isolutions/students/printing
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.
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. Some modules suggest reading texts as optional 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.

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.