

Marketing and Management

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 5.</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 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 Student,

Welcome to BSc Honours Marketing and Management, or NN52 as you will soon start to refer to it, and congratulations on your wise choice!

By combining marketing theory and practice with business management, this degree equips you for a wide variety of careers in marketing and business in various organisations, but also prepares you to pursue your entrepreneurial dreams if that is what you prefer. With this degree, you also gain some exemptions from the Chartered Institute of Marketing (CIM) qualifications which you can study after graduation.

I sincerely hope that your journey to becoming a sought-after professional will be an enjoyable adventure itself. We have made sure that you can practically create your own desired professional profile by focusing on areas interest and strengthening your knowledge about them. A third of your modules in Year 2 and all of your modules in Year 3 are optional, so you can further explore a specific area of marketing or management, crafting your own studying experience. Whichever direction you take, you will learn from highly experienced lecturers and guest speakers from industry, by solving business problems through case studies and simulation games, and engaging in practical projects, potentially including a real-life business consultancy.

On this programme, you are also offered amazing opportunities for work placement or studying abroad. Namely, you can choose to spend a year between your second and third year of study to get valuable industry experience in a work placement in the UK or overseas, or to study at one of our partner universities abroad. You will also have constant access to many resources and be invited to take part in lots of activities to enhance your employability, including networking with employers and a summer internships programme.

And on top of all of this, there will always be a group of people around you to support you and help you make the most of your time at the Business School. During the first year, you will have *Peer Mentors*, fellow students who can help you settle in and answer any questions you have. All the way throughout your studies, you will have an academic member of staff as a *Personal Tutor* who can help with personal issues and provide pastoral support. For academic support, you can turn to your *Stage Coordinator*.

And of course, whenever you have any Degree Programme queries, are in doubt about something and don't know where to go or what to do, and maybe just need a chat, please let me know!

Looking forward to meeting you soon.

Dr Josephine Go Jefferies
Degree Programme Director BSc (Hons) Marketing and Management

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 *UG Study Guide* within the NUBS Undergraduate Canvas Community. Together, these will provide you with a guide to the facilities offered to you in the School and the wider University, and they 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 will be made up of a mixture of online and in-person, 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-metre physical distancing in place, is to deliver up to three hours of in-person labs, seminars and tutorial teaching per week. 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: <https://enquire.ncl.ac.uk/>

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 www.ncl.ac.uk/business/

About the Programme

The BSc Marketing and Management course is typically 3 years in duration, and is referred to by its UCAS Code, NN52.

If you choose to do an optional industrial placement or study abroad you will, at the beginning of the optional year (between Stage 2 and Stage 3), be moved onto the appropriate course title and internal course code as follows:

- BSc Hons Marketing and Management with Placement: 1152U or

- BSc Hons Marketing and Management with Study Abroad:1552U

These courses will be 4 years in duration due to the optional, additional year.

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 you complete Stages 1, 2 and 3 of your degree. In each Stage of your degree you 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.

Module Choice

The degree programme offers you the opportunity to choose optional modules at both Stage 2 and 3 and comprises of a mixture of core, compulsory and optional modules. Some modules have 'pre-requisites', in that they require other modules to have been studied previously, during earlier Stages of your degree.

You are required by University Regulations (other than for Stage 1 modules when all the modules are compulsory), to register your choice of modules for the next Academic year before the start of the 2nd Semester assessment period in the preceding Academic year.

If you wish to change your mind about the module(s) chosen you may do so during the first teaching week of Semester 1 (by Friday 23 October 2020). Changes must be approved by your DPD, who must be satisfied that where consent is necessary it has been given by the lecturer responsible for the module which you wish 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 will be made available via 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).

Programme Structure

As detailed above, 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.

The degree programme is structured to allow for continuous development of marketing and management knowledge and skills through the various levels of study. The modules provide you with a programme that equips you for your future roles and thus aids your employability which is a key thread through each individual module and at each Stage of

the programme. Modules on the programme interlink - both across and within levels and help you to move from a foundational knowledge of marketing and management to strategic implementation.

The Marketing and Management degree has been designed specifically around the needs of the graduate marketplace and based on the academic knowledge and practical skills which you need when pursuing roles in these disciplines for running a marketing department and/or managing successful organisations. The programme offers a broadly based curriculum, suitable for many careers in marketing, business, and management.

Stage 1 - provides you with a foundation in the disciplines of marketing and management including an introduction to marketing, introduction to management and organisation, understanding business growth, quantitative methods for business management, digital business, ethics in marketing, critical consumption and corporate social responsibility and academic and professional skills. All modules at Stage 1 are compulsory.

Stage 2 - there are 80 credits of compulsory modules and 40 credits of optional modules at Stage 2. Compulsory modules focus on the operations and systems of organisations, human resource management, consumer behaviour, and research methods for business and marketing. Optional modules allow you to specialise in certain marketing/management areas, develop entrepreneurial skills and/or develop your skills in a foreign language.

Stage 3 - there are 40 credits of compulsory modules and 80 credits of optional modules at Stage 3. However, even within the 40 compulsory credits you have a choice of six different research-based capstone modules (Marketing or Management Dissertation; Marketing or Management Consultancy Project; Advanced Topics for Business or Advanced Business Practice). The chosen 40-credit module allows you to further develop your independent learning and research skills, as well as team-working skills (if one of the consultancy modules is taken). Optional modules may be selected to allow further specialisation in marketing/management, with a wide range of modules offered, including Direct and Digital Marketing, Business Information Systems, Global Advertising and Brand Promotion and many more.

Mobility Year (Placement/ 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

Professional Exemptions

This degree programme combines marketing concepts with topics in management, preparing you for a career in either area as you develop skills in problem-solving, written communication, oral presentation, teamwork, planning and computing. You also gain some exemptions from the Professional Body, the [Chartered Institute of Marketing](#) (CIM) qualifications which you can study for up to 5 years from Graduation.

The Direct and Digital module at Stage 3 is also accredited by The Institute of Data and Marketing, meaning you are eligible to sit the examinations for the Certificate in Direct and Digital Marketing Principles upon successful completion of the module.

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, thus meaning that Stage 2 contributes 33.3% and Stage 3 66.66% towards the final degree classification. 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 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 marking rubrics will be detailed in the individual module folders on Canvas.

The assessment will depend on the individual module and you can expect to be assessed by a variety of means across modules, including examinations, assignments both individual and group, presentations and dissertation. The mix of assessment methods is to allow you to demonstrate achievement of the knowledge outcomes of the programme and 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.

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

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 Support Team**.

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 (Module Leader) 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:

Your Degree Programme Director has overall responsibility for the management of the programme.

Dr Josephine Go Jefferies

Room 4.05, Level 4
Business School
Barrack Road
Tel: (0191) 208 1742
E-mail: Josephine.Go-Jefferies@newcastle.ac.uk

Student Stage Co-ordinators

Stage Co-ordinators 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 Co-ordinator for final year students. The Stage Co-ordinators for your programme are:

Stage 1: Julija Dzenkovska E-mail: Julija.Dzenkovska@newcastle.ac.uk

Stage 2: Details to follow

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.

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