

## Course record information

<b>Name and level of final award</b>	<ul style="list-style-type: none"> <li>• Bachelor of Arts with Honours - International Marketing</li> <li>• Bachelor of Arts with Honours - International Marketing with international experience</li> <li>• Bachelor of Arts with Honours - International Marketing with professional experience</li> </ul> <p>The award is Bologna FQ-EHEA first cycle degree or diploma compatible</p>
<b>Name and level of intermediate awards</b>	<ul style="list-style-type: none"> <li>• Bachelor of Arts (BA) - International Marketing</li> <li>• Diploma of Higher Education (Dip HE) - International Marketing</li> <li>• Certificate of Higher Education (CertHE) - International Marketing</li> </ul>
<b>Awarding body/institution</b>	University of Westminster
<b>Teaching institution</b>	University of Westminster
<b>Status of awarding body/institution</b>	Recognised Body
<b>Location of delivery</b>	Primary: Central London
<b>Language of delivery and assessment</b>	English
<b>QAA subject benchmarking group(s)</b>	<a href="#">Business and Management</a>
<b>Professional statutory or regulatory body</b>	Chartered Institute of Marketing Institute of Data and Marketing Digital Marketing Institute
<b>Westminster course title, mode of attendance and standard length</b>	<ul style="list-style-type: none"> <li>• BA International Marketing FT, Full-time, September start - 3 years standard length with an optional year abroad or placement</li> </ul>
<b>Valid for cohorts</b>	From 2024/5

## Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/study/undergraduate/how-to-apply>

## Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

<https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning>

## Aims of the programme

This course is designed to meet industry needs in combining academic knowledge and skills related to contemporary international marketing with specialist expertise in culture, consumer behaviour, language, international marketing management and strategy. You will have the opportunity to capstone your programme with a final major project where you will be able to research a specific area of interest to you within the international marketing milieu. You will have the opportunity to tailor your programme by choosing specialist modules including [but not limited to] business-to-business marketing, services marketing, brand management and sustainability.

The course aims to:

- Develop academic knowledge and a critical understanding of the conceptual frameworks upon which the study of international marketing is based.
- Provide you with specialist skills (including but not limited to: international strategic planning and marketing, cross cultural studies, marketing communication and analytics) and experiences to move confidently into the world of International Marketing or pursue postgraduate study.
- Equip you with transferable skills (including effective communication, working with others, researching, problem identification, analysis, creative thinking, and digital skills) to enable you to operate effectively in a variety of work contexts.
- Give you opportunities to develop your employability and enterprise skills through work-based learning and real-world experiences embedded within the course.
- Develop your self-confidence and ability to take responsibility for your own personal development and the skills you need to develop to support your personal and career aspirations.
- Prepare you for operating professionally in complex, diverse and multi-cultural contexts.
- Raise awareness of sustainability and social justice issues, to be socially, environmentally, and ethically aware.
- Enable you to develop analytical and research skills relevant to a range of careers and professions.
- Develop critical and creative approaches, adopting an active, problem-solving approach.
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## **Equality and Diversity**

The discipline of Marketing intrinsically encapsulates diversity in all forms, such as age, gender, language, ethnicity, income, religion and so on. For example, diversity in marketing communications allows consumers to see themselves within campaigns. In the development of new course curriculum design, Equality, Diversity, and Inclusion (EDI) has been embedded in multiple ways:

- There is a conscious and deliberate inclusion of staff from diverse cultural and national backgrounds. These academics have different expertise areas and have been actively involved in the production of new module materials. All staff in the School of Management and Marketing have been inducted into and engaged in several EDI related briefings. These briefings enabled staff members to increase awareness and improve competencies in areas such as Identity, Giving Voice, Compassionate Pedagogy as well as the hugely important concept of 'unconscious bias'. It is recognised that as academic staff develop in these areas, their contribution towards the EDI agenda will continue to be enhanced.
- Different religious ceremonies have been taking into consideration when setting deadlines.
- It is recognised on the course that the requirement for face-to-face workshops and work-based learning may restrict access for some students (such as those with caring responsibilities). The course offers reasonable adjustments, wherever necessary based on the needs.
- There is a conscious and progressive attempt to incorporate decolonised literature within the curriculum. This incorporates giving space and voices to a diversity of perspectives.

In line with QAA guidance and the University's commitment to equality and diversity, an inclusivity strategy facilitates an environment for learning that anticipates the varied requirements of learners and aims to ensure that all students have equal access to educational opportunities.

Practically this encompasses three principles:

- i. to aim towards an accessible curriculum for all;
- ii. to reflect multi-faceted communities and perspectives in learning materials and assessments; and
- iii. to equip students with the skills to work in a changing and diverse world.

This includes enabling access for people who have differing individual requirements as well as eliminating arbitrary and unnecessary barriers to learning. In addition, learning opportunities are designed to be inclusive (including the ability for students to choose their preferred format), enhanced by reasonable individual adjustments wherever necessary.

## Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

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The BA International Marketing course aims to create work ready graduates who meet the needs of industry, preparing students for a career in International Marketing. The course combines areas such as global market strategy, marketing communications, data and analytics, cross cultural studies in marketing and international market planning and strategy ; all these elements driven by industry-need for creative international marketers.

On graduating, International Marketing students will have a range of possible graduate roles available to them including analyst, strategist, accounts executive/manager, global/international marketing executive, graduate/marketing and strategy executive, international sales and marketing, commercial business and environment and sustainability, to mention just some of the areas international marketing past alumni are working in.

In addition, students may wish to take advantage of international marketing internships and graduate programmes on offer for many of the larger organisations with an extensive international footprint.

Work experience is a very useful way of gaining relevant, professional experience and knowledge of international marketing and can greatly improve your employability. As part of the University of Westminster's Employability Strategy the course offers core modules incorporating work-based learning and optional year-long placements. At level 4 Work-based learning is emphasised and embedded in the course. In the level 4 module 'Employment and Academic Skills' students are supported in finding work-based learning opportunities in work, volunteering, or team challenges. Additionally, in International Business Environment, students will have the opportunity to be involved in fieldwork in an international context. Then at level 5 as part of the Consumer Insights module, student groups will be required to negotiate the scope of a 'live' customer experience project, propose a plan of action, carry out the project and report on results.

At level 5 students can also take an optional 60-credit semester-long placement module for professional experience or international experience in our partner universities.

Additionally, a year-long 'sandwich placement' (Professional Experience Project in the UK) or study-abroad (International Experience Year) is optional for all students between Levels 5 and 6. In this, students may opt to work in the UK or abroad for an overseas employer as a part of their degree programme.

### *Professional Placement Year*

The Westminster Business School encourages students to take a placement year in industry. During the year you will identify skills' goals to work towards achieving whilst on placement; carry out research to develop awareness of the business sector you are working in, using a range of data sources; and familiarise yourself with a range of employer branding techniques in recruitment and analyse contemporary selection techniques.

### *International Experience Year*

Students can choose to undertake an international experience year as part of their degree at one of our partner overseas institutions. You will study and reside in the country of a host institution during the year. The content of your study is agreed through a Learning Agreement between you, the home institution, and the Westminster Business School.

## What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

**Level 4 course learning outcomes:** upon completion of Level 4 you will be able to:

- L4.1 Operate in a range of varied but predictable contexts that require the use of a specified range of business/marketing techniques and information sources. (PPP) ( PPP )
- L4.2 Operate with autonomy in predictable, defined contexts, with supervision that require use of a specified range of standard management techniques/guidelines. (PPP) ( PPP )
- L4.3 Understand the knowledge base of marketing and business, its terminology and appreciate that areas of this knowledge base are open to debate and reformation. (KU) ( KU )
- L4.4 Analyse and make informed and sustainable decisions with guidance using given classifications/principles recognising the needs of various business and marketing stakeholders. (GA) ( GA )
- L4.5 Apply given tools/methods creatively to a well-defined problem or process and begin to appreciate the complexity of the issues. (GA) ( GA )
- L4.6 Work collaboratively, building positive relationships with others as a member of a group and meet obligations to others. (KTS) ( KTS )
- L4.7 Work within an appropriate ethos, manage time, use and access a range of learning resources to achieve goals. (KTS) ( KTS )
- L4.8 Manage information, collect appropriate data from a range of sources and undertake simple research tasks with external guidance. (KTS) ( KTS )
- L4.9 Use interpersonal, digital, employability and communication skills to clarify tasks and identify and rectify issues in a range of contexts. (KTS) ( KTS )

**Level 5 course learning outcomes:** upon completion of Level 5 you will be able to:

- L5.1 Operate in situations of varying complexity and predictability requiring application of a wide range of techniques. (PPP) ( PPP )
- L5.2 Act with increasing autonomy, with limited supervision and direction, within defined guidelines, accepting responsibility for achieving personal and/or group outcomes and/or outputs. (PPP) ( PPP )
- L5.3 Demonstrate detailed knowledge of well-established international marketing theories and concepts, with awareness of different ideas, contexts and frameworks, recognising those areas where the knowledge is most/least secure. (KU) ( KU )
- L5.4 Demonstrate awareness of the wider social and environmental implications of marketing within a global context and be able to debate issues in relation to more general ethical perspectives. (KU) ( KU )
- L5.5 Analyse a range of information with minimum guidance using given classifications/principles and can compare alternative methods and techniques for obtaining and analysing data, recognising the importance of global compliance and international regulatory frameworks and the needs of diverse stakeholders. (GA) ( GA )
- L5.6 Identify key areas of problems of international marketing and identify creative, sustainable and enterprising approaches for their resolution. (GA) ( GA )
- L5.7 Adapt interpersonal, digital and communication skills to a range of situations, audiences and degrees of complexity. (KTS) ( KTS )
- L5.8 Respect diverse cultures, customs and values, being mindful of potentially competing needs of different communities, particularly across borders. (KTS) ( KTS )

**Additional Year course learning outcomes:** upon completion of Additional Year you will be able to:

- L5Y.1 Demonstrate insight and understanding of the challenges and opportunities of working and/or studying in an international context. (PPP) ( PPP )

- L5Y.2 Apply theories, concepts and research skills related to the cultural context(s) of the society within which the experience takes place. (KU) ( KU )
- L5Y.3 Demonstrate acquisition of a range of professional and commercial skills required within the contemporary business environment through the completion of an extended period of professional practice in the work placement year. (PPP) ( PPP )

**Level 6 course learning outcomes:** upon completion of Level 6 you will be able to:

- L6.1 Operate in complex and unpredictable global contexts, requiring the selection and application of innovative techniques. (PPP) ( PPP )
- L6.2 Act autonomously, with minimal supervision or direction, within agreed guidelines. (PPP) ( PPP )
- L6.3 Demonstrate a critical understanding of the knowledge base of international marketing and its inter-relationship with other fields of study, with current understanding of some specialist areas in depth. (KU) ( KU )
- L6.4 Analyse new data, concepts and situations without guidance, using a range of techniques appropriate to the situation and design creative, sustainable solutions, recognising the needs of global stakeholders with minimum guidance. (GA) ( GA )
- L6.5 Critically evaluate evidence to support conclusions/recommendations, reviewing reliability, validity and significance. (GA) ( GA )
- L6.6 Manage your own learning and time using full range of resources for international marketing. (KTS) ( KTS )
- L6.7 Apply own criteria of judgement and can challenge received opinion and reflect on action. (KTS) ( KTS )
- L6.8 Set criteria for, and be effective in, professional and interpersonal communication in a wide range of situations using digital skills. (KTS) ( KTS )
- L6.9 Recognize the potential impact of economic, social and cultural differences when working within diverse communities, both locally and internationally. (KTS) ( KTS )

## How will you learn?

### Learning methods

This vocational course has a strong focus on your future career and the curriculum is very much applied to the industry context. Your learning activities and assessments are designed to provide real world learning opportunities to combine theory and practice. The learning and the teaching of the course takes place through lectures, seminars, workshops and tutorials. Due to the nature of the course, digital media are used to facilitate a blended approach with platforms including the online learning environment, course website and course social media. The course has its own media channels for which you will create content both individually and collaboratively (social media ads, landing pages on websites, apps, blogs and user experience designs) with a view to reach and engage audiences as part of your learning and assessment. The performance of these channels will be measured and managed through web analytics.

The course team works closely with industry partners and work-related tasks and 'as live' briefs help simulate the working environment. Work-based learning and other forms of experiential and problem-based learning forms an important strand in the three or four years of the course to help engender employability into the curriculum. The blended approach also facilitates innovative teaching methods such as the flipped classroom (students access pre-recorded lectures and the face-to-face or online seminar time is spent working on the aspects that students find problematic) which encourages active learning.

### Teaching methods

The course is designed to offer a number of different learning and teaching approaches. For example, in your first year, in Employment and Academic Skills you will develop key skills in academic writing and developing your CV; in Digital Marketing Essentials you will develop creative and innovative digital solutions to a real-world business problem. In other modules you will develop a range of business and international marketing skills including data analytics, digital marketing landscapes and marketing communications. You will learn how to work as a team and present your work using digital and presentation skills'

The aims of the course are achieved as you learn through the levels of the course.

In your first year (Level 4). Developing a rigorous approach to the acquisition of a broad knowledge base of Marketing; employing a range of specialist skills; evaluating information, using it to plan and develop investigative strategies and to determine solutions to a variety of unpredictable problems; and operate in a range of varied and specific contexts, taking

responsibility for the nature and quality of outputs.

In your second year (Level 5). Generating ideas through analysis of concepts and at an abstract level with a command of specialist skills and the formulation of responses to well-defined and abstract problems; analysing and evaluating information; exercising significant judgement across a broad range of functions of Marketing; and accepting responsibility for determining and achieving personal or group outcomes.

In your final year (Level 6). Critically reviewing, consolidating and extending a systematic and coherent body of knowledge, utilising specialised skills across Marketing; critically evaluating concepts and evidence from a range of sources; transferring and applying diagnostic and creative skills and exercising significant judgement in a range of situations; and accepting responsibility for determining and achieving personal outcomes.

The modules in which course aims are particularly emphasised are listed by level below:

- Develop your academic knowledge and critical understanding (Fundamentals of Marketing and International Business Environment at level 4; Consumer Insights at level 5 and your Final Major Project at level 6).
- Providing you with specialist and transferable skills (International Business Environment, Digital Marketing at Level 4; Data Analytics, Global market Strategies at Level 5; International Marketing Planning and Strategy at Level 6; but also, through the many specialist skills modules available as options);
- Developing your employability and enterprise skills (Employment & Academic skills at level 4; Consumer Insights at level 5 which is designed to include work-based learning; and the optional placement year).
- Building your self-confidence (through group work and reflective practice).
- Preparing you for diverse and multi-cultural contexts, raising awareness of sustainability and social justice issues (through group work and inclusive learning, teaching, and assessment).
- Enabling you to develop analytical and research skills (Digital marketing, Consumer Behaviour at level 4; Consumer Insights, Data Analytics at level 5; and your Final Major Project at level 6).
- To develop critical and creative approaches to problems (Fundamentals of Marketing, Consumer Behaviour at level 4; Consumer Insights, Global market Strategies at level 5; and International Marketing Planning and Strategy Level 6)

The university's Virtual Learning Environment (Blackboard) contains learning materials to complement and enrich face to face contact lectures, seminars and workshops. You will be referred to articles, cases, quizzes and other activities on Blackboard in advance of, and following taught sessions, to help structure and direct your independent study time, undertake preparatory work for seminars and prepare for assessments. Often your modules will have a blend of online and face-to-face activities.

The university has invested extensively in Panopto lecture capture technology to enable lectures to be recorded and uploaded to Blackboard. This aids your learning as it allows you to access lectures when you need them and to refer back to them in preparing for assessments. You will also have the opportunity to take part in online discussions and use the Collaborate communication platform to work virtually in groups, reflecting industry practice in digital marketing.

The approach to teaching and learning on your course also embraces the practice of reflection to the benefit of your learning, development and confidence. With the support of your academic personal tutor you will be encouraged to reflect on and further develop your knowledge, skills and professional behaviours drawing on the totality of the experiences you have encountered as a student on the course.

The School of Management and Marketing has a long-standing commitment to investing resources in state-of-the-art facilities, often replicating industry practice. An example of this is the innovative teaching space Switch-23 that provides a collaborative digital marketing space where students can develop and present their emerging ideas for campaigns, websites and apps with the same Adobe Creative Cloud applications used in the agency environment including Adobe XD to prototype all aspects of the user experience.

Furthermore, the course embeds resources from our Professional bodies in modules where appropriate and also invites guest speakers from these bodies to inform students of the benefits of membership in their future career

### **Equality, Diversity and Inclusion**

From the curriculum perspective there is an exploration of themes of EDI and cultural relativity at each level of course teaching:

At Level 4, 'Understanding Consumers' allows students '*to identify the impact and importance of various cultures, values, beliefs, conventions and other internal and external influences on customers and consumers' decisions*'. This is a conscious attempt to encourage students to explore diversity and its role in Marketing.

At level 5, 'Global Market Strategies' allows students develop an understanding of the complexities that diverse cultures bring whilst marketing in an international milieu. In seminars, international case studies are discussed with a focus of *Giving Voice* to students' of diverse backgrounds.

At Level 6, 'Marketing Communications' and 'Cross Cultural Studies in Marketing' lend themselves to embrace issues of diversity. These modules examines contemporary marketing communications and cultural issues including; language barriers, cultural sensitivity, and the ethical and professional code of conducts of international marketing practitioners in different countries.

Staff have been trained in the use of 'gender-neutral' pronouns as a way of illustrating allyship towards those from the non-binary as well the LGBTQ+ communities generally. This training allows staff to be more aware and sensitive to students who may be experiencing challenges around gender identity.

## Assessment methods

The course team takes an 'assessment as learning' approach and has an inclusive learning, teaching and assessment strategy to provide culturally-inclusive learning materials, varied, innovative teaching methods and providing flexible pathways to meet learning outcomes. The university is committed to its Authentic Assessment policy, and students are encouraged to work in an inclusive and engaged manner, recognising that they are developing a rich range of understandings, skills, values and attributes to take into their professional lives. In this, a variety of assessments are designed to support you in demonstrating your achievement of module learning outcomes. There is an emphasis on industry-focused, 'real world' assessments such as reports, portfolios, presentations and plans, though meeting professional body requirements may mean that there are some exams. Formative assessments and specific and timely feedback are an intrinsic part of the assessment process. Often a review of work in progress is a valuable learning opportunity and helps you improve your work and grade. You will be offered a range of formative feedback opportunities throughout each module to help prepare you for your assessments. In some cases you will critically reflect on your experiences in order to understand what you have learned and apply it in your career and other aspects of life. The assessments for these modules provide opportunities for you to demonstrate the achievement of the learning outcomes through undertaking work-based and other experiential learning activities in order to distil the learning and to help plan for your future personal and professional development.

At each level you will be assessed on academic knowledge, practical application and on your ability to re-contextualise knowledge, relating theory to practice and developing your own theory about practice. Often assessed tasks will draw on real-world international marketing problems such as consultancy exercises and responding to creative briefs. Other assessments may require you to reflect on work-based and other forms of experiential learning.

As you move through the levels of the course the scope and depth of assessment builds, allowing you to incrementally gain confidence and improve your knowledge, skills and understanding. In particular, assessments are progressively designed to facilitate and develop independent critical thinking skills and your ability to analyse and critically evaluate theories, concepts and ideas. In the final year of the course assessment methods are likely to test your ability to synthesise your ideas and take a more holistic view of the discipline.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	L4.1, L4.2, L4.3, L4.5, L4.7, L4.8, L4.9, L5.1, L5.3, L5.5, L5.6, L6.1, L6.2, L6.3, L6.4, L6.5, L6.6, L6.7, L6.8
Literate and effective communicator	L4.6, L5.7, L6.5, L6.8
Entrepreneurial	L4.5, L4.8, L5.2, L5Y.3, L6.1, L6.2, L6.4, L6.6, L6.7
Global in outlook and engaged in communities	L4.1, L4.2, L4.3, L4.4, L4.6, L5.1, L5.2, L5.4, L5.5, L5.6, L5.7, L5.8, L5Y.1, L5Y.2, L5Y.3, L6.1, L6.4, L6.8, L6.9
Socially, ethically and environmentally aware	L4.1, L4.3, L4.4, L4.6, L4.9, L5.1, L5.2, L5.4, L5.5, L5.6, L5.8, L5Y.1, L5Y.2, L6.1, L6.4, L6.8, L6.9

## Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level for example where you must choose one of two specific modules.

## Modules

### Level 4

At Level 4, students take one elective module.

Award of Certificate of Higher Education available

Module Code	Module Title	Status	UK credit	ECTS
4MARK008W	Digital Marketing Essentials	Core	20	10
4MARK019W	Employment and Academic Skills	Core	20	10
4MARK003W	Fundamentals of Marketing	Core	20	10
4BUSS013W	International Business Environment	Core	20	10
4MARK005W	Understanding Consumers	Core	20	10
		Elective	20	10

### Level 5

At Level 5, students take EITHER three optional modules, OR two options and one elective module OR a 60 CAT professional/international experience module.

Award of Diploma of Higher Education available.

Module Code	Module Title	Status	UK credit	ECTS
5MARK019W	Consumer Insights	Core	20	10
5MARK025W	Data Analytics	Core	20	10
5MARK026W	Global Market Strategies	Core	20	10
5MARK007W	Ethics and Social Responsibility in Marketing	Option	20	10
5MARK017W	Global Consumer Engagement	Option	20	10
5MARK009W	Marketing B2B	Option	20	10
5MARK008W	Marketing Services	Option	20	10
5BUSS016W	WBS Study Abroad Experience	Option	60	30
5BUSS017W	WBS Work Experience	Option	60	30
		Elective	20	10

## Additional Year

The following modules must be passed for the award title "with International Experience":

5BUSS013W WBS International Experience Year Semester 1 (20 credits)

5BUSS014W WBS International Experience Year Semester 2 (20 credits)



## The following modules must be passed for the award title "with Professional Experience":

5BUSS011W Professional Placement Project Part 1 (20 credits)

5BUSS012W Professional Placement Project Part 2 (20 credits)

Module Code	Module Title	Status	UK credit	ECTS
5BUSS011W	Professional Placement Project Part 1	Option	60	30
5BUSS012W	Professional Placement Project Part 2	Option	60	30
5BUSS013W	WBS International Experience Year Semester 1	Option	60	30
5BUSS014W	WBS International Experience Year Semester 2	Option	60	30

## Level 6

At Level 6, students take EITHER two optional modules, OR one option and one elective module.

Award BA available. Award BA (Hons) available

Module Code	Module Title	Status	UK credit	ECTS
6MARK002W	Cross-Cultural Studies in Marketing	Core	20	10
6MARK028W	Final Major Project	Core	20	10
6MARK003W	International Market Planning and Strategy	Core	20	10
6MARK010W	Marketing Communications	Core	20	10
6MARK015W	Interactive and Digital Marketing	Option	20	10
6MARK011W	Managing Brands	Option	20	10
6MARK012W	New Product Development	Option	20	10
6MARK029W	Sustainability Marketing	Option	20	10
		Elective	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

## Professional body accreditation or other external references

Chartered Institute of Marketing

Institute of Data and Marketing

Digital Marketing Institute

## Course management

The course is managed through a Course Leader, Level Leaders and Module Leaders. All members of the team have office hours when you can arrange to meet them. Course Representatives are elected in the first few weeks. This is a really valuable role and as a rep you would have regular formal meetings with the course team and less formally throughout the course in reflecting the student voice. This helps us work together to communicate and respond to any issues as they arise, to provide a strong course community.

## Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations).

Course specific regulations apply to some courses.

## Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](https://www.westminster.ac.uk/academic-learning-development).

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>.

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

## How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

## How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2022©

## **Additional Details**