

Marketing

BSc Honours

Programme Handbook
2020-2021

The University's Student Charter, requires that students are provided with a 'programme handbook which outlines 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. In the Business School the information will either be included in your Programme Handbook or in the UG Canvas Community under "UG Study Guide".

Average number of contact hours for this Stage / programme:	<i>Please see UG Study Guide in NUBS UG Community on Canvas</i>
Mode of delivery:	<i>Please see "Your Programme" section of your programme handbook on page 4.</i>
Normal notice period for changes to the timetable, including rescheduled classes:	<i>Please see UG Study Guide in NUBS UG Community on Canvas</i>
Normal notice period for changes to the curriculum or assessment:	<i>Please see UG Study Guide in NUBS UG Community on Canvas</i>
Normal deadline for feedback on submitted work (coursework):	<i>Please see UG Study Guide in NUBS UG Community on Canvas</i>
Normal deadline for feedback on examinations:	<i>Please see UG Study Guide in NUBS UG Community on Canvas</i>
Professional Accreditation:	<i>Please see your programme Canvas Community for up to date information</i>
Assessment methods and criteria:	<i>Please see your programme Canvas Community for up to date information</i>
Academic guidance and support:	<p><i>Please see UG Study Guide in NUBS UG Community on Canvas</i></p> <p><i>Please see "contacts" section of your programme handbook on page 11.</i></p>

Welcome

Dear Students,

A very warm welcome to those of you joining the Marketing programme this year, and a very warm welcome back to our returning students as well!

I am delighted to be part of your journey on the N500 programme, which will help you develop the practical skills needed to succeed in the fast-paced marketing field. Our highly structured and vocational programme will enable you to apply in-depth marketing theory to real world business situations through case studies and projects linked to the industry. You will embark on a journey that values applied learning and a critically reflective approach to developing your marketing knowledge, skills and behaviours. Upon completing the degree, you will emerge as a critical thinker and a reflexive practitioner who is self-aware and can deal with complexity and ambiguity - a true leader of tomorrow!

The programme, which is ranked 8th in the UK (The Complete University Guide 2020), is taught by our specialist academics, who are internationally renowned scholars. Their expertise and research-led approach to teaching enables the latest thinking and practice to be embedded into our programme. The taught modules will cover topics such as market research methods, marketing communications and strategic marketing, which will provide you with a wide toolkit for extracting and applying research; as well as for critically analysing the marketing strategies of some of the most renowned global companies.

You are about to embark on a wonderful, yet challenging, learning journey and an excellent team of professional support services staff, personal tutors, lecturing staff, Stage Coordinators and myself, your Degree Programme Director are here to support you in making sure you have a fulfilling and thriving experience.

On behalf of all the staff of the marketing programme, congratulations on securing your place, we look forward to welcoming you and working with you throughout your time on the programme!

Dr Elaine Tan
Degree Programme Director BSc (Hons) Marketing

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 NUBS Undergraduate Canvas Community. Together, these 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.

Your Programme

This section aims to provide you with some key information on your degree programme. Generic information relating to undergraduate degrees can be found on the Business School Undergraduate Canvas Community <https://canvas.ncl.ac.uk/login/> in the *UG Study Guide*.

What will my teaching programme be like in 2020/21?

We want you to get the most out of your teaching and learning and will do everything we can to support you to do so. Your learning opportunities for semester one in academic modules will be delivered online and supplemented with a mixture of in-person and on-campus activities. In semester one, as a result of physical distancing requirements, lecture materials will be delivered online as will many tutorials, seminars, workshops and labs. Our plan, where it's possible and safe to do so with 2 meter physical distancing in place, is to deliver up to two hours of in-person seminars, per week focusing on academic skills. We will review this at key points in the semester and these reviews will inform our approach to semester two teaching.

We recommend you regularly check the University website for the most up to date information at: www.ncl.ac.uk/wellbeing/coronavirus-updatedinformation/current-students/undergraduate-masters/

Induction

There will be a three week Induction for your Undergraduate programme at the start of Semester 1, including sessions with your Degree Programme Director (DPD) and/or your Student Stage Co-ordinator (SSC), your designated Personal Tutor. This period is also your opportunity to familiarise yourself with the University, the facilities available and check details such as your timetable. A full schedule will be available on the relevant programme pages in Canvas and published on the Business School Website <https://www.ncl.ac.uk/business/>

About the Programme

All undergraduate degree programmes have a modular structure linked to a pattern for the academic year. This is based on a two semester system located within a 3-term framework.

Each academic year of the degree programme is referred to as a Stage, so that students complete Stages 1, 2 and 3 of their degree. In each Stage of their degree students are required to study modules to a total credit value of 120, in accordance with degree programme regulations. A 20 credit module is equivalent to 200 notional hours of study.

Programme Structure

Information on the overall programme structure is available in the programme regulations: www.ncl.ac.uk/regulations/programme/2020-2021/nubs.php. Information on module content is available online at: www.ncl.ac.uk/module-catalogue, you can expect to be given

further details of the content and assessments during the first lecture for each module.

Stage 1 (All Programmes) is made up completely of 7 compulsory modules which introduce students to marketing and professional skills.

Stage 2 (All Programmes) contains 80 credits of compulsory modules allowing students 40 credits of optional modules. Stage 2 of the degree programme builds on the knowledge and skills acquired at Stage 1. Students have the choice of numerous optional modules giving them the opportunity to start specialising in areas that interest them.

Mobility Year (Placement/ Study Abroad): (4 YEAR PROGRAMME ONLY - 1550U BSc Hons Marketing with Placement and 1555U BSc Hons Marketing with Study Abroad)

On completion of Stage 2 and before entering Stage 3, candidates may as part of their studies for the degree, complete a period of mobility activity. This could be:

- spend a year on a work placement with an approved organisation (minimum 9 months);
- complete a study abroad opportunity (2 semesters);
- complete a combination of work placement and study abroad activity.

This is a fantastic opportunity to develop personal skills and gain an insight into working life or gain an international experience.

Students apply for a placement during Stage 2 of the degree programme, and if successful they will normally begin work by September of the academic year, finishing the following summer. The employer will provide induction and training activities as appropriate. Over the placement year there will be contact from staff from the University. Applications for Study Abroad opportunities can be made in the autumn of Stage 2. For further information please visit the NUBS UG Canvas Community or contact nubs.placementandstudyabroad@ncl.ac.uk.

During the mobility activity, students are required to complete and pass one 120 credit academic module, NBS3000: Business School Mobility Module. This module focuses on skills development during the mobility opportunity and asks students to reflect on their experiences. The module is assessed by means of written work.

It is the responsibility of individual students to make sure they meet the visa requirements of the country in which they plan to undertake a study/work placement. The University will withdraw UK student (Tier 4) visas for International students spending a year overseas. It will then be the sole responsibility of the student to re-apply, in a timely fashion, for a UK student (Tier 4) visa to return to Newcastle to complete their studies.

We encourage students to contact the Business School Student Experience team during Stage 1 or Semester 1 of Stage 2 to find out more about mobility opportunities:
nubs.placementandstudyabroad@ncl.ac.uk

Stage 3 (All Programmes) The final Stage of the degree programme further develops the knowledge and skills acquired at previous Stages. Stage 3 consists of one 40 credit compulsory module. The remaining 80 credits of optional modules allows students to select from a variety of modules.

Module Choice

The degree programme comprises a mixture of compulsory and optional modules. In addition, for assessment purposes some of these are defined as 'core' modules. Some modules have 'pre- requisites', in that they require other modules to have been studied previously.

For students other than those at Stage 1, University regulations require students to register their choice of modules for the academic year before the start of the Semester 2 assessment period in the preceding academic year. Any student who wishes to change his or her module selection may do so during the first week of teaching of Semester 1 (by Friday 23 October 2020). Changes must be approved by the Degree Programme Director, who must be satisfied that where consent is necessary it has been given by the lecturer responsible for the module which the student wishes to select. A Faculty concession is required for any changes to module selections outside the above periods.

To assist with the process of making your module selection for Stages 2 and 3, we will hold module selection sessions after Easter and, information on modules is available from the University's web page. Full descriptions of each module, including the aims and outcomes, syllabus, skills developed, 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).

Professional Accreditation Graduate Gateway: Chartered Institute of Marketing

The Chartered Institute of Marketing (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. Newcastle University has joined forces with CIM to give students the opportunity to gain professional qualifications through CIM Graduate Gateway. CIM qualifications are highly sought after by employers, and map alongside our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career. Following the successful mapping of the degree against CIM professional marketing qualifications, students, provided that have a 2:2 or 50% pass in their degree, qualify for at least one exemption against CIM qualifications. This means they only have to pass two assessments to gain either the CIM Certificate in Professional Marketing or the CIM Diploma in Professional Marketing, or possibly both.

Institute of Direct and Digital Marketing

The programme 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.

Degree Programme Regulations

The degree programme regulations detail the modules to be studied on your degree and any progression requirements, such as the need to pass the taught modules of the degree before proceeding to dissertation. 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/2020-2021/nubs.php

Programme Specifications

A detailed description of the programme structure, programme aims and learning outcomes can be found in the Programme Specifications online

www.ncl.ac.uk/regulations/programme/2020-2021/nubs.php

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.

Timetable and Communication

All modules are offered subject to the constraints of the timetable. Not all modules may be offered in all years and they are listed subject to availability. Module timetables can be viewed online at www.ncl.ac.uk/timetable. The timetable website also gives information on how to understand and search for your individual timetable. You can also access your timetable using the Newcastle University App.

Canvas (<https://canvas.ncl.ac.uk/login/>) is the main online teaching tool and it is where you will find information for each module including module guides, lecture notes, seminar sheets, assessment details and general module announcements and information. You should make sure you check Canvas on a regular basis. You can also access Canvas using the Canvas App.

All students are assigned an email address and mailbox and this is the email that should be used for communication within the university (<https://www.ncl.ac.uk/itservice/email/>). You should make sure you check your university email on a regular basis.

University Regulations

It is important that you familiarise yourself with the University Regulations, in particular the Undergraduate Progress Regulation 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. The University Regulations are available online: <https://www.ncl.ac.uk/regulations/docs/>

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 1:2 for Stage 2 and Stage 3. The placement year and study abroad year are assessed on a pass/fail basis and do not contribute to the degree classification.

Assessment

Details of the assessment pattern for each module are in the Module Outline Forms for each module, these can be accessed via the University Web Site at www.ncl.ac.uk/module-catalogue

The specific assessment criteria and any rubrics will be detailed in the individual module folders on Canvas.

The assessment will depend on the individual module, and only some of these methods may apply to you, depending on which optional modules you chose in Stages 2 and 3. You can expect to be assessed by a variety of means, including examinations, assignments both individual and group, presentations and 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.

Details of assessment deadlines will be emailed to you within the first two weeks of term to allow you to plan your workload. You should familiarise yourself with the assignment submission procedures.

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 NUBS UG Study Guide in the UG Canvas Community regarding the late submission of assessed work.

Please find below the undergraduate marking criteria for the HaSS faculty which indicates the criteria that are to be met for each degree classification for a range of different types of assessment. You should also refer to module information for module specific marking criteria.

To ensure the quality of our programmes the University appoints External Examiners in line with UK requirements. They help to ensure that the overall standard of the programme award is in line with other University Degrees, evaluate the assessment and marking and make observations and recommendations about the curriculum. To do this they are provided with programme documentation, they review student performance and the marking process through samples of assessed work, and meet with staff and students to discuss their experience. Your work may therefore be reviewed by an External Examiner. The External Examiners for your programme are detailed below:-

External Examiner	Institution	Position
Dr Mona Moufahim	The University of Stirling	Senior Lecturer in Marketing
Professor Chanaka Jayawardhena	Surrey Business School	Professor of Marketing and Head – Department of Marketing & Retail Management

Grade Range and Assessment Criteria: Newcastle University Business School

CLASS	MARK RANGE %	UNSEEN EXAMS	ASSESSED ESSAYS/ASSIGNMENTS	DISSERTATION
FIRST	100 80	An outstanding answer displaying critical thought and insight or a high level of numerical accuracy and analysis	Excellent level of understanding and depth of material. No errors.	Publishable quality, valuable original contribution to the discipline. High level of achievement demonstrating insight throughout the project.
	79 70	Perceptive, focused use of good depth of material. Original ideas or structure of argument.	Perceptive, focused use of good depth of material. Original ideas or structure of argument. Evidence of insight and depth of understanding	Perceptive analysis using considered choice of research methods and techniques, supported by critical review of relevant literature, and presented in a well structured framework.
SECOND UPPER	69 60	Perceptive treatment of the issues plus a coherent presentation with evidence of a broader understanding	Thorough, clear treatment shows understanding of arguments, contribution and context.	Thorough investigation of research topic using appropriate methods and techniques, supported by thorough review of relevant literature, and presented in a well-structured framework.
SECOND LOWER	59 50	A "correct" answer based largely on lecture material. Lacking in relevant detail but presented in an adequate framework. Small errors allowed.	Pedestrian treatment. A "correct" answer, lacking evidence of broader understanding. Some small errors allowed.	Limited or superficial analysis with some use of appropriate methods and techniques. Brief review of relevant literature. Presented in an adequate framework.
THIRD	49 40	Based almost entirely on lecture material but unstructured and with increasing error component.	Very basic approach to a narrow or misguided selection of material. Lacking in background or flawed in argument.	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.
FAIL	39 30	Errors of concept and scope or poor in knowledge, structure and expression (as in a highly foreshortened answer with 3rd qualities)	Little or misdirected effort. Shallow and poorly presented. Lacking in conclusions or conclusions incorrect.	Little effort. Superficial write-up conveying little of the context or value of the research. Poor in knowledge, structure and expression.
	29 0	Significant inability to engage with the question or an answer to an imaginary question	Little or no adherence to assignment title	Significant inability to engage with research topic or very poorly defined topic. No reference to relevant literature. Very poorly structured.

Student Voice

At the start of the academic year early in Semester 1, we will be seeking student representatives from your degree programme to join the undergraduate Student Voice Committee (SVC).

If you are interested in being a representative on the **Student Voice Committee** please contact the **Programme Secretary**.

The SVC is a meeting of the student representatives from your subject group with key academic staff and takes place usually four times a year.

If a student (or group of students) has a particular issue or concern regarding the teaching on their degree programme, the best and quickest route is for students and staff to resolve any issues informally.

For any other issues, the SVC is the forum where students (via student representatives) can present their views, issues and concerns. Issues raised by students at SVC are often then considered by the relevant Board of Studies.

Student representatives will also be invited to attend the Board of Studies meetings. These meetings look in detail at the structure, content and quality assurance of small groups of programmes and student representatives are invited to participate in discussions at these meetings with the teaching teams for their degree programme.

Contact Information

Address:

Newcastle University Business
School 5 Barrack Road
Newcastle Upon Tyne
NE14SE
Telephone: (0191) 208 1500

Degree Programme Director:

The Degree Programme Director (DPD) oversees your degree programme and can help you with questions about the programme as a whole.

Dr Elaine Tan

Room 8.21, Business School
Telephone: (0) 191 208 1500
Email: elaine.tan@ncl.ac.uk

Student Stage Co-ordinators

Stage Coordinators are there to support the DPD with student-focused activities relating to a particular Stage of the programme. The DPD will act as the Stage Coordinator for final year students. The Stage Coordinators for your programme are:

Stage 1: Vajira Balasurita. Email: vajira.balasuriya@newcastle.ac.uk

Stage 2: Wasim Ahmed. Email: wasim.ahmed@newcastle.ac.uk

Programme Support Team Email

Address: marketing.ug@newcastle.ac.uk

The programme support team is your main point of contact for administrative queries relating to your programme, such as information about procedures or deadlines.

Due to the current COVID-19 situation, in person queries can be directed to ground floor reception, Business School @ Barrack Road, 10am-2pm, Mondays to Fridays. This will be reviewed on an ongoing basis and you will be notified of any changes.

Personal Tutor

You will be allocated a personal tutor in induction week and you can check who they are via the S3P system.

Additional information on your programme contacts can be found in the Programme Canvas Community.