



Course Information Form

This Course Information Form provides the definitive record of the designated course

General Course Information

Course Title	Marketing
Qualification	BSc (Hons)
FHEQ Level	6
Intermediate Qualification(s)	
Awarding Institution	University of Bedfordshire
Location of Delivery	Middle East University, Jordan (MEU)
Mode(s) of Study and Duration	Full-time over 3 years
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	Chartered Institute of Marketing
UCAS Course Code	N500
External Benchmarking	<p>Marketing does not enjoy a subject-specific benchmark statement, but is aligned to the general business and management statement of UK Quality Code for Higher Education. Further details are available by accessing QAA subject benchmarks statements: business and management (2015) the link below:</p> <p>QAA subject benchmarks statements: business and management (2015) available at:</p> <p>www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf</p> <p>FHEQ Descriptor for a higher education qualification (level 6) available at: http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf</p> <p>The course has also been mapped by the Chartered Institute of Marketing (CIM) and has an accredited status; students are entitled to access their Graduate Gateway. As a graduate, you</p>

	qualify for exemptions from CIM courses at certificate and diploma levels.
Entry Month(s)	September, February Students starting in February will be taught through the summer (Semester three), allowing them to progress to the 2 nd year in September.

Why study this course

Our professionally-accredited BSc Marketing degree engages you with contemporary practice, providing knowledge of the latest developments in marketing, communications, digitisation and social media, together with the practical skills necessary for employability within marketing companies, marketing agencies and wherever the practice of marketing is integral to an organisation in a national and an international context.

This course is structured with a clear focus on developing your employability by building a foundation on the core principles of business knowledge and operations. You will apply established techniques such as problem-solving, critically thinking and analysis to solve real marketing-related problems. The knowledge you build to examine and challenge marketing concepts and data and interaction with industry professionals allows you to progress seamlessly with practice-oriented and transferable skills to become employment ready in the marketing industry.

Educational Aims

Marketing is a dynamic subject that is central to all our lives in the 21st Century embracing varying aspects of psychology, consumer behaviour, management, innovation, sociology and popular culture.

Your course aims to provide numerous opportunities within learning communities for you to engage with real marketing projects and real practitioners, therefore encouraging you to make the links between your studies and practice. To do this, you will be equipped with a range of skills to apply to contemporary cases that challenge your creativity, knowledge accumulation and intelligence.

You will experience our innovative approach to learning from acquiring foundation business knowledge, operations and skills, creatively applying those skills to solve marketing problems and developing employability and professional skills which prepare you for the work place.

Course Structure

The Units which make up the course are:

Unit Code	Level	Credits	Unit Name	Core or option
BSS005-1	4	30	Business Practice Explored	Core
MAR001-1	4	15	Principles of Marketing	Core
MAR018-1	4	15	Customer Relationship Management	Core
BSS004-1	4	30	Using Data to Build Business Practice	Core

MAR020-1	4	15	Introduction to Digital Marketing & Analytics	Core
MAR022-1	4	15	Consumer Behaviour	Core
BSS029-2	5	30	Strategy and Innovation	Core
MAR030-2	5	15	Contemporary Issues in Marketing	Core
MAR016-2	5	15	Interactive Marketing Management	Core
MAR021-2	5	30	Marketing Communications in the Digital Age	Core
MAR016-2	5	15	Brand Management	Core
MAR027-2	5	15	Career in Practice	Core
MAR021-3	6	30	Topical Marketing Practice	Core
MAR029-3	6	15	Preparation for the Specialist Research Project	Core
MAR027-3	6	15	Continuing Professional Development	Core
MAR030-3	6	30	Specialist Research Project	Core
MAR014-3	6	15	Marketing in a Global Context	Core
MAR028-3	6	15	Marketing Ethics and CSR	Core

Course-Specific Regulations

No restrictive or specific regulations exist. However, the units offered on this course have been mapped and accredited by the Chartered Institute of Marketing (CIM).

Entry requirements

English proficiency:

IELTS – 5.5 overall (with 5 in no more than 2 bands) according to the academic board variance agreed on 12th October 2016 (attached).

ELAS – 5.5 overall (with 5 in no more than 2 bands) – Gordon Mellor agreed via email that we can apply the AB variance above on 23rd October 2018

TOEFL iBT - Listening: 17, Reading: 18, Speaking: 20, Writing: 17

Pearson PTE - Listening: 51, Reading: 51, Speaking: 51, Writing: 51

Or

Any qualification found via the link below:

<https://www.beds.ac.uk/international/international-applications/english>

Standard Academic Requirements

In addition to the English Language requirement, the Standard academic undergraduate entry requirements for Jordan are listed in the link below:

<https://www.beds.ac.uk/international/international-applications/countries/middleeast-gulf/jordan>

At least one of the following:

2 A level passes (minimum C and D) or recognised equivalent

OR Successfully complete Foundation year (from a recognised university or HE institution)

OR Successfully pass Year 12 with overall average marks of 65% or above (according to the prospectus extract attached)

The Jordanian schooling system offers three main options to high school age students:

- The International Baccalaureate Diploma which is awarded at a minimum of 24 points – the certificate and where possible the accompanying transcript would be required
- Jordanian Grade 12 – a minimum of 65% average (as above) displayed on a transcript is required
- The American High School Diploma – SAT scores of 1800 overall with a minimum of 600 in 2-3 subjects eg. English 600/Maths 650/ Science 550 are required.

If qualifications are certificated in Arabic and a translation service is used to provide supporting documentation, then the original certificate is required to be provided in addition to the translated letter.

Additional Course Costs

None, however optional field trips can be arranged.

Graduate Impact Statements

The course has been designed to develop graduates who are able to:

- Apply knowledge in practice to complete marketing audits leading to implementation plans.
- Employ creativity within a fast-changing marketing and a globally digital context, using ideas and techniques at the forefront of marketing theory and practice.
- Collaborate effectively with a diverse range of people from various cultures, disciplines and contexts to implement practical solutions based on sound judgements and selection from a range of possible options in enterprise.

Course Learning Outcomes

On graduating with an honours degree in Marketing you will be able to:

LO1: Demonstrate a wide understanding of the concepts and characteristics of marketing, the detailed relationships between these and their application and importance in an integrated framework.

LO2: Consistently demonstrate a command of marketing skills, including application of knowledge to practice to achieve outcomes.

LO3: Critically investigate and appraise a marketing situation independently and collaboratively to research; collect, evaluate and analyse qualitative and/or quantitative data in order to assess options, impact on society and wider economy and make recommendations.

LO4: Develop and apply your own perspective to your course and inform professional practice, managing problem situations, and to demonstrate critical evaluation to propose alternative solutions.

LO5: Demonstrate a clear sense of 'a personal, career-related brand' based on learner-owned self-development planning which is stimulated by practice-orientation and employability.

LO6: Demonstrate written and oral competency in a wide variety of tasks and relevant contexts consistent to manage an effective marketing strategy and persuasive nature of an integrated marketing communications.

PSRB details

The course has been mapped and accredited by the Chartered Institute of Marketing (CIM). The CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. University of Bedfordshire has joined forces with CIM to give students the opportunity to gain professional qualifications through CIM Graduate Gateway.

As an undergraduate, you are entitled to access CIM qualifications within three years of graduation through the Graduate Gateway on condition that you pass with a 2.2 qualification or more.

Upon graduation, you qualify for exemption on two CIM courses as follows;

- Exemption from Level 4 Marketing to obtain a Certificate in Professional Marketing
- Exemption from Level 6 Strategic Marketing to obtain a Diploma in Professional Marketing

CIM qualifications are highly sought after by employers, and map alongside our own degrees which ensures we are equipping you with the best opportunities for a successful marketing career.

Learning and Teaching

The approach to learning and teaching on this course is designed with a key focus on practice based education, research informed teaching and employability within various learning communities. Your learning experience which is embedded in the use of technology and guided independent learning develops from gaining foundation knowledge and skills at level 4, to strategy development at level 5, and to practice and implementation at level 5 underpinned by academic rigor in an interactive environment. You will be able to use these skills to develop marketing strategies for future and new products and services, via new channels and media.

This course will use various learning approaches, most importantly, the blended learning approach combining face-to-face interactions with online collaborative activities. The balance

between classroom activities and digitally enabled activities provides flexibility and would enable you to develop self-directed learning skills and digital literacies. Outside the classroom, you are expected to actively engage in guided and independent learning according to the summary of learning hours indicated for each unit on the course.

As you progress through the course, you will master the skill to reflect on your own learning experience in order to equip you for life-long learning and embark on your working career as a career-ready professional.

Assessment

The assessment strategy supports the course's focus on being an independent learner and employability. Your subject knowledge and key skills such as team work, communication, information literacy, research and evaluation, creativity and critical thinking are tested throughout the course using various relevant assessments to meet the learning outcomes as well as your different learning styles. The key subject themes increase in intensity as you progress to the next level and then to the final year, allowing you to build on previous knowledge. The assessments are therefore designed to support you to work both in a team and independently. The assessments reflects incremental learning as well as focus on being a confident independent learner by providing more group work opportunities at the start of your course to build your team skills and engagement, and progresses to more individual and guided assessments to challenge you academically and professionally. The variations of assessments you will engage with ensures that you accumulate all the skills necessary to interact efficiently within the world of marketing.

For all assessments, you will have an assignment brief which clearly sets out requirements and the criteria for grading your work; this develops your understanding of the assessment standards and what is needed to do well at a task.

You will receive feedback on all your assessments to enable you to improve your learning. It is important that you use this feedback accordingly to maximise your performance on future assignments and to buttress your learning.

Assessment Map

Unit Code	C/O	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Business Practice Explored	C					CW-RW							CW-PORT		
Using Data to Build Business Practice	C					CW-Data							WR-I		
Customer Relationship Management	C						PR-oral						PR-prob		
Introduction to Digital Marketing and Analytics	C						IT								CW-CS
Consumer Behaviour	C							CW-ePort						Ex-OT	
Principles of Marketing	C													CW-Port	
Strategy and Innovation	C								WR-I				WR-I		
Marketing Communications in the Digital Age	C					CW								CW-port	
Contemporary Issues in Marketing	C						IT					PO			
Interactive Marketing Management	C						WR-I							Ex-CS	
Brand Management	C						EX-PT							WR-I	
Career in Practice	C												CW-Port		
Preparation for the Specialist Project	C						EX-PT							WR-I	
Continuing Professional Practice	C						CW-Port						CW-RW		
Specialist Research Project	C					WR-I									PJ-Diss
Topical Marketing Practice	C							CW-LR							EX-CS
Marketing in a Global Context	C						WR-I							WR-I	
Marketing Ethics and CSR	C						CW-Ess					PR-Oral/RE			

Developing your employability

Throughout your course, you will benefit from an intensive multi-disciplinary team-work driven environment in Level 4 to developing your career goals and aspirations in Level 5. In your final year, you will formulate your personal brand to equip you to embark on your step-change plan to take your first graduate job or embark on a higher degree programme.

After Graduation

MEU programmes have an established reputation for management and business professional development in a variety of employment sectors. International career opportunities and employment areas for BSc (Hons) Marketing graduates are expected to continue in the private, public and third area sectors in management, business/organisational/entrepreneurial development and similar general employment areas. The BSc programme structure is designed to support students in the development of their own businesses; gaining employment in the general business and management sectors or in specific areas of marketing, strategic development, research, international business sectors and similar areas.

Students who complete the programme are expected to seek employment in their local region or area or to use the international nature of the learning experience and the final qualification to seek employment in the wider international and/or national region.

The marketing course will enable you to access a varied career path. The mixture of practical and employability skills will enable you to experience marketing and marketing communications and how to employ the traditional marketing and media communications tools with the more contemporary tools such as Facebook, Twitter and Instagram.; will therefore enable you to be potentially employed within:-

- Integrated brand communications
- Specialist marketing or in-house functions e.g. advertising, Client-side brand management
- Business to Business marketing, Industrial Marketing and for Not for Profit organisations.

Further study:

- Specialist areas of marketing communications e.g. corporate communications, media planning.
- Masters programmes including: MSc Marketing

Additional Information

Students starting in February will be taught through the summer (semester three) allowing them to progress to the 2nd year in September.

Student Support during the course

We adopt a business-style approach to supporting your academic development and want you to be a strong independent learner, taking responsibility for your own success within the world of marketing.

A **Personal Academic Tutor (PAT) will be allocated to you.** Your PAT will be your coach during your studies. You will receive help in learning and in becoming more self-aware.

BREO: Bedfordshire Resources for Education Online (BREO) includes the University's virtual learning environment (Blackboard) and a range of other technologies. Through BREO you will have access to a range of materials and resources to help and support you in each of the units you study and it is important that you access BREO regularly to find out about any changes.

Course-specific support includes the following:

All students at MEU will have an induction during the first week where all relevant information regarding the course will be presented and you will have an opportunity to meet your Course Leader, Course Administrator and a number of your tutors and others who would be supporting your programme of study.

Your Course Administrator will be there to advise you on:

- Specific information regarding your Course, particular Units, options, regulations, etc.
- Accuracy of your results
- Obligations regarding re-assessment and repeats
- Materials including the Course Handbook, and Induction information.

Tutors will be available to guide you if there are any academic issues. Tutors will provide you with feedback and direct you to a wide variety of resources embedded within your course to help you develop basic or advanced skills needed for studying and for business. You also have access to the Programme Committees via your elected student representatives.

All students have access to the on-campus library stock and local databases at MEU. The campus has effective internet connectivity, and teaching facilities include well equipped IT lecture rooms, with desktop computing facilities, laptop availability, multimedia projection facilities, wi-fi access, video-conferencing facilities and significant software provision. All students have full access to all learning resources via the MEU student *Portal*. The use of the *Portal* is supported through the extensive use of social media communications in providing ongoing support and guidance to students.

The Dean of Student Affairs has oversight for the provision of general student services including social welfare issues; the provision of support for students where unforeseen personal and private difficulties emerge while they are registered on their programme; social arrangements and student social events, including orientation activities, student trips and similar activities.

In addition to administrative staff additional detailed support is also provided to international students through centralised facilities on matters related to assessments, registry and accounts who provide advice and guidance to students throughout the calendar year.

Students are provided the opportunity to comment on any aspect of their learning experience to the Dean, to unit leaders and to course administrators, via dedicated e-mail addresses and through tutorial/seminar sessions.

Apart from the information provided during the induction, the students be provided with a number of sessions related to various areas of student support, including academic writing, submitting assignments online and avoiding plagiarism.

Students will also have access to their tutors for individualised support related to their specific needs.

Course Equality Impact Assessment

Question	Y/N	Anticipatory adjustments/actions
Is the promotion of the course open and inclusive in terms of language, images and location?	Y	

Are there any aspects of the curriculum that might present difficulties for disabled students? For example, skills and practical tests, use of equipment, use of e-learning, placements, field trips etc.	Y	If you will be undertaking a Professional Practice experience and have particular requirements related to disability, learning difficulties or other protected characteristics, you are invited to complete a needs assessment form prior to undertaking your search for an appropriate Professional Practice. This will enable you and the university can work with employers to reduce barriers wherever possible.
Are there any elements of the content of the course that might have an adverse impact on any of the other groups with protected characteristics ¹ ?	N	
If the admission process involves interviews, performances or portfolios how have you demonstrated fairness and avoid practices that could lead to unlawful discrimination?	N/A	
Have you framed the course learning outcomes and Graduate Impact Statements in a non-discriminatory way?	Y	
Does the course handbook make appropriate reference to the support of disabled students?	Y	

Administrative Information – Faculty completion	
Faculty	Business School
Portfolio	Undergraduate Marketing
Department/School	International Business, Marketing and Tourism
Course Coordinator	TBC
Semester pattern of operation	October (Trimester 1), February (Trimester 2), June (Trimester 3)
PSRB renewal date (where recognised)	December, 2019
Version number	012019
Approved by (c.f. Quality Handbook ch.2)	University Validation Panel
Date of approval (dd/mm/yyyy)	
Implementation start-date of this version (plus any identified end-date)	September 2019
Study model type if not on-campus	<i>Off campus</i>

	Name	Date
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¹ Age, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion and belief, Sex, Sexual orientation

Form completed by	Dr Annie Danbury	March 2019
Signature of Chair of Faculty TQSC		

Course Updates – ensure that the revised CIF is given a new version number each time a change is made			
Date	Nature of Update	FTQSC Ref:	Minute
February 2018	CIF updated to latest template as part of periodic review		
March 2019	Off campus added to location of delivery and new unit codes included		
<i>November 2019</i>	Diet sheets updated with unit codes, route code and MEU location delivery		

Administrative Information – Academic Registry completion	
Route code (post approval)	
JACS / HECoS code (KIS)	
SLC code (post approval)	
Qualification aim (based on HESA coding framework)	



Annexes to the Course Information Form

*These annexes will be used as part of the approval and review process and **peer academics** are the target audience.*

General course information

Course Title	<i>Marketing</i>
Qualification	<i>BSc (Hons)</i>
Route Code (SITS)	BSMARIDF
Faculty	<i>Business School</i>
Department/School	<i>International Business, Marketing and Tourism</i>
Version Number	<i>01/2019</i>

Annex A: Course mapping of unit learning outcomes to course learning outcomes

Unit code	Business Pract	Using Data	Consumer Behavior	Principles of Marketing	Introduction to	Consumer Relations	Strategy and	Contemporary	Interactive Marketing	Marketing Com	Brand Management	Career in Practi	Topical Marke	Preparation for the	Continuing Professional Practi	Specialist Resea	Marketing in a	Marketing Ethics and
Level	4	4	4	4	4	4	5	5	5	5	5	5	6	6	6	6	6	6
Credits	30	30	15	15	15	15	30	15	15	30	15	15	30	15	15	30	15	15
Core or option	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core
Course Learning Outcome (number)	<i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>																	
1	LO1		LO1	LO1				LO1		LO1								LO1
2		LO1		LO2			LO1											
3	LO2		LO2						LO1		LO1							LO1
4		LO2				LO1	LO2		LO2			LO1, LO2	LO1	LO1	LO1,LO2		LO2	LO2
5					LO1	LO2		LO2										
6					LO2					LO2	LO2		LO2	LO2		LO1, LO2		

Annex B: Named exit or target intermediate qualifications

This annex should be used when Schools wish to offer intermediate qualifications which sit under the main course qualification as named exit or target awards, rather than unnamed exit/default awards.

Section 1: General course information

Intermediate Qualification(s) and titles	<p>Specify the intermediate qualifications which are named exit or target qualifications (award types) AND what the qualification titles will be, as stated in the course information section of the associated CIF</p> <p>It is not necessary for the intermediate qualifications to have the same titles as the overall award, but the title must reflect the units taken to achieve it.</p>
Mode(s) of Study and Duration	<p>Indicate whether each intermediate qualification will be offered full time, part time or both, and the standard amount of time a student will take to complete each target qualification.</p>
Type of Intermediate Qualification(s)	<p>State whether the intermediate qualifications are named exit and/or target awards.</p> <p>Students register for target awards at the commencement of their study. Named exit awards provide an opportunity to gain a named qualification when a student fails to complete the main qualification for which they were registered or because they do not achieve the requirements of their original main qualification.</p>
Route Code(s) (SITS) of Intermediate Qualification(s)	

Section 2: Qualification unit diet

One table to be used for each intermediate qualification

Confirmation of unit diet for:	<i>Insert intermediate qualification and title</i>	
The units to achieve the credits required may be taken from any on the overall diet for the main course qualification		<input type="checkbox"/>
A combination of units from a restricted list must be taken to achieve the credits required (specify the list below)		<input type="checkbox"/>
A specific set of units must be taken to achieve the credits required (specify units below)		<input type="checkbox"/>

List of units (if applicable):-

Section 3: Course structure and learning outcomes

One table to be used for each intermediate qualification

Intermediate qualification and title														
The Units which make up this course are:					Contributing towards the learning outcomes <i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>									
Unit Code	Level	Credits	Unit Name	Core or option	1	2	3	4	5	6	7	8	9	10

Annex C: Course mapping to FHEQ level descriptor, subject benchmark(s) and professional body or other external reference points

One set of mapping tables to be produced for the course and each named intermediate qualification

Course (or intermediate) qualification and title	BSc Marketing
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FHEQ Descriptor for a higher education qualification	<i>(insert level and title)</i>	Course Learning Outcome(s)								
		1	2	3	4	5	6	7	8	9
A systematic understanding of key aspects of their field of study, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline.		X			X	X				
An ability to deploy accurately established techniques of analysis and enquiry within a discipline.				X	X		X			
Conceptual understanding that enables the student: - to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline - to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline.			X	X			X			
An appreciation of the uncertainty, ambiguity and limits of knowledge					X	X	X			
The ability to manage their own learning and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline).					X	X	X			
Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.			X	X			X			
Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem.				X	X		X			
Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.			X	X			X	X		
The qualities and transferable skills necessary for employment requiring: - the exercise of initiative and personal responsibility - decision-making in complex and unpredictable contexts - the learning ability needed to undertake appropriate further training of a professional or equivalent nature.		X	X			X		X		

Subject Statement(s)	Benchmark	Evidence and/or Course Learning Outcome(s) <i>How the course takes account of relevant subject benchmark statements</i>
	QAA subject benchmarks statements: business and management (2015)	
3.1 There is an expectation that degree programmes covered by this Subject Benchmark Statement should provide a broad, analytical and highly integrated study of business and management.		Learning outcomes 1, 2,3,4,5,6
3.2 Graduates should be able to demonstrate relevant knowledge and understanding of organisations, the business environment in which they operate and their management. Programmes emphasise understanding, responding and shaping the dynamic and changing nature of business and the consideration of the future of organisations within the global business environment, including the management of risk.		Learning outcomes 1, 2, 3 and 6.
3.3 The interrelationships among and the integration between these areas are very important within the overall student learning experience, and should be demonstrated in the capabilities of successful graduates from all modes of delivery.		Learning outcomes 1, 5 and 6.
3.4 Organisations: this encompasses the internal aspects, functions and processes of organisations including their diverse nature, purposes, structures, size/scale, governance, operations and management, together with the individual and corporate behaviours and cultures which exist within and between different organisations and their influence upon the external environment.		Learning outcomes 1, 3, 4, 5 and 6.
3.5 The business environment: this encompasses the fast pace of change within a wide range of factors, including economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological, together with their effects at local, national and global levels upon the strategy, behaviour, management and sustainability of organisations.		Learning outcomes 2, 3 and 4.
3.6 Management: this encompasses the various processes, procedures and practices for effective management of organisations. It includes theories, models, frameworks, tasks and roles of management, including the management of people and corporate social responsibility, together with rational analysis and other processes of decision making within different organisations.		Learning outcomes 1, 2, 3, 5 and 6.
3.8 Business and management degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates.		Learning outcomes 5 and 6.
3.9 Graduates should be able to demonstrate a range of cognitive and intellectual skills together with competencies specific to business and management. Graduates should also be able to demonstrate relevant personal and interpersonal skills. These include both subject-specific and generic skills.		Learning outcomes 1,2,3,4 5 and 6.

The format of the following mapping tables may be adjusted.

Qualification Characteristic	<i>(insert title and year where appropriate)</i>	Evidence <i>How the course takes account of relevant qualification characteristics documents</i>

Professional body or other external reference points	Chartered Institute of Marketing (CIM) <i>(Level 4 and 6 Marketing)</i>	Evidence <i>How the course takes account of Professional body or other external reference points</i>
CIM Level 4 learning outcomes		
The Marketing Concept: Understand the role and function of marketing		Principles of Marketing (LO1)
The Marketing Concept: Understand what influences customer behaviour		Customer Relationship Management(LO1, LO2); Consumer Behaviour(LO1)
Analysis and Insight: Identify factors and trends in the marketing environment and how they affect marketing planning		Brand Management (LO1, LO2)
Analysis and Insight: Identify options for gathering relevant market information		Consumer Behaviour(LO2); Introduction to Digital Marketing and Analytics(LO1)
Marketing Mix: Know the elements of the marketing mix		Principles of Marketing (LO2)
Marketing Mix: Apply and adapt the marketing mix to satisfy customer needs		Introduction to Digital Marketing and Analytics(LO2)
CIM Level 6 learning outcomes		
Analysis and Insight: Understand how to analyse an organisation's current and future external environment		Marketing in a Global Context (LO1)
Analysis and Insight: Understand how to analyse an organisation's current and future internal environment		Marketing in a Global Context (LO1)
Planning: Analyse relevant information to recommend and inform strategic decision making		Marketing Practice (LO1); Specialist Research Project (LO1,LO2); Marketing Ethics and CSR(LO1,LO2); Marketing Communications in the Digital Age(LO1); Contemporary Issues in Marketing(LO2)
Planning: Develop a strategic marketing plan to realise organisational objectives		Topical Marketing Practice (LO2)
Implementation and Control: Manage resources to deliver the strategic marketing plan		Marketing in a Global Context(LO2); Marketing Communications in the Digital Age(LO2); Interactive and Marketing Management(LO1)
Implementation and Control: Monitor, measure and adapt the marketing plan for continuous improvement		Interactive and Marketing Management(LO2)

Annex D: Diet Template

Course Title:	BSc Marketing		
Route Code:		Mode: e.g. Full Time	Full Time
Length of course:	3 years		

Please note a separate diet sheet is needed for each location of delivery (i.e. Luton, Bedford, partner location), each start date (i.e. October, February), each course length (i.e. 12 month, 15 month) & each attendance mode (i.e. Full Time).

Location of delivery (please tick):

Luton AA	√	
Bedford AB		
Milton Keynes AD		
Other (please state)	√	Middle Eastern University Jordan

Delivery pattern - please highlight all applicable start months, if other please state):

<u>Semesterised</u>	OCT	FEB ⁱ	JUN	Exception.....			
<u>PG Block delivery (intake months ONLY)</u>	BLK1 OCT	BLK2 NOV	BLK3 FEB	BLK4 APR	BLK5 JUN	BLK6 AUG	
<u>Yearlong delivery</u>	OCT (TY)	FEB (FY)					
<u>Other (outside of agreed patterns)²</u>							

A list of valid available period codes can be found on the intranet at <https://in.beds.ac.uk/registry/student-records/srs-training-and-development/sits>. Please refer to this when completing the diet sheet below. If your diets differ year to year e.g. SET A, SET B, please indicate clearly the academic year and set applicable.

If your diet includes units which have not yet been assigned codes, please ensure this is clear by using NEW in the unit code column, followed by the correct prefix to be used e.g. ASS. Student Records will then assign a new unit code. Please note that a change in the credit value of an existing unit will require a new unit code to be created.

² Where you are proposing a teaching pattern outside of the University agreed patterns, you should provide a mapping document for the course against the University standard patterns of assessment points, exam boards, terms dates and breaks

Course title: BSc Marketing

ROUTE CODE: tbc

MODE: F/T

Location: Luton

Start: _____ October _____

Units for Year 1 for Academic Year 2018/19

Unit Code	Unit Name	Unit Location	Core/Option	Period of study	Credits
October start					
BSS005-1	Business Practice Explored	MEU	C	Sem 1	30
MAR001-1	Principles of Marketing	MEU	C	Sem 1	15
MAR018-1	Customer Relationship Management	MEU	C	Sem 1	15
BSS004-1	Using Data to Build Business Practice	MEU	C	Sem 2	30
MAR022-1	Consumer Behaviour	MEU	C	Sem 2	15
MAR020-1	Introduction to Digital Marketing and Analytics	MEU	C	Sem 2	15

Units for Year 2 for Academic Year 2019/20 (Level 4 Oct and Feb starts come together)

Unit Code	Unit Name	Unit Location	Core/Option	Period of Study	Credits
MAR021-2	Marketing Communications in the Digital Age	MEU	C	Sem 1	30
MAR032-2	Interactive Marketing Management	MEU	C	Sem 1	15
MAR027-2	Career in Practice	MEU	C	Sem 1	15
BSS029-2	Strategy and Innovation	MEU	C	Sem 2	30
MAR030-2	Contemporary Issues in Marketing	MEU	C	Sem 2	15
MAR016-2	Brand Management	MEU	C	Sem 2	15

Units for Year 3 for Academic Year ...20/21..... (Professional Practice Year where appropriate)

Unit Code	Unit Name	Unit Location	Core/Option*	Period of study	Credits
MAR028-2	Professional Practice Year	MEU	C	TY	0

Units for Year 3 for Academic Year 21/22 or Year 4 for Academic Year 22/23

Unit Code	Unit Name	Unit Location	Core/Option	Period of Study	Credits
MAR021-3	Marketing Practice	MEU	C	Sem 1	30
MAR029-3	Preparation for the Specialist Research Project	MEU	C	Sem 1	15
MAR027-3	Continuing Professional Development	MEU	C	Sem 1	15

MAR030-3	Specialist Research Project	MEU	C	Sem 2	30
MAR014-3	Marketing in a Global Context	MEU	C	Sem 2	15
MAR028-3	Marketing Ethics and CSR	MEU	C	Sem 2	15

Course title: BSc Marketing (with PPY)

ROUTE CODE: tbc

MODE: F/T

Location: Luton

Start: ____ February _____

Units for Year 1 for Academic Year 2018/19

Unit Code	Unit Name	Unit Location	Core/Option	Period of study	Credits
February start					
BSS004-1	Using Data to Build Business Practice	MEU	C	Sem 2	30
MAR022-1	Consumer Behaviour	MEU	C	Sem 2	15
MAR020-1	Introduction to Digital Marketing and Analytics	MEU	C	Sem 2	15
BSS005-1	Business Practice Explored	MEU	C	Sem 3	30
MAR001-1	Principles of Marketing	MEU	C	Sem 3	15
MAR018-1	Customer Relationship Management	MEU	C	Sem 3	15

Units for Year 2 for Academic Year 2019/20 (Level 4 Oct and Feb starts come together)

Unit Code	Unit Name	Unit Location	Core/Option	Period of Study	Credits
MAR021-2	Marketing Communications in the Digital Age	MEU	C	Sem 1	30
MAR032-2	Interactive Marketing Management	MEU	C	Sem 1	15
MAR027-2	Career in Practice	MEU	C	Sem 1	15
BSS029-2	Strategy and Innovation	MEU	C	Sem 2	30
MAR030-2	Contemporary Issues in Marketing	MEU	C	Sem 2	15
MAR016-2	Brand Management	MEU	C	Sem 2	15

Units for Year 3 for Academic Year 20/21..... (Professional Practice Year where appropriate)

Unit Code	Unit Name	Unit Location	Core/Option*	Period of study	Credits
MAR028-2	Professional Practice Year	MEU	C	TY	0

Units for Year 3 for Academic Year 21/22 or Year 4 for Academic Year 22/23

Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credi ts
MAR021-3	Marketing Practice	MEU	C	Sem 1	30
MAR029-3	Preparation for the Specialist Research Project	MEU	C	Sem 1	15
MAR027-3	Continuing Professional Development	MEU	C	Sem 1	15
MAR030-3	Specialist Research Project	MEU	C	Sem 2	30
MAR014-3	Marketing in a Global Context	MEU	C	Sem 2	15
MAR028-3	Marketing Ethics and CSR	MEU	C	Sem 2	15

Please add additional years on a separate page in the same format

*If your diet includes optional units, please ensure the appropriate rules are noted on the diet.

Please contact Student Records at studentrecords@beds.ac.uk with any queries.

ⁱ Level 4 Direct Entry Only