Marketing

BSc Honours

Programme Handbook 2017-18
Key Information
This section signposts you to some of the key information about your Undergraduate degree programme in your Programme Handbook and online Undergraduate Study Guide.

<table>
<thead>
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<tr>
<td>Average number of contact hours for this stage/programme:</td>
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<td>Mode of delivery:</td>
<td>Page 7, Programme Handbook</td>
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<tr>
<td>Normal notice period for changes to the timetable, including rescheduled classes:</td>
<td>Online Undergraduate Study Guide</td>
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<td>Normal notice period for changes to the curriculum or assessment:</td>
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<td>Normal deadline for feedback on submitted work (coursework):</td>
<td>Page 4, Programme Handbook</td>
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<td>Normal deadline for feedback on examinations:</td>
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<td>Professional accreditation:</td>
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<td>Assessment methods and criteria:</td>
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<td>Academic guidance and support:</td>
<td>Pages 3 Programme Handbook, Online Undergraduate Study Guide</td>
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</table>
Use of Programme Handbook

The purpose of this handbook is to provide you with an overview of your Undergraduate degree programme. This handbook should be read in conjunction with the Newcastle University Business School Undergraduate Study Guide. Together, these documents will provide you with a guide to the facilities offered to you both by the School and the wider University and are designed to complement other information provided by the University.

This handbook provides an accurate picture of the programme at the time of writing, but this may be subject to minor change during the course of the academic year. You will be informed of any changes through the appropriate channels.

The Degree Programme: Marketing Contact Information

Address:
Newcastle University Business School 5 Barrack Road
Newcastle upon Tyne NE1 4SE
Telephone: (0191) 208 1500

Degree Programme Director:
Dr Eleftherios Alamanos
Room 4.09, Level 4 Business School @ Barrack Road
Telephone: (0191) 208 1555
E-mail: Eleftherios.Alamanos@ncl.ac.uk
Your Degree Programme Director has overall responsibility for the management of the programme.

Deputy Degree Programme Director for Stage 1:
Dr Elaine Tan
Business School @ Barrack Road
Telephone: (0191) 208 1690
E-mail: Elaine.Tan@ncl.ac.uk

Programme Secretary
Stage 1:
Lara Hope
Room 2.02, Level 2 Armstrong Building, Newcastle University
Telephone: (0191) 208 8583
E-mail: Lara.Hope@ncl.ac.uk

Stage 2 & 3:
Andrew Wade
Room 5.09, level 5 Business School @ Barrack Road
Telephone: (0191) 208 1695
E-mail: Andrew.Wade@ncl.ac.uk
The programme secretary is responsible for general administrative issues relating to the programme.

Director of Undergraduate Studies: Tony Boland – anthony.boland@newcastle.ac.uk
Senior Tutor: Fiona Thompson – fiona.thompson2@ncl.ac.uk
UCAS Code: N500 (3 Year Duration)

Programme Structure

An overview of the programme structure is given on the following pages. Information on module content is available online at www.ncl.ac.uk/module-catalogue and further details of the structure will be given during the first lecture for each module.

Full descriptions of each module, including the aims and outcomes, syllabus, skills developed (including Graduate Skills Framework), teaching methods and assessment methods, can be found in the Module Catalogue at www.ncl.ac.uk/module-catalogue

Each module will comprise a mix of teaching and learning methods, including independent study.

The Module Catalogue gives the indicative number of hours for each module of scheduled learning and teaching (such as lectures/seminars) and guided independent study (such as assessment preparation/directed reading and research).

As an overall indication, each 10 credits comprises 100 hours of study, including lectures – the majority of this time will be independent learning, which you will carry out yourself outside of scheduled classes. The exact number and type of contact hours for each module will vary but you can expect to have at least 18 contact hours per 10 credits of modules taken.

Reading lists for each module can be accessed at https://rlo.ncl.ac.uk/. Further information about the module structure and recommended reading will be provided by the module leader at the start of teaching.

Degree programme regulations

The Degree Programme Regulations detail the modules to be studied on your undergraduate degree. It is important that you read these and make sure you know the requirements of your Undergraduate degree. Degree Programme Regulations are available online: www.ncl.ac.uk/regulations/programme/

Programme specification

A detailed description of the programme structure, programme aims and learning outcomes can be found in the Programme Specification online: www.ncl.ac.uk/regulations/specs/

This includes information on the knowledge and understanding, intellectual skills, practical skills and transferable/key skills which you are expected to develop and demonstrate during your studies.

University regulations

It is important that you familiarise yourself with the University Regulations, in particular the Undergraduate Regulations and Examination Conventions which detail the regulations for study and award of an Undergraduate degree. This includes conditions for reassessment in failed modules and criteria for eligibility of an Undergraduate award. You are expected to read these and make yourself aware of their implications www.ncl.ac.uk/regulations/docs/
Your Assessment

The assessment will depend on the individual module. You can expect to be assessed by a variety of means, including examinations, assignments both individual and group, presentations and the dissertation. The mix of assessment methods is to allow you to demonstrate your understanding of the knowledge outcomes of the programme and also your assimilation of the skills developed during your Undergraduate programme.

The assessment methods used in individual modules are included in the module outlines. The assessments for the taught modules are summarised in the table opposite.

Details of assessment deadlines will be provided on the Undergraduate Blackboard Community within the first two weeks of term to allow you to plan your workload. You should familiarise yourself with the assignment submission procedures available on the Undergraduate Blackboard Community. All assignments for Business School undergraduate modules must be submitted by on the specified deadline date. Most assignment deadlines are set at 16:00.

Please note that work submitted after the specified deadline, even by just a few minutes, will be treated as a late submission in line with University policy. Please see further details in the Undergraduate Study Guide on late submission of assessed work.

Occasionally, a module leader may change an assignment deadline (almost always to a later date). You will be notified of this in advance by e-mail by either the module leader or the relevant programme secretary. For all assignment deadlines, you should receive your marks and feedback within 20 working days. There may be certain exceptions to this turnaround time, but you will be notified of this at the time the deadline is set.

For Semester 1 exams, generic feedback will be provided for the module early in Semester 2 to help you prepare for Semester 2 exams. For any students required to resit any exam, as a minimum generic feedback will be provided at least four weeks before the resit exam. Individual feedback for any exam can be provided on request after exam boards have met.

The Degree Programme:

Aim of the Degree Programme

The purpose of the Marketing degree programme is to encourage and guide students’ general higher education and intellectual development. The degree intends to provide graduates with a coherent understanding of the social science perspective combined with a sound theoretical grasp of marketing and their chosen specialist area. The programme aims to:

- To provide the theoretical and practical training necessary to equip marketing graduates with the advanced knowledge and skills, transferable and analytical, appropriate for a successful career in marketing.
- To provide graduates with a coherent understanding of the social science perspective combined with a sound theoretical grasp of marketing and their chosen specialist areas.
- To equip students with a knowledge and understanding of the importance of marketing within organisations in a wide variety of business environments and within society at large.
- To understand the nature of specific marketing activities and to apply core marketing principles in a variety of contexts and business environments.
- To provide opportunities for students to acquire further knowledge according to their own interests as they develop over the duration of their degree programme through access to a wide variety of optional humanities and social science modules.
- To actively encourage and provide students with the opportunities to partake in work-related
experiential learning activities in order to help develop their awareness and understanding of their own personal and professional skills set and of how these skills can be employed in real world marketing cases

- To provide students with the opportunity to organise facts, deploy logic and receive theory, and through the use of oral, literacy and numeracy skills, analyses problems and issues, synthesise potential resolutions and criticise alternatives.
- To provide students with the opportunity to develop advanced level key skills alongside their academic and practical abilities. These key skills include the ability to communicate effectively; the ability to use and employ IT solutions appropriately; the ability to use and employ library and other research resources appropriately; the ability to prioritise work and meet deadlines through effective time management; the ability to work independently; the ability to work in teams; and the ability to use ones on personal initiative to accomplish tasks, study effectively and to solve problems posed.
- To contribute to the University’s objectives by providing high quality research led teaching and enhancing the student’s key skills and employability as a result.
- To provide a differentiated suite of complementary BSc. Marketing degrees to complement the joint BA (hons) Marketing and Management programme and the single honours BA (hons) Business Management.
- To provide a programme, which has accredited status from the professional body for marketing, the Chartered Institute of Marketing (CIM).
- To encourage students to develop appropriate attitudes towards their own future professional development.
- To provide a programme which leads to a qualification which meets the FHEQ at honours level and takes appropriate account of the subject benchmark statements in General Business Management and Consumer Sciences.
- To provide an environment within the School such that students enjoy the University learning experience sufficiently to want to maintain contact with the school in its future recruiting, teaching and research.

Programme Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. The programme outcomes have references to the benchmark statements for general business management and consumer sciences.

Knowledge and Understanding
On completing the programme students should have developed and demonstrated an advanced:

- Understanding of the principles and relevance of marketing to contemporary public and business issues
- Understanding, through a selection of carefully chosen compulsory modules over the three years, of the interrelationship and importance of Management and Economic principles to Marketing, both theoretically and in real world situations
- Understanding of how to apply social science principles to improve decision- making in business and marketing and in the analysis of public policy issues through logical reasoning and ethical reasoning
- Understanding of both quantitative and qualitative analytical techniques used in marketing

Intellectual Skills
On completing the programme students should have developed and demonstrated an advanced:

- Understanding and appreciation of the principles, applications and limitations of the main subsections of marketing including:
  1) Strategic Marketing
  2) Marketing Communications
3) Services Marketing  
4) Direct Marketing  
5) Globalisation, International Trade and Marketing  
6) Consumer Behaviour  
7) Managing Marketing Events  
8) Arts and Creative Industry Marketing

- Understanding of the principles, applications and limitations of the marketing research process and the techniques used  
- Ability to critically assess academic and grey marketing literature and marketing case studies in order to further develop understanding of the importance of marketing within organisations, different international contexts and society at large  
- Ability to present and summarise information and experience gained through B3, and to critically appraise its significance to marketing as a whole  
- Understanding of how marketing is conducted in the ‘real world’

Cognitive Skills  
The degree programmes provide opportunities for students to develop and demonstrate:

- The ability to describe and appraise the data generated by marketing and related social science research methodologies  
- The ability to describe and critically assess the value and limitations of information on a given subject  
- The ability to synthesise, and present information and data  
- The ability to solve problems

Key/Transferable Skills  
The degree programmes provide opportunities for students to develop and demonstrate:

- The ability to communicate by means of well prepared, clear confident presentations and written documents  
- The ability to use the library and other information sources skilfully and appropriately  
- The ability to plan, organise, and prioritise work activities in order to meet deadlines  
- The ability to work independently showing initiative  
- The ability to work in teams showing initiative and adaptability  
- The ability to solve problems  
- Ability to reflective on ones on learning through both educational and work related experiences

Degree Programme Regulations  
The University offers degree programmes with a modular structure based upon an academic year divided into two semesters and three terms.

Each year of study consists of 120 credits. 10 credits can be regarded as roughly 100 hours of student effort, consisting of lectures, seminars, workshops and private study. The credit value of particular modules can vary from as few as 5 up to a maximum of 40. Twenty credit modules tend to be spread over two semesters. Ten credit modules may either be spread over two semesters or taught within one semester. During an academic year you must study modules with a total value of 120 credits, with at least 50 credits and no more than 70 credits in any one semester. Information on the credit value of a module and whether it has pre-, co- or post- requisites can be found in the next section.

Under University rules, modules may be classified in a number of ways:

- Core (C): The module must be passed (a final mark of 40% or above) in order to proceed to the next stage of the degree programme  
- Non-core (NC): Some compensation is permitted so that a failed mark of not less than 35% is condoned
• Honours (H): The module counts towards your final degree classification (see section on Determining Degree Classification)
• Non-Honours (NH): The module does not count towards the determination of your degree result

Professional Accreditation: Chartered Institute of Marketing

This degree has been approved and accredited by the Chartered Institute of Marketing (CIM) and meets the qualification entry criterion for the CIM’s Chartered Postgraduate Diploma in Marketing. It is also accredited by the Institute of Direct and Digital Marketing meaning you are eligible to sit the examinations for the Certificate in Direct and Digital Marketing Principles.

Stage 1 (All Programmes)

Aims:
• To ensure that students make a smooth transition to the university and to university level study
• To introduce students to the basic concepts and institutions relevant to an understanding and analysis of business, marketing problems in a global context and to a range of skills and techniques necessary to support their latter studies
• To begin to develop students’ personal and interpersonal transferable skills
• To specifically introduce students to the area of marketing

Outcomes:
• To acquire a basic understanding of the ideas, theories and methods of marketing, management, quantitative techniques, academic skills, social science and information technology all of which underpin the degree. To develop a foundation in the marketing subject area to underpin future progress at Stages 2 & 3
• To develop numerical and other quantitative skills
• To develop skills in the effective written and oral communication of concepts and abstract ideas, arguments and empirical materials, showing a knowledge of academic conventions and numerical skills in relation to the analysis of business
• To develop a familiarity with and ability to use appropriately and evaluate introductory academic literatures, and to use those sources to write coherent answers to specified question
• To increase a familiarity with library, IT and other information sources
• To enhance skills in IT including email, the internet, word processing, spreadsheets as well as general understanding of computers and their capabilities
• To acquire abilities to learn through participation in the exchange of ideas and information

In order to achieve these outcomes all candidates will follow the stage 1 curriculum below
Stage 1 (All Programmes)

(a) All candidates shall take the following compulsory modules:

<table>
<thead>
<tr>
<th>Code</th>
<th>Descriptive Title</th>
<th>Total Credits</th>
<th>Credit Sem 1</th>
<th>Credit Sem 2</th>
<th>Level</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS1001</td>
<td>Introduction to Management and Organisation</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>4</td>
<td>Core</td>
</tr>
<tr>
<td>BUS1004</td>
<td>Critical Perspectives on Business Growth</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>4</td>
<td>Core</td>
</tr>
<tr>
<td>MAS1403</td>
<td>Quantitative Methods for Business Management</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>4</td>
<td>Core</td>
</tr>
<tr>
<td>MKT1002</td>
<td>Introduction to Marketing</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>4</td>
<td>Core</td>
</tr>
<tr>
<td>MKT1004</td>
<td>Academic and Professional Skills</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>4</td>
<td>Core</td>
</tr>
<tr>
<td>MKT1010</td>
<td>Ethics in Marketing, Critical Consumption,</td>
<td>10</td>
<td>10</td>
<td></td>
<td>4</td>
<td>Core</td>
</tr>
<tr>
<td></td>
<td>and Corporate Social Responsibility</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>MKT1011</td>
<td>Marketing in Practice</td>
<td>10</td>
<td></td>
<td>10</td>
<td>4</td>
<td>Core</td>
</tr>
</tbody>
</table>

Note – Students who achieve below 70 on the University English Language Assessment are required to take INU9094 Writing for Business School Undergraduates and / or INU9053 Listening and Speaking for Business School Undergraduates on a NOT FOR CREDIT basis (in addition to the 120 credits listed above).

Stage 2 (All Programmes)

Aims:
To build on the foundations laid in the first year
- To deepen knowledge in the key areas of study which make up the core of the programme – marketing
- To develop further analytical and evaluative skills generally and within the key areas of study identified as the core of the programme
- To develop capacity to undertake and write up independent work of significant scale and depth

Outcomes:
The learning outcomes of the second year are to allow students:
- To refine the range of analytical skills learnt in stage 1 and to enhance the critical capabilities necessary to develop and sustain independent analysis and argument of a high caliber
- To begin to show a confident command of academic techniques and other methods of disciplined treatments of bodies of information and interpretative and empirical material so as to facilitate specified research tasks to a demanding level of achievement
- To examine in depth, literature on topics in marketing, consumer behaviour, economics and management and to develop an understanding of such work
- To present the results of independent work in an effective form that shows a proper command of academic bibliographical and stylistic conventions
- To work effectively in groups
- To help students to take increasing responsibility for their own learning
- To allow students to identify areas of specialisation and begin gaining knowledge within those areas

In order to achieve these outcomes all candidates will follow the curriculum.
Stage 2 (All Programmes)

(a) All candidates shall take the following 80 credits of compulsory modules:

<table>
<thead>
<tr>
<th>Code</th>
<th>Descriptive Title</th>
<th>Total Credits</th>
<th>Credits Sem 1</th>
<th>Credits Sem 2</th>
<th>Level</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT2004</td>
<td>Research Methods for Business and Marketing</td>
<td>20</td>
<td>10</td>
<td>10</td>
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<td>Core</td>
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<tr>
<td>MKT2009</td>
<td>Strategic Marketing</td>
<td>20</td>
<td>10</td>
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<td>MKT2010</td>
<td>Marketing Communications</td>
<td>20</td>
<td>10</td>
<td>10</td>
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<td>Core</td>
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<tr>
<td>MKT2012</td>
<td>Consumer Behaviour</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>Core</td>
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(b) All candidates shall select at least one of the following 20 credit optional modules:

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<th>Code</th>
<th>Descriptive Title</th>
<th>Total Credits</th>
<th>Credits Sem 1</th>
<th>Credits Sem 2</th>
<th>Level</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT2001</td>
<td>Global Marketing</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>MKT2008</td>
<td>Services Marketing</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td></td>
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</tbody>
</table>

(c) All candidates shall select a maximum of 40 credits of optional modules selected from the following list:

<table>
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<tr>
<th>Code</th>
<th>Descriptive Title</th>
<th>Total Credits</th>
<th>Credits Sem 1</th>
<th>Credits Sem 2</th>
<th>Level</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC1003</td>
<td>Introduction to Accounting and Finance</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>BUS2017</td>
<td>Introduction to Innovation and Technology Management</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>MAS2403</td>
<td>Statistical Methods for Marketing &amp; Management</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td></td>
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<tr>
<td>NCL2007</td>
<td>Career Development for Second Year Students</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>NCL2100</td>
<td>Exploring Enterprise Entrepreneurship and Employability</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>SPA1001</td>
<td>Business Spanish 1</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>4</td>
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</table>

With the approval of the Degree Programme Director an alternative optional module to those listed above may be selected, including a 20 credit Modern Language module, or a module from the following list.

Optional Placement Year

Specific Objectives of the Placement Year

The Placement Year is an optional component of the degree programmes. It aims to:

- Provide students with the experience of seeking and securing a position within an appropriate placement organization
- Encourage self-appraisal and the ability to present themselves effectively to potential
placement hosts

- Provide a period of practical experience which will benefit the student’s academic study and longer term career
- Provide the opportunity to recognise and record the development of work place skills
- Facilitate personal development in a non-university setting
- Provide an additional foundation to enhance the learning experience at Stage 3

Modular Structure of the Degree Programmes

The formal regulations for the degree programmes can be found online:

Students should be aware from the beginning of Stage 2 that they will have an option to spend the subsequent year in a placement and should be making the necessary preparations as early as possible. To assist with this the Careers Service have instituted a series of lunchtime workshops in which you will be encouraged and enabled to prepare a CV, acquire relevant information about placement organisations, write letters of application and prepare yourself for interviews and other forms of selection. Specific help and training in these areas will be provided by members of the Careers Advisory Service.

Contact: David.Levinson@ncl.ac.uk or +44 (0191) 222 8153.

Placement Year

Upon completion of Stage 2 and before entering Stage 3, all candidates may spend up to the equivalent of one academic year in a placement approved by the Degree Programme Director or participate in an Erasmus exchange. The placement shall involve work in any approved business and may be within the UK or abroad.

The placement year is an important part of this degree programme and students are encouraged to make preparations for it from the start of Stage 2.

Key requirements are a well-prepared curriculum vitae, identification of the type of work and geographical location desired of the placement, and applications to appropriate host organisations using their application procedures or by letter.

Advice on preparation for, standard aptitude and psychometric tests used by employers will be provided by the Careers Service. Teaching staff will assist students in identifying suitable placements and in preparing their applications but it is the students’ responsibility to meet application deadlines and attend interviews if requested to do so.

Detailed advice on what is expected from students during their placement year will be provided. During their placement year, students remain registered with the university and retain pastoral care from their tutors. Under university regulations placement students are required to pay fees at half the standard rate. There is a system of reports from students to the Placement Year Tutor to ensure that satisfactory progress is made. In addition, students are encouraged to keep in touch with their tutors and other key teaching staff by e-mail or other means. When practicable, students are visited in their host organisation during the placement year by the Degree Programme Director, the Placement Year Tutor or another member of teaching staff.
Placement Information Introduction

The placement year is optional, but if taken it makes an important contribution to both your academic and personal development during your degree programme. It is situated after Stage 2, so that you have extended your knowledge into areas specific for your degree programme and of relevance to your placement provider’s business, and before Stage 3, so that your approach to your Stage 3 studies can take advantage of the increased maturity, better time management and other personal skills and appreciation of your academic subject’s application gained while on placement.

The specific objectives of the Placement are:

1. Demonstrate an ability to analyse own skills and experience prior to making applications
2. Effective self-presentation
   - On paper through CVs/applications forms and covering letters
   - In person at interview (or other selection processes)
3. Identify and develop an understanding of how your role contributes to the organisation achieving its goals
4. Use interpersonal and communication skills to work co-operatively with others and take a leadership role where appropriate in order to achieve personal, team and organisational goals
5. Acquire, evaluate and interpret information in a work setting and use it to solve problems and make appropriate decisions in line with the organisation’s aims
6. Manage yourself, your time and your work effectively
7. Demonstrate that you have taken responsibility for your own development by setting goals and targets and reviewing progress
8. Identify and adhere to good (or best) practice in your placement environment in order to set an example for others

At the stage of going on placement the first two of the above points will have been achieved as evidenced in the gaining of a placement position. It is the final six points which will be achieved during the next 9–12 months.

Assessment

There is no formal assessment of the placement in the context of your final honours classification. There is evidence, however, that students who have completed a placement have successfully raised their degree class expectations. Feedback from graduates who have taken the placement option unanimously state that the experience transformed their attitudes and enhanced the rate of progress in employment.

Roles and Responsibilities

When you are on placement you must remember that you are an employee of your placement provider and are therefore expected to meet all the obligations of a normal employee of that organisation such as attending placement provider’s induction programme, time keeping, meeting all health and safety requirements, holiday arrangements, etc. You must comply with any reasonable instructions given to you by your supervisor or other manager at your place of work. In addition you are acting as an ambassador for Newcastle University and, in particularly, for your degree programme. The way in which you behave during your placement can influence your placement provider’s willingness to take subsequent placement students. Please make sure that you create as good an impression as possible with your employer.

Your loyalty will be to the host organisation or employer. You may have access to confidential or commercially sensitive information which you must at all times respect, while on placement and on your return to University.
**Before Starting Your Placement**

You must attend a briefing meeting with the Placement Tutor prior to going on placement and you will be required to submit a form giving details of your pre-placement contact address (in case we need to contact you urgently), the name and address of your placement provider and the dates of your placement. You will also be required to confirm that you understand your commitments to the University and your employer during the placement year.

**Contact with the Department During Your Placement**

Your placement tutor will monitor your performance during your placement through submission of regular monthly progress reports. It is essential that all reports are submitted by you when requested. You will be given a copy of the first progress report before you leave Newcastle and it is important that you complete this report and return it within a week or so of starting work. The report gives us details of how to contact you and allows us to ensure that appropriate arrangements have been made to enable you to settle in to your placement. (A copy of the form, Form 2, is included at the back of this handbook in case you have lost the original). Subsequent report forms will be sent to you at regular intervals. A blank form, Form 3, is included at the back of this handbook so that you know what you will have to fill in and can be thinking about it before the form actually arrives.

If your placement is on the UK mainland, and possibly if it is elsewhere, you may receive a visit from a member of staff within the first 5 months of your placement. This will provide the opportunity for a member of staff to see you in your workplace and to discuss your progress with both yourself and your supervisor. Placement supervisors will be asked to complete an assessment form during this visit and at the end of the placement to give their appraisal of your performance. A copy of this form, Form 4 is at the back of this handbook so that you know what your placement supervisor will be asked to fill in. For those students with overseas placements we will try to arrange a video conference between yourself, your supervisor and a member of Departmental staff during which your progress can be discussed.

Most of you will have access to e-mail so you will be able to keep in contact with Departmental staff, in addition to your placement tutor, if necessary. In addition, you should keep in contact with other members of your year group and we will distribute a list of e-mail addresses for all placement students shortly after we receive all the first reports. E-mail addresses are shown below. While you are on placement you remain a Newcastle University student and your NUSmart card will remain active whilst you are out on placement.

**In Case of Difficulties**

Very occasionally some problem may arise during your placement. In the first instance you should try to solve the problem yourself by initiating discussions with the most appropriate person (probably your supervisor). If you are unable to resolve the problem you should contact the placement tutor, your personal tutor or your degree programme director. You should outline the problem, what you have already done to try to solve it and why that has not been successful. You will then be contacted by someone from the School who will, if necessary, make contact with your placement provider on your behalf. Please remember, though, that you are an employee of your placement provider and should not expect any special treatment. It is important that if real difficulties arise the School is told as soon as possible because it is always easier to sort out problems as they arise rather than months later.

**Health and Safety**

While on placement your employer retains primary responsibility for your health and safety. Before you go on placement your placement provider will be asked to complete a Health and Safety Checklist and return it to the School. This will allow us to be sure that your employer has in place appropriate Health and Safety provision. Such provision is only effective if you take note of your Health and Safety induction at the company and any subsequent briefings. You must have a written contract of
employment and be formally included on the payroll of your employer in the placement. You should ensure that you:

- Have received a copy of your placement provider’s Health and Safety guidelines
- Are aware of the action to be taken in case of an emergency
- Have familiarised yourself with the layout of the building, the location of firefighting appliances and how they work, position of emergency exits, position of telephones and first aid arrangements
- Know of any specific health and safety requirements if you are required to work off-site or out of normal working hours
- Report any accidents or incidents in accordance with placement provider’s requirements

**Personal Liability and Insurance Responsibilities**
Since all placements must be in paid employment you will be covered by your employer’s insurance. Placements on ‘grace and favour’ basis or an ‘interested observers’ is not permitted. You are expected to be employed. Employers will expect you to be productive.

**Stage 3 (All Programmes)**

**Aims:**
- To refine and extend the learning of the previous two years so that candidates are equipped with the intellectual tools that will bring them close to the frontiers of knowledge in a number of interconnected areas relevant to the marketing degree programme
- To require candidates to apply the full range of skills acquired in the previous two years to their work generally and also to a substantial independent piece of research that seeks to integrate aspects of the diverse subject matter covered in their studies
- To allow students further opportunities to specialise within their chosen area or areas of specialization
- To continue to develop students’ transferable personal and interpersonal skill
- To facilitate students to take increasingly responsibility for their own learning and to prepare them for continuing learning throughout their careers

**Outcomes:**
- To enable students to demonstrate a detailed knowledge of the literature and issues associated with a number of subject areas relevant to the management degree programme
- To ensure that students have the intellectual adaptability and flexibility to enable them to readily assimilate new ideas new ideas and materials from a variety of sources
- To ensure that students have developed and consolidated their skills at communicating and of working constructively with others
- To ensure that students are able to communicate both orally and in writing to an exacting standard

**Stage 3 (All Programmes)**
To achieve these outcomes candidates will take the following modules:

**(a)** All candidates shall select one of the following 40 credits optional modules:

<table>
<thead>
<tr>
<th>Code</th>
<th>Descriptive Title</th>
<th>Total Credits</th>
<th>Credits Sem 1</th>
<th>Credits Sem 2</th>
<th>Level</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT3096</td>
<td>Contemporary Marketing Dissertation</td>
<td>40</td>
<td>20</td>
<td>20</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>MKT3097</td>
<td>Marketing Consultancy Project</td>
<td>40</td>
<td>20</td>
<td>20</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>
(b) All candidates shall select 80 credits from the following optional modules:

<table>
<thead>
<tr>
<th>Code</th>
<th>Descriptive Title</th>
<th>Total Credits</th>
<th>Credits Sem 1</th>
<th>Credits Sem 2</th>
<th>Level</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT3004</td>
<td>Analytical Techniques for Marketing</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>MKT3006</td>
<td>Advertising and Integrated Brand Promotion</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>MKT3012</td>
<td>Direct and Digital Marketing</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>MKT3014</td>
<td>New Product and Service Development</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>MKT3017</td>
<td>Sales Management and Marketing Channels</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>MKT3095</td>
<td>Cultural and Heritage Marketing</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>BUS3016</td>
<td>Managing and Governing Public Services</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>BUS3061</td>
<td>Business Analytics</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>ACE3201 and ACE3202</td>
<td>Marketing and Public Policy And Communication and Behavior Change</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>NCL3007</td>
<td>Career Development for Final Year</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
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<tr>
<td></td>
<td>or</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NCL3008*</td>
<td>Advanced Career Development</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>SPA2001</td>
<td>Business Spanish 2</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

*Students must study NCL3007 if they did not study NCL2007 at Stage 2. Students who studied NCL2007 at Stage 2 are not permitted to take NCL3007 at Stage 3, they must take NCL3008.

With the approval of the Degree Programme Director an alternative optional module to those listed above (to the value of 20 credits) may be selected including a 20 credit Modern Language module.

**Module Outlines**

Module outlines for all the modules offered by the Business School are available online:
[www.ncl.ac.uk/module-catalogue/modules.php](http://www.ncl.ac.uk/module-catalogue/modules.php)

**Choosing Your Modules**

In Stages 2 and 3 you will be able to select options from the range available. You can select any of the listed modules providing you meet the pre-requisites and timetabling permitting. It is important that you make the right choice for you and we would advise:

Consider the information in the module outline:

- Talk to your personal tutor if unsure
- Talk to the module leader
- Talk to students who have done the module
- Think about the career that you want to follow
You will be asked to select your preferences at the end of Stage 1 for those students going into Stage 2 and at the end of Stage 2 for those going into Stage 3.

External Modules
There are hundreds of modules offered throughout the whole University, many of which may be of interest to you and relevant to your future career.

Obviously, it is impossible to list all of these in the degree regulations. However, you may not simply choose any module you wish unilaterally – you must have your choice approved by the Programme Director, and it is not automatic that approval will be forthcoming. Generally, the module has to be relevant to your degree programme and at an appropriate level – you will not be given permission to take a first year module in your final year!

The Business School cannot provide details of modules that are not included in the regulations, but they may be obtained from the appropriate School or from the web.

Studying a Modern Language
For those students for whom a modern language is not compulsory, you may choose to study a language in Stage 3 as part of your option choice. To do so, certain criteria apply:

1. You must be accepted by the Language Centre
2. Your timetable must be able to accommodate the language classes
3. If studying a European Language, you must be able to take at least the Lower Intermediate Level in your final year (i.e. a minimum of Elementary level in stage 2)
4. If studying an Oriental Language, you may take any level in either stage 2 or stage 3, but may not take a different language at beginners level in both stages

You must also have the language study agreed by the Programme Director.

Details of both European and Oriental Languages are available from the Language Centre, the Old Library Building.

Changing Modules
If you wish to change your module choice, then the following applies:

- If it is within the first three weeks of the Semester for Semester 1, or the first two for Semester 2. You should submit a Change of Module form to the Undergraduate Office, countersigned by the Programme Director
- If it is after the above period, you will require a Concession from the Concessions Committee, and your Personal Tutor will have to submit an application on your behalf. A Concession to change modules is normally only granted on exceptional grounds

Grade Range and Criteria used in Assessment
Students are often concerned about the standard of work they must attain to obtain a particular degree classification. It is difficult to be specific. However, the table on the following page is meant as a guide for students.
<table>
<thead>
<tr>
<th>Class</th>
<th>Mark Range %</th>
<th>Unseen Exams</th>
<th>Assessed Essays/Assignments</th>
<th>Dissertations</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>100</td>
<td>An outstanding answer displaying critical thought and insight or a high level of numerical accuracy and analysis</td>
<td>Worthy of retaining for reference.</td>
<td>Publishable quality, valuable original contribution to the discipline. High level of achievement demonstrating insight throughout the project.</td>
</tr>
<tr>
<td></td>
<td>80</td>
<td></td>
<td>Perceptive, focused use of good depth of material. Original ideas or structure of argument.</td>
<td>Perceptive analysis using considered choice of research methods and techniques, supported by critical review of relevant literature, and presented in a well-structured framework.</td>
</tr>
<tr>
<td></td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>70</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second</td>
<td>69</td>
<td>A coherent presentation with evidence of a broader understanding</td>
<td>Understanding of arguments, contribution and context.</td>
<td>Thorough investigation of research topic techniques, supported by thorough review of relevant literature, and presented in a well-structured framework.</td>
</tr>
<tr>
<td>Upper</td>
<td>60</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Third</td>
<td>49</td>
<td>Based almost entirely on lecture material but unstructured and with increasing error component</td>
<td>Very basic approach to a narrow or misguided selection of material. Lacking in background or flawed in argument.</td>
<td>Limited or superficial analysis with errors in application or interpretation, but broadly appropriate choice of methods and techniques. Limited review of literature. Presented in an adequate framework.</td>
</tr>
<tr>
<td></td>
<td>40</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fail</td>
<td>39</td>
<td>Errors of concept and scope or poor in knowledge, structure and expression (as in a highly foreshortened answer with 3rd qualities)</td>
<td>Little or misdirected effort. Shallow and poorly presented. Lacking in conclusions or conclusions incorrect.</td>
<td>Little effort. Superficial write-up conveying little of the context or value of the research. Poor in knowledge, structure and expression. Significant inability to engage with research topic or very poorly defined topic. No reference to relevant literature. Very poorly structured.</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>29</td>
<td>Significant inability to engage with the question or an answer to an imaginary question</td>
<td>Little or no adherence to assignment title.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Prizes

The following prizes are available to BSc. (Hons.) Marketing students:

- **Stage 1 Prize** - Awarded to the Best Stage 1 Student on BSc Hons Marketing
- **Stage 2 Prize** - Awarded to the Best Stage 2 Student on BSc Hons Marketing
- **Final Year Prize** – Awarded to the Best Graduating Student on BSc Marketing
- **Final Year Prize** – Awarded for Outstanding Performance in Final Year BSc Marketing

Summary of Programme Commitments

The University’s Student Charter is available online: [www.ncl.ac.uk/pre-arrival/regulations/#studentcharter](http://www.ncl.ac.uk/pre-arrival/regulations/#studentcharter)

It is also provided to all students as part of The Student Guide. In the Student Charter, the University undertakes to provide you with access to ‘high standards of teaching, support, advice and guidance’. The Student Charter requires that students are provided with a ‘programme handbook which details any professional requirements, contact hours, mode of course delivery, assessment criteria, examination arrangements and regulations, academic guidance and support, and appeals and complaints procedures’. The purpose of this summary is to help you locate further details about this key information in your handbook.

Your handbook also contains a range of other valuable information, so you should read it thoroughly and retain a copy for future reference. Your attention is also drawn to the Student Charter Supplementary Statement of Student Rights and Responsibilities.
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