

**PROGRAMME SPECIFICATION**

<b>1</b>	<b>Awarding Institution</b>	Newcastle University
<b>2</b>	<b>Teaching Institution</b>	Newcastle University
<b>3</b>	<b>Final Award</b>	BA Honours
<b>4</b>	<b>Programme Title</b>	Marketing and Management
<b>5</b>	<b>UCAS/Programme Code</b>	NN52
<b>6</b>	<b>Programme Accreditation</b>	
<b>7</b>	<b>QAA Subject Benchmark(s)</b>	General business and management. There is no benchmark for marketing.
<b>8</b>	<b>FHEQ Level</b>	6
<b>9</b>	<b>Date written/revised</b>	Written 2000, revised 2005,2007,2009

**10 Programme Aims**

In accordance with QAA guidelines the overall educational aims of the programme are:

- To study organisations, their management and the changing external environment in which they operate. Organisations include a wide range of different types e.g. private, public and not-for-profit, together with a variety of sizes and structures.
- To prepare students for a career in marketing and business management
- To enhance lifelong learning skills and personal development to contribute to society at large.

Specifically, this programmes aims are:

1. To provide for the students on the programme a supportive and stimulating learning environment.
2. To offer students a broad, coherent, balanced and comprehensive portfolio of modules, appropriate to a first degree level, covering the main disciplines of management and more specifically the discipline of marketing. These modules will be relevant to understanding the role and problems of business in a global context in order to equip graduates for a successful career in business or in the further study of business, or in other careers where the degree will provide a general educational preparation.
3. To increasingly reflect the output of original research as students progress through the degree programme.
4. To expose students to a variety of teaching and learning experiences, including lectures, tutorials, case analysis and projects.
5. To develop students' transferable skills including: numeracy, literacy, report writing skills, personal and interpersonal skills, presentation skills, leadership, group working skills and an appreciation of working in a multicultural environment.
6. To enable students effectively to gather data, both qualitative and quantitative, from library, IT and other sources.
7. To develop students' analytical and critical abilities in dealing with business concepts and practices.
8. To facilitate students in acquiring a work placement that will provide an opportunity for the skills and understanding acquired during Stages1 and 2 to be applied to actual problem situations in a business environment.

9. To produce highly marketable graduates who can contribute immediately to an employing organisation through their application of the knowledge and practical skills gained on the programme which are grounded firmly upon a sound conceptual base and an understanding of relevant institutional frameworks.

## 11 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 and Management (M).

### Knowledge and Understanding

On completing the programme students should demonstrate:

A1. Knowledge and understanding of core business areas (marketing, finance, economics, organisational behaviour/ human resource management) as subjects of academic study and as practical activities. **(M)**

A2 Focused knowledge and understanding of the marketing discipline within the broader business context. **(M)**

A3 Detailed understanding of the issues and problems appropriate to business marketing. **(M)**

A4 How to evaluate critically ideas, concepts and practices related to business and management. **(M)**

A5 Knowledge of the business environments and the institutions including business firms, governments, international organisations and the markets in which businesses operate. **(M)**

A6 Through optional modules knowledge and understanding of specialist areas within business and marketing. **(M)**

### Teaching and Learning Methods

The primary means of imparting knowledge and understanding is through lectures and seminars which guide students towards independent reading and enable students to check their learning through group discussions and problem solving / practice (A1, A2, A3,). Students are facilitated to read research articles, take part in student-centred projects, business games and analysis of case studies during their progression over the three stages (A3,A4,A5,A6). The work placement is also an important vehicle for all of A1-7 to be developed.

### Assessment Strategy

Intended Learning Outcome	If assessed	How assessed
A1	Yes	MCQ, unseen written exam
A2	Yes	MCQ, unseen written exam
A3	Yes	Unseen written exam
A4	Yes	Unseen written exam
A5	Yes	MCQ, research project
A6	Yes	Unseen written exam, research project

### Intellectual Skills

On completing the programme students should be able to:

- B1 Solve problems within the context of business, management and marketing

B2	Gather, synthesise and evaluate information
B3	Undertake independent critical analysis
<b>Teaching and Learning Methods</b>	
Intellectual skills are in the first instance developed by encouraging students to prepare and give presentations at seminars relating to particular business problems. Later, students have the opportunity to practice through student-centred project work and analysis of current research in seminars and tutorials. Students are expected to further develop cognitive skills while on placement.	
<b>Assessment Strategy</b>	
Intellectual skills are assessed by essays, projects and unseen examinations	
<b>Practical Skills</b>	
On completing the programme students should be able to:	
C1	Manage in a business and marketing environment using quantitative and human resource management skills
C2	Relate theory to practice
C3	Analyse business information for marketing and management decision making
<b>Teaching and Learning Methods</b>	
Practical skills are achieved via lectures where the theory is demonstrated and then followed up in assessments based on experiential learning. These sessions are essential to enable students to practice and master the requisite quantitative and analytical skills. The work placement also provides the opportunity to demonstrate and use practical skills.	
<b>Assessment Strategy</b>	
Assessments based around experiential learning: students manage projects of their choice in Market Research, Marketing Environments, Marketing Communications, Business Enterprise, Strategic Marketing and Marketing Consultancy Project.	
<b>Transferable/Key Skills</b>	
On completing the programme students should be able to demonstrate:	
D1	Effective oral and written communication skills
D2	Numeracy and computer literacy
D3	Effective team-working, project management, initiative and adaptability
D4	The ability to work independently
<b>Teaching and Learning Methods</b>	
These are introduced to students through sessions in induction and within modules. IT and numeracy are delivered as specific modules (D2). Oral communications are developed specifically in seminars and through presentations (D1). Team working skills are seen as an essential part of students learning on management programmes and these are developed through group based activities both inside and outside seminar times (D3). Students develop their time management skills through time constrained activities in class and through set work for seminars. Business games allow students to develop initiative and adaptability (D4). All transferable skills will be utilised during the placement year.	
<b>Assessment Strategy</b>	
<b>12 Programme Curriculum, Structure and Features</b>	
<b>Basic structure of the programme</b>	
<b>NN52 Marketing &amp; Management Programme Regulations 2009/10</b>	

**Stage 1**

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
ACC1003# OR SPA1001*	Introduction to Accounting & Finance for Non-Specialists	20	10	10	4	Core
	Business Spanish	20	10	10	4	Core
ACE1002	Introduction to Marketing	20	10	10	4	Core
ECO1017	Introductory Economics	20	10	10	4	Core
BUS1001	Introduction to Management and Organisation	20	10	10	4	Core
BUS1005	Personal, Professional and Key Skills Development	20	10	10	4	Core
MAS1403	Quantitative Methods for Business Management	20	10	10	4	Core

#Students who achieve below 65% in the University Language Test are required to take the following modules in place of ACC1003:

INU1004	Academic reading and Writing Part A	10	10		4	Core
INU1005	Academic Reading and Writing Part B	10		10	4	Core

\*Stage 1 students will also be permitted to study alternative language modules to the value of 20 credits.

**Stage 2**

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

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
ACC2009	Strategic Business Analysis	20	10	10	5	Core
ACE2004	Research Methods for Business and Marketing	20	10	10	5	Core
ACE2002	Marketing Environments	10		10	5	Core
ACE2007	Consumer Behaviour	10	10		5	Core
ACE2012	Managerial Economics	20	10	10	5	Core

- (b) All candidates shall take 40 credits of optional modules selected from within one of the following pathways:

Pathway A: Media Society and Marketing

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
ACE2005	Marketing Communications	10		10	5	
ACE2013	Statistics for Marketing and Management	20	10	10	5	
ACE2045	Services Marketing	10		10	5	
COM1026	Introduction to Social and Cultural Studies	20	20		4	

SOC2080	The Sociology of Tourism	20	20		5	
SOC2065	Ethnography and Change in Europe	20		20	5	

Pathway B: Marketing and Human Resource

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
ACE2005	Marketing Communications	10		10	5	
ACE2013	Statistics for Marketing and Management	20	10	10	5	
ACE2045	Services Marketing	10		10	5	
BUS2012	Human Resource Management	10	10		6	
BUS2013	Human Resource Management in Practice	10		10	6	
BUS2019	Understanding Work and Organisations	20	10	10	6	

Pathway C: Enterprise and Innovation

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
BUS2011	Business Enterprise	20	10	10	6	
BUS2014	Business Systems	20	10	10	6	
BUS2017	Introduction to Innovation and Technology Management	20	10	10	6	
BUS2022	Understanding Enterprise	20	10	10	5	

Pathway D: Language

Students wishing to take a Modern Language as part of their studies should take a 20 credit Language module, plus ACC1003 Introduction to Accounting for Non-Specialists (where this has not been taken in Stage 1).

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
NCL2001	Career Development for 2 <sup>nd</sup> Year	10	10		6	
NCL2002	Career Development for 2 <sup>nd</sup> year students	10		10	6	
NCL2005	Intensive Career Development for 2 <sup>nd</sup> year students	20	20		6	
NCL2006	Intensive Career Development for 2 <sup>nd</sup> year students	20	20		6	
NCL2301	Mentoring: Theory and Practice (part one)	10	10		6	

3. Year 3 (Intercalating Year)

On completion of Stage 2 and before entering Stage 3, candidates may as part of their studies for the degree spend a year in a placement with an approved organisation. Permission to undertake a

placement is subject to the approval of the Degree Programme Director.

There is also the opportunity to take part in the Erasmus exchange scheme which involves a period of study and/or work placement in an European country.

#### 4. Stage 3

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

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
ACE3001 OR ACE3092 OR ACE3094 OR BUS3028	Contemporary Marketing Literature Marketing Consultancy Project Work-Related Marketing Project Management Studies Dissertation	30	10	20	6	
ACE3001	Contemporary Marketing Literature	10	5	5	6	
ACE3002	Strategic Marketing	10	10		6	
BUS3030	Management Studies Dissertation	10	10		6	
BUS3035	Contemporary Issues in International Marketing Dissertation	20	10	10	6	

(b) All candidates shall take 40 credits of optional modules selected from within one of the following pathways:

Pathway A: Logistics Management:

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
ACE3008	Globalisation, International Trade and Marketing	10	10		6	
ACE3011	Supply Chain Management	10		10	6	
BUS3015	Management Practice Seminars	10		10	6	
BUS3031	Management Practice Business Game – Semester 2	10		10	6	
BUS3034	Management Practice Business Game – Semester 1	10	10		6	

Pathway B: Media Society and Marketing

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
ACE3003	Advanced Marketing Communications Management	20	10	10	6	
ACE3005	Direct Marketing	10		10	6	

ACE3066	European Food Marketing and Policy	10		10	6	
COM2068	Writing for the Media: Reporting, writing and editing for the print media and communication	20		20	5	
COM3063	Advertising and Consumption	20		20	6	
COM3067	Television Studies	20	20		6	
SOC2080	The Sociology of Tourism	20	20		6	

Pathway C: Marketing and Human Resource

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
ACE3003	Advanced Marketing Communications Management	20	10	10	6	
ACE3005	Direct Marketing	10		10	6	
BUS3021	International Human Resource Management	10		10	6	
BUS3022	Strategic Human Resource Management	20		20	5	

Pathway D: Enterprise and Innovation

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
BUS3004	Electronic Business	20	10	10	6	
BUS3015	Management Practice Seminars	10		10	6	
BUS3027	Innovation and Creativity	20	10	10	6	
BUS3034	Management Practice Business Game – Semester 1	10	10		6	

Pathway E: Language

Students wishing to take a Modern Language as part of their studies should take a 20 credit Language module, plus a further 20 credits of non language module(s) from within Pathway A,B,C or D.

With the approval of the Degree Programme Director alternative optional modules to those listed above may be selected, including the following offered by the Careers Service.

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
NCL3001	Career Development for final year students	10	10		6	
NCL30002	Career Development for final year students	10		10	6	
NCL3005	Intensive Career Development for final year students	20	20		6	

<b>Key features of the programme (including what makes the programme distinctive)</b>
Optional commercial placement (in 2007 46% of students having undertaken commercial placement gained first class degrees).
<b>Programme regulations (link to on-line version)</b>
<a href="http://www.ncl.ac.uk/regulations/programme/2009-2010/documents/MarketingandManagementBAHonours_001.pdf">http://www.ncl.ac.uk/regulations/programme/2009-2010/documents/MarketingandManagementBAHonours_001.pdf</a>

<b>13 Criteria for admission</b>
<i>Entry qualifications</i>
ABB from 18 units including a minimum of two A levels and excluding General Studies. AVCE (Double Award) in Business accepted if offered with an A level. GCSE Mathematics minimum grade B required.
<b>Scottish Qualifications</b>
AAABB at Higher Grade. Mathematics required at Standard Grade (or Intermediate 2). Combinations of Highers and Advanced Highers accepted.
<b>Other Qualifications</b>
For candidates offering Access courses, modules in Business and Marketing desirable (at Distinction level for courses which are graded).
<i>Admissions policy/selection tools</i>
Students to whom offers are made are invited to an open day to meet staff and students and see the Department and University. Attendance is not compulsory. Applicants with non-standard qualifications will be interviewed
<i>Non-standard Entry Requirements</i>
<b>Mature Students</b>
Each case is considered on its merits, although evidence of successful recent study is normally required (e.g. access course). Relevant work experience is also useful.
<i>Additional Requirements</i>
<b>Overseas students</b>
Appropriate overseas qualifications will be considered, as well as A levels. Evidence of adequate English language skills (minimum IELTS 6.5) to complete the programme successfully
<i>Level of English Language capability</i>
IELTS 6.5 or equivalent

<b>14 Support for Student Learning</b>
<i>Induction</i>
During the first week of the first semester students attend an induction programme. New students will be given a general introduction to University life and the University's principle support services and general information about the School and their programme, as described in the Degree Programme Handbook. New and continuing students will be given detailed programme information and the timetable of lectures/practicals/labs/ tutorials/etc. The International Office offers an additional induction programme for overseas students (see



[http://www.ncl.ac.uk/international/coming\\_to\\_newcastle/orientation.phtml](http://www.ncl.ac.uk/international/coming_to_newcastle/orientation.phtml))

#### *Study skills support*

Students will learn a range of Personal Transferable Skills, including Study Skills, as outlined in the Programme Specification. Some of this material, e.g. time management is covered in the appropriate Induction Programme. Students are explicitly tutored on their approach to both group and individual projects.

#### *Academic support*

The initial point of contact for a student is with a lecturer or module leader, or their tutor (see below) for more generic issues. Thereafter the Degree Programme Director or Head of School may be consulted. Issues relating to the programme may be raised at the Staff-Student Committee, and/or at the Board of Studies.

#### *Pastoral support*

All students are assigned a personal tutor whose responsibility is to monitor the academic performance and overall well-being of their tutees. Details of the personal tutor system can be found at <http://www.ncl.ac.uk/undergraduate/support/tutor.phtml>  
In addition the University offers a range of support services, including the Student Advice Centre, the Counselling and Wellbeing team, the Mature Student Support Officer, and a Childcare Support Officer, see <http://www.ncl.ac.uk/undergraduate/support/welfare.phtml>

#### *Support for students with disabilities*

The University's Disability Support Service provides help and advice for disabled students at the University - and those thinking of coming to Newcastle. It provides individuals with: advice about the University's facilities, services and the accessibility of campus; details about the technical support available; guidance in study skills and advice on financial support arrangements; a resources room with equipment and software to assist students in their studies. For further details see <http://www.ncl.ac.uk/disability-support/>

#### *Learning resources*

The University's main learning resources are provided by the Robinson and Walton Libraries (for books, journals, online resources), and Information Systems and Services, which supports campus-wide computing facilities, see <http://www.ncl.ac.uk/undergraduate/support/acfacilities.phtml>

All new students whose first language is not English are required to take an English Language test in the Language Centre. Where appropriate, in-session language training can be provided. The Language Centre houses a range of resources for learning other languages which may be particularly appropriate for those interested in an Erasmus exchange. See <http://www.ncl.ac.uk/undergraduate/support/facilities/langcen.phtml>

## **15 Methods for evaluating and improving the quality and standards of teaching and learning**

#### *Module reviews*

All modules are subject to review by questionnaires which are considered by the Board of Studies. Changes to, or the introduction of new, modules are considered at the School Teaching and Learning Committee and at the Board of Studies. Student opinion is sought at the Staff-Student Committee and/or the Board of Studies. New modules and major changes to existing modules are subject to approval by the Faculty Teaching and Learning Committee.

#### *Programme reviews*

The Board of Studies conducts an Annual Monitoring and Review of the degree programme and reports to Faculty Teaching and Learning Committee.

#### *External Examiner reports*

External Examiner reports are considered by the Board of Studies. The Board responds to these reports through Faculty Teaching and Learning Committee. External Examiner reports

are shared with institutional student representatives, through the Staff-Student Committee.

*Student evaluations*

All modules, and the degree programme, are subject to review by student questionnaires. Informal student evaluation is also obtained at the Staff-Student Committee, and the Board of Studies. The National Student Survey is sent out every year to final-year undergraduate students, and consists of a set of questions seeking the students' views on the quality of the learning and teaching in their HEIs. Further information is at [www.thestudentsurvey.com/](http://www.thestudentsurvey.com/) With reference to the outcomes of the NSS and institutional student satisfaction surveys actions are taken at all appropriate levels by the institution.

*Mechanisms for gaining student feedback*

Feedback is channelled via the Staff-Student Committee and the Board of Studies.

*Faculty and University Review Mechanisms*

The programme is subject to the University's Internal Subject Review process, see [http://www.ncl.ac.uk/aqss/qsh/internal\\_subject\\_review/index.php](http://www.ncl.ac.uk/aqss/qsh/internal_subject_review/index.php)

*Accreditation reports*

None applicable

*Additional mechanisms*

None

## 16 Regulation of assessment

*Pass mark*

The pass mark is 40 (Undergraduate programmes)

*Course requirements*

Progression is subject to the University's Undergraduate Progress Regulations (<http://www.ncl.ac.uk/calendar/university.regs/ugcont.pdf>) and Undergraduate Examination Conventions (<http://www.ncl.ac.uk/calendar/university.regs/ugexamconv.pdf>). In summary, students must pass, or be deemed to have passed, 120 credits at each Stage. Limited compensation up to 40 credits and down to a mark of 35 is possible at each Stage and there are resit opportunities, with certain restrictions.

*Weighting of stages*

The marks from Stages 2 and 3 will contribute to the final classification of the degree  
The weighting of marks contributing to the degree for Stages 2/3 is 25%:75%

*Common Marking Scheme*

The University employs a common marking scheme, which is specified in the Undergraduate Examination Conventions, namely

	<b>Honours</b>	<b>Non-honours</b>
<40	Fail	Failing
40-49	Third Class	Basic
50-59	Second Class, Second Division	Good
60-69	Second Class, First Division	Very Good
70+	First Class	Excellent

*Role of the External Examiner*

An External Examiner, a distinguished member of the subject community, is appointed by Faculty Teaching and Learning Committee, after recommendation from the Board of Studies.

The External Examiner is expected to:

- See and approve examination papers
- Moderate examination and coursework marking

Attend the Board of Examiners  
Report to the University on the standards of the programme

In addition, information relating to the programme is provided in:

The University Prospectus (see <http://www.ncl.ac.uk/undergraduate/>)

The School Brochure (contact [enquiries@ncl.ac.uk](mailto:enquiries@ncl.ac.uk))

The University Regulations (see <http://www.ncl.ac.uk/calendar/university.regs/>)

The Degree Programme Handbook

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided. The accuracy of the information contained is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.

## Mapping of Intended Learning Outcomes onto Curriculum/Modules

Intended Learning Outcome	Module codes (Comp/Core in Bold)
A1	<b>ACE1002,ACC1003,ACC2009,ACE2004,ECO1017,BUS1001, BUS2012,BUS2013,ACE2012,BUS2019, ACC2003, ACE3001, ACE3002,BUS3002,</b>
A2	<b>ACE1002, ACE2002,ACE2007, ACE2008,</b> ACE2005,ACE2045, <b>ACE3001,ACE3002,</b> ACE3003, ACE3005, ACE3011, ACE3008, ACE3066, ACE3065
A3	<b>BUS1001, BUS2012,BUS2013, BUS2022, BUS2017, BUS2011, BUS2014, BUS2019, BUS3002, BUS3030, BUS3031, BUS3004, BUS3016, BUS3022, BUS3027,</b>
A4	<b>BUS1001, BUS3002, ACE3001, ACE3002</b>
A5	<b>ACE2002, ACE3002</b>
A6	FRE1065,GER1062,SPA1065,COM1022,COM1023,COM1026,COM2010, COM2063,COM2067,COM2068
B1	<b>BUS3028,ACE3091, ACE3094,ACE3092</b>
B2	<b>ACE2002,ACE2008,ACE3002</b>
B3	<b>BUS3028,ACE3091, ACE3094,ACE3092</b>
C1	<b>MAS1403,ACC1003,BUS2012, BUS2013, BUS3022</b>
C2	<b>ACE2002, ACE2008, ACE3002</b>
C3	<b>ACE2002, ACE3002</b>
D1	<b>ACE3092, ACE3094</b>
D2	<b>MAS1406, BUS1005</b>
D3	<b>ACE3092, ACE3094</b>
D4	<b>ACE3091, BUS3028</b>