

Addendum to the Programme Specification

5507 BSc Marketing

This Addendum has been produced to highlight the key changes made to the existing Programme Specification as a result of the University's response to the Covid-19 Pandemic. You should read it in conjunction with the relevant Programme Specification from the year you started your programme.

[Programme Specification for entry in 2020-21](#)

[Programme Specification for entry in 2019-20](#)

[Programme Specification for entry in 2018-19](#)

University level information

In view of COVID-19, the University has had to make changes to some elements of programme delivery for 2020-21. These changes have included the method of delivery, such as face-to-face and online, and the number of modules available.

The University aims to provide as much of a face-to-face component to your education as prevailing conditions at the time allow, combined with its new blended approach that will develop active independent and group online learning.

As the COVID-19 pandemic develops, the University's response to this and other issues may likewise need to evolve. The University will consult with student representatives as necessary and appropriate and will communicate changes to you as soon as practicable so that you have the information you need to understand how a change may impact you and what steps you need to take next. The University remains committed to supporting you as you learn.

Programme Information

In light of Covid-19, there will be a change to how some group work tasks will be organised.

Programme Structure

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 that, in some instances, modules have limited spaces available.

PART 1

Semester 1				Semester 2			
	CATS	ECTS	Module type		CATS	ECTS	Module type
MANG1015 Introduction to Marketing	15	7.5	Core	MANG1023 Strategic Marketing Decisions	15	7.5	Core
MANG1003 Introduction to Management	15	7.5	Comp	MANG1004 Introduction to Accounting & Financial Control	15	7.5	Comp
MANG1007 Management Analysis	15	7.5	Comp	MANG1022 Technologies that shaped the Business World: Digital Age	15	7.5	Comp
MANG1020 Ideas that Shaped the World 1	15	7.5	Comp	You must choose ONE option module 7.5 ECTS (15CATS)	CATS	ECTS	Module type
				MANG1021 Ideas that Shaped the World 2	15	7.5	Option

				MANG1014 Commercial Law	15	7.5	Option
				MANG1017 Key Skills for Business	15	7.5	Option
				LANGXXX A Language Module	15	7.5	Option

PART 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	Module type		ECTS	CATS	Module type
MANG2070 Digital Marketing	7.5	15	Core	MANG2064 Business Research	7.5	15	Comp
MANG2043 Analytics for Marketing	7.5	15	Core	MANG2045 Services Value for Digital Managers	7.5	15	Comp
				MANG2044 Marketing Communications & Media Management	7.5	15	Comp
You must choose TWO modules (15 ECTS (30 CATS))	ECT	CATS	Module type	You must choose ONE option module 7.5 ECTS (15CATS)	ECTS	CATS	Module type
				MANG2069 Making Successful Decisions	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	MANG2057 Philosophy of Management and Organisations	7.5	15	Option
MANG2001 Organisations & Management [Pre-Req MANG1003]	7.5	15	Option				
UOSMXXX Curriculum Innovation Programme Module	7.5	15	Option				
LANGXX15 A Language Module	7.5	15	Option				

PART 3

All 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	CATS	ECTS	Module type	Modules	CATS	ECTS	Module type
MANG3025 Dissertation [Year Long Module]					30	15	Comp
MANG3053 Customer Insight	15	7.5	Comp	MANG3077 Marketing Simulation	15	7.5	Comp
MANG3056 Data Mining for Marketing	15	7.5	Core	MANG3052 Digital Marketing: Engaging with the Customer	15	7.5	Core
MANG3057 Measuring Marketing Effectiveness	15	7.5	Comp	You must choose ONE option module 7.5 ECTS	CATS	ECTS	Module type
				MANG3029 Corporate Social Responsibility & Sustainable Business	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