

PROGRAMME SPECIFICATION



1	Awarding Institution	Newcastle University
2	Teaching Institution	Newcastle University
3	Final Award	BA Honours
4	Programme Title	Marketing and Management
5	UCAS/Programme Code	NN52
6	Programme Accreditation	
7	QAA Subject Benchmark(s)	General business and management.
8	FHEQ Level	6
9	Date written/revised	Revised May 2010

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 outcomes have references to the benchmark statements for General Business and Management and provides students with opportunities to demonstrate disciplinary competency by developing their knowledge and understanding of the key principles and theories in their subject area and combines theory with the application of skills to generate solutions in their discipline.

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 business environments and give examples of how environmental components differ across countries. **(M)**

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

A7 The ability to identify ethical issues and make recommendations for appropriate courses of action.

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	
Teaching and Learning Methods		
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.		
Assessment Strategy		
Intellectual skills are assessed by essays, projects and unseen examinations		
Practical Skills		
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	
Teaching and Learning Methods		
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.		
Assessment Strategy		
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.		

Transferable/Key Skills	
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On completing the programme students should be able to demonstrate:

D1 the ability to use appropriate verbal/written communication to convey information to a particular audience tailored in content, style and presentation to the needs of their intended audience.

D2 numeracy by applying the appropriate computational skills and interpreting or critically evaluating the results within a business setting and computer literacy

D3 effective team-working by contributing appropriately towards the team based activity; project management, initiative and adaptability

D4	the ability to work independently
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Teaching and Learning Methods

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.

Assessment Strategy

12	Programme Curriculum, Structure and Features
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Basic structure of the programme

NN52 Marketing & Management Programme Regulations 2010/11

Stage 1

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
ACC1003#	Introduction to Accounting & Finance for Non-Specialists	20	10	10	4	Core
OR SPA1001*	Business Spanish	20	10	10	4	Core
MKT1002	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 will also be permitted to study alternative language modules to the value of 20 credits.

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

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

OR

INU1008	Listening, Speaking and Presentation Skills	10	10		4	Core/Comp
INU1009	Listening, Speaking and Seminary Participation Skills	10		10	4	Core/Comp

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
MKT2004	Research Methods for Business and Marketing	20	10	10	5	Core
MKT2002	Global Marketing Environments	10		10	5	Core
MKT2007	Consumer Behaviour	10	10		5	Core
ACE2012	Managerial Economics	20	10	10	5	Core

(b) And if not taken at Stage 1:

ACC1003	Introduction to Accounting for Non-Specialists	20	10	10	4	Core/Comp
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(c) All candidates shall take 40 credits of optional modules selected from within one of the following pathways (except those taking ACC1003 who will take 20 credits of optional modules):

Pathway A: Media Society and Marketing

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
MKT2005	Marketing Communications	10		10	5	
ACE2013	Statistics for Marketing and Management	20	10	10	5	
MKT2045	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	20		20	5	

	Europe					
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Pathway B: Marketing and Human Resource

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
MKT2005	Marketing Communications	10		10	5	
ACE2013	Statistics for Marketing and Management	20	10	10	5	
MKT2045	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
NCL2007	Career Development for second year students	20	10	10	5	

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
MKT3091 OR MKT3092 ORMKT3094 OR BUS3028 OR BUS3044	Marketing Dissertation Marketing Consultancy Project Work-Related Marketing Project Management Studies Dissertation Management Consultancy Project	30 30 30 30 30	10 10 10 10 10	20 20 20 20 20	6 6 6 6 6	
MKT3001	Contemporary Marketing Literature	10	5	5	6	
MKT3002	Strategic Marketing	10	10		6	
BUS3030	Operations Management	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
MKT3008	Globalisation, International Trade and Marketing	10	10		6	
MKT3011	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	20	10	10	6	

	Management					
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	
MKT3004	Analytical Techniques for Marketing	20	10	10	6	
MKT3065	Arts & Heritage Marketing	10	10		6	

Pathway C: Marketing and Human Resource

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
MKT3003	Advanced Marketing Communications Management	20	10	10	6	
MKT3005	Direct Marketing	10		10	6	
BUS3021	International Human Resource Management	10		10	6	
BUS3022	Strategic Human Resource Management	10	10		6	
BUS3043	Fair Trade	10	10		6	

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:.

Module Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type
NCL3007	Career Development	20	10	10	5	

	for final year students					
NCL3008	Advanced Career Development	20	10	10	5	
BUS3045	ERASMUS/ Work Placement	20	10	10	5	

5 Assessment methods

Details of the assessment pattern for each module are explained in the module outline.

6 Degree title

Students who have spent a year of their degree in a work placement with an approved organisation will be eligible for the award of B.A.(Honours) in Marketing & Management with Commercial Placement.

Students who have spent a year of their degree studying and/or in a work placement in a European country under the Erasmus scheme will be eligible for the award of B.A.(Honours) in Marketing & Management with European Placement.

7 Degree classification

Candidates will be assessed for degree classification on the basis of all the modules taken at Stage 2 and Stage 3 with the weighting of the stages being 25% for Stage 2 and 75% for Stage 3 respectively

Key features of the programme (including what makes the programme distinctive)

Optional commercial placement (in 2007 46% of students having undertaken commercial placement gained first class degrees).

Programme regulations (link to on-line version)

<http://www.ncl.ac.uk/regulations/programme/>

13 Criteria for admission

Entry qualifications

AAB 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.

Scottish Qualifications

AAABB at Higher Grade. Mathematics required at Standard Grade (or Intermediate 2). Combinations of Highers and Advanced Highers accepted.

Other Qualifications

For candidates offering Access courses, modules in Business and Marketing desirable (at Distinction level for courses which are graded).

Admissions policy/selection tools

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

Non-standard Entry Requirements

Mature Students

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.

Additional Requirements

Overseas students

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

Level of English Language capability

IELTS 6.5 or equivalent

14 Support for Student Learning

The Student Services portal provides links to key services and other information and is available at: www.ncl.ac.uk/students/

Induction

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.

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.

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.

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.

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.

All new students whose first language is not English are required to take an English Language Proficiency Test. This is administered by INTO Newcastle University Centre on behalf of Newcastle University. Where appropriate, in-session language training can be provided. The INTO Newcastle University Centre houses a range of resources which may be particularly appropriate for those interested in an Erasmus exchange.

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/ 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.

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 and Undergraduate Examination Conventions. 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

	Honours	Non-honours
<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)

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	MKT1002, ACC1003, ACC2009, MKT2004, ECO1017, BUS1001, BUS2012, BUS2013, ACE2012, BUS2019, ACC2003, MKT3001, MKT3002, BUS3002,
A2	MKT1002, MKT2002, MKT2007, MKT2005, MKT2045, MKT3001, MKT3002, MKT3003, MKT3005, MKT3011, MKT3008, ACE3066, MKT3065
A3	BUS1001, BUS2012, BUS2013, BUS2022, BUS2017, BUS2011, BUS2014, BUS2019, BUS3002, BUS3030, BUS3031, BUS3004, BUS3016, BUS3022, BUS3027,
A4	BUS1001, BUS3002, MKT3001, MKT3002
A5	MKT2002, MKT3002, BUS3045
A6	FRE1065, GER1062, SPA1065, COM1022, COM1023, COM1026, COM2010, COM2063, COM2067, COM2068
A7	
B1	BUS3028, MKT3091, MKT3094, MKT3092, BUS3045
B2	MKT2002, MKT3002, BUS3045
B3	BUS3028, MKT3091, MKT3094, MKT3092, BUS3045
C1	MAS1403, ACC1003, BUS2012, BUS2013, BUS3022
C2	MKT2002, MKT3002, BUS3045
C3	MKT2002, MKT3002
D1	MKT3092, MKT3094
D2	MAS1403, BUS1005
D3	MKT3092, MKT3094
D4	MKT3091, BUS3028