



LEEDS
BECKETT
UNIVERSITY

Course Specification

BAH Marketing and Public Relations

Course Code: BMKPR

2024/25

leedsbeckett.ac.uk

BA (Hons) Marketing and Public Relations (BMKPR)

Applicant Facing Course Specification for 2024/25 Undergraduate Entrants

Confirmed Jan 2024

General Information

Award	Bachelor of Arts with Honours Marketing and Public Relations
Contained Awards	Bachelor of Arts Marketing and Public Relations Diploma of Higher Education Marketing and Public Relations Certificate of Higher Education Marketing and Public Relations
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total).
Course Lengths & Standard Timescales	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below: The format is: <ul style="list-style-type: none">• 3 years (full time, campus based)• 4 years (full time, campus-based, sandwich)
Part Time Study	N/A
Location(s) of Delivery	City Campus, Leeds Some sessions may also be delivered online or at Headingley campus where appropriate
Entry Requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/ . Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk .
Course Fees	Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to fees@leedsbeckett.ac.uk .

Timetable Information

Timetables for Semester 1 will be made available to students during induction week via:

- i) The Student Portal (MyBeckett)
- ii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

There are no additional or non-standard regulations which relate to your course.

Key Contacts

Your Course Director	Neil Kelley
Your Year Tutor	Shirley Beresford
Your Course Administrator	Faizah Ahmed (marketingadmin@leedsbeckett.ac.uk)

Sandwich or Other 'In Year' Work Placement Information

Summary

Placements will be co-ordinated via module teams with the support of the Placements Office, and companies that approach the course to offer a placement will be sent a proforma to complete and issued with a short-term placements booklet, detailing minimum requirements for student assessment. Short-term placements will be advertised on the portal and promoted to students in lectures and via email.

Students develop skills in CV development and interview techniques in the core skills modules at levels 5 and 6 specifically. Placement workshops for all students covering interviews, employability and training plus CV support are delivered at level 5. Employers are also encouraged to support students via a professional mentoring scheme supported by the CIPR and launched in 2010, guest lectures, workshops and module assessment where appropriate.

Year-Long Sandwich Placement

Students may opt to spend the third year of their degree in a work placement of 48 weeks' duration. This is a paid placement with an organisation to be agreed with the School. This is supported by a visit from a course team supervisor and completion of the Marketing Placement or Work Placement module either during or on return to the programme in level 6 depending which version of placement module they undertake. The work placement has to be formalised and approved by the School's Work Placement Office. The Work Placement is an opportunity but is not guaranteed; students have to show initiative in securing a placement in liaison with the Work Placement office. Where possible course team staff will help to acquire placements

through their own contacts in industry, but this is done on a pragmatic basis. Students may wish to use the Marketing Placement or Work Placement module as one of their final year electives. Should students select this option they will be unable to undertake a dissertation due to the constraint of two electives in level 6.

To ensure that all students gain insights into vocational aspects of their studies, it is envisaged that one of the additional duties of the level 6 Personal Tutors will be to liaise with key stakeholders (such as the Placements Office and Jobs and Careers) regarding students' progression into finding employment/postgraduate study.

Some of the organisations our students are currently on placement in are: L'Oréal, Panasonic, Porsche, Skipton Building Society, Finn PR, Toyota, BMW, Disney and many others. In addition, the majority of students completing sandwich placements tend to get a degree class higher than they would had they not gone. Of BA (Hons) Public Relations 2019 graduates, 100% of those who have undertaken a placement achieved a first-class degree, with BA (Hons) Marketing students also achieving a classification higher than non-placement students.

Length

48 weeks

Location

Students may gain placements with various companies usually within the UK, although occasionally students undertake placements overseas. Further information on the allocation process is provided by the module leader prior to option choices being made.

Other 'In Year' Work Placement Information

Summary

The short-term placements are not supervised but guidance is provided to both the student and the employer via a printed or electronic guide. The assessment is summative, and work can be gained via a range of options from volunteering and short internships to one week per day placements and ad hoc placements. There are close links between the Marketing Society and the Student's Union offering a variety of voluntary experiences with links to marketing and communications.

Length

Students are required to obtain work experience to meet a minimum required number of items of real work within the portfolio activity at levels 4, 5 and 6. The actual length of the placement is not specified but students are advised to gain one day per week or two weeks per semester as a guide.

Location

The location for these further experience developments is typically within Leeds but can be further afield. With the digital nature of the course and the digital content within the curriculum communications, marketing and public relations experience activity may be undertaken remotely by students.

Professional Accreditation or Recognition Associated with the Course

Professional Body

Chartered Institute of Marketing (CIM)

Accreditation/ Recognition Summary

The course has professional accreditation with the CIM as one of its major themes. Being part of CIM's Accredited Degree Programme provides a brand distinctiveness and adds value through an increase in the likelihood of higher salaries and higher employment rates for graduates. This accreditation enhances the opportunity to increase students' employability and leverage enhanced salary starting points as against sectoral destination norms. Full exemption from the Level 3 and Level 4, as well as part exemption from L6, CIM Professional Marketing qualifications has been mapped against the Professional Marketing Standards Framework with the CIM.

Course Overview

Aims

The aims of the BA (Hons) Marketing and Public Relations course are:

1. To provide both an academic and vocationally-oriented curriculum which will enable students to develop a comprehensive knowledge and understanding of the structures, concepts and processes involved in marketing, PR and digital communications in organisations.
2. To understand and positively respond to the changing social, economic, financial, technological, political, international, ethical and legal frameworks within which organisations operate both strategically and tactically.
3. To provide a stimulating and engaging business led learning environment that fosters a critical, reflective, creative and challenging approach to the study of marketing, PR and digital communications in the 21st century.
4. To provide opportunities that encourage students to develop their capability to take positive initiatives, respond effectively to new ideas, adapt to changing circumstances, and address complex business, organisational and societal problems with an open and critical mindset.
5. To offer students opportunities for specialisation in preparation for their career in marketing, PR digital, integrated, cross disciplinary or related areas.
6. To facilitate the development of a range of skills and values which encourage students to use their talents to the full in achieving their personal and career aspirations, particularly in relation to communications disciplines, specialisation and integrated fields.

Course Learning Outcomes

At the end of the course, students will be able to:

No.	Learning Outcome
1	Developed and demonstrated knowledge and transferable skills in a wide range of marketing, public relations and digital communications professions.
2	Developed a comprehensive knowledge of and the ability to apply theory to plan, manage and critique integrated and multi-platform communications.
3	Gained a range of digital literacy and knowledge within marketing, public relations and wider communications.
4	Developed as a professional marketing and communications practitioner.
5	Taken a reflective and ethical approach to the rapidly-changing area of communications.

Teaching and Learning Activities

Summary

A range of teaching and learning approaches will be used on the programme, from more formal lecture sessions through to highly interactive skills and applied activities. The practical sessions may include laboratory activities such as within the Level 4 module *Digital Marketing Decisions*. Specific locations required are identified within each Module Specification.

In addition to the more formal taught sessions, client consultancy activities are developed on a less formal basis. Students work directly with clients at level 6 and are supported with clients at levels 4 and 5. Your work helps form part of your portfolio within the course. Alongside work with clients, students are expected to engage in project activities such as in Level 5 module *Global Communication Project*.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable. The structures below are indicative and the order in which modules are studied may be adapted.

Level 4			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Introduction to Public Relations & Brand Communication (20 Credits)	Y	Digital Marketing Decisions (20 Credits)	Y
Marketing Environments & Sustainability (20 Credits)	Y	Marketing Essentials (20 Credits)	Y
Public Relations and Brand Communication Toolkit (20 Credits)	Y	Personal Branding and Communication Skills (20 Credits)	Y

Level 5			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Contemporary PR Communications (20 Credits)	Y	Global Communication Project (20 Credits)	Y
Customer Journeys and Insights (20 Credits)	Y	Managing Marketing Projects (20 Credits)	Y
		Digital Engagement: Content, Community and Conversations (20 credits)	Y
The Pitch (Semester 1 & 2) (20 Credits)			Y

Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Digital Strategy (20 credits)	Y	Strategic Marketing (20 credits)	Y
Consultancy Project 1: Research and Professional Practice (20 credits)	Y	Consultancy Project 2: Pitching and Professional Practice (20 credits)	Y

TWO 20-credit optional modules can be chosen from the below (one 20-credit module per semester **OR** one 20-credit placement module plus any other module):

<ul style="list-style-type: none"> • Creativity and Innovation (20 credits) • Issues Management and Crisis Communication (20 credits) 	N	<ul style="list-style-type: none"> • Arts & Entertainment Marketing: Communication in the Creative Industries (20 credits) • Fashion Communications (20 credits) • Digital Marketing Futures (20 credits) 	N
Marketing Placement (year-long 20 credits)			N

OR students may take **ONE** of the 40-credit modules below:

Marketing Dissertation (40 credits)	N
Public Relations Dissertation / Research Project (40 credits)	N

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

Level 4 is assessed predominantly by coursework, with some examinations and practical assessments.

Level 5 is assessed predominantly by coursework, with some practical assessments.

Level 6 is assessed predominantly by coursework, with some examinations and practical assessments.

Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	218 hours	216 hours	216 hours
Independent Study	982 hours	984 hours	984 hours
Placement			

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

Student Services

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be

contacted via email at studentadvice@leedsbeckett.ac.uk, telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

Support and opportunities

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.