Programme Specification

Programme award and title: BA (Hons) Marketing

UCAS code: N500

SCQF Qualification Level: 10 SCQF Credit Value: 480

Educational aims of the programme:
Concise (e.g. a few sentences), general statement of aims and broad purposes of the programme

To enable students:
- To understand the fundamental importance of marketing in business, the environment and society at large.
- To be able to apply core marketing principles in a variety of contexts.
- To understand the nature of specific marketing activities and how they are integrated into the exchange process.
- To be equipped with the appropriate skills to gain and excel in decision-making positions in business and other organisations.

Intended programme learning outcomes:
Outline (e.g. one or two paragraphs) of what the student will know, understand and be able to do as a result of their learning, expressed in the categories below. Please consider the contribution made to the student's personal development planning (PDP) and future employability.

Knowledge and understanding
- The principles, philosophy and theories of marketing in its various diverse contexts.
- The dynamic processes in the practice of marketing
- The changing social and economic environments in an international context
- The evolving nature of marketing in both public and private sector organisations
- The development of the role of the consumer in the production of goods, services and ideas

Subject-specific skills and other attributes
- Retrieve, analyse and interpret information from a wide variety of sources
- Integrate and evaluate data from primary and secondary sources
- Reason critically through problem solving and by delivering coherent arguments
- Critically analyse literature on marketing
- Apply marketing concepts to a real world situation through group work and an individual piece of original research.

Generic skills (e.g. information skills, communication skills, critical, analytical and problem solving abilities) and other attributes
- Structure and communicate ideas, principles and theories effectively both orally and in writing
- Manage resources, time and work to deadline
- Work constructively both in a team and independently on a given marketing project or task
- Retrieve information using information technology
- Develop self confidence

Learning, teaching and assessment strategies:
Outline (e.g. one or two paragraphs) on overall approach taken to develop and assess learning outcomes, including any distinctive features

Teaching/learning methods and strategies:
Knowledge and understanding is acquired throughout the programme via lectures, seminars, project
work, and guided independent study. Intellectual skills are acquired through group project work and seminars utilising techniques such as group discussions, debates, simulated business situations and case studies. This is the focus of the final year when students undertake in groups a piece of consultancy work for a real organisation, and complete a dissertation which allows students to demonstrate their intellectual skills to the highest level.

Assessment:
- Knowledge and understanding is assessed through coursework and examination.
- Intellectual skills are assessed by coursework and examination.

Examinations provide students with the opportunity to demonstrate their ability to structure a clear, concise, reasoned argument and analyse an issue in a limited time period.

Coursework includes essay writing, case study analysis, group simulation projects, real life group project work, compiling a literature review and a dissertation.

All students receive initial guidance on how to identify, locate and use material available in libraries and through IT, and are given a firm grounding in using and interpreting statistical data.

In their final two years students acquire the skills to undertake marketing research and to apply it within a group in a simulated and real life situation.

Throughout the programme students are required to write and present in a variety of different formats.

Subject practical skills are assessed by coursework and examination.
- Coursework includes a market research proposal and questionnaire, group software simulation, real life group projects, presentations, report writing, journal keeping and analysis, and an ethnographic study.

Transferable skills are promoted throughout the programme.
- All modules require regular written work and presentation, and feedback is given speedily to promote not only the students’ understanding but also their powers of expression and thus ability to communicate ideas.
- Management of resources and time are learnt (rather than taught) through the management of time in project work and in meeting the various and sometimes conflicting deadlines (all notified at the start of each semester) for submission of coursework.
- The ability to work constructively as a team is developed through the group project work exercises.
- Development of all the above skills should lead to the development of self-confidence and self reliance.

Assessment of skills.
Effective communication and working practices along with retrieval of information are integral to all assessment. Regular feedback, as well as the final mark, reflects this. These skills are also assessed by fellow students undertaking group work.

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<th>Professional/statutory body accreditation or recognition:</th>
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Further details:
Entry requirements: [http://www.stir.ac.uk/undergraduate-study/entry-requirements/general-entry-requirements](http://www.stir.ac.uk/undergraduate-study/entry-requirements/general-entry-requirements)

Programme structure: [http://www.calendar.stir.ac.uk/](http://www.calendar.stir.ac.uk/)

Relevant Subject Benchmark statement: [http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx](http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx)


Introduction/revision date: September 2012

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