



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## BAH Marketing with Advertising Management

Course Code: BMKAM

2024/25

[leedsbeckett.ac.uk](https://leedsbeckett.ac.uk)

# BA (Hons) Marketing with Advertising Management (BMKAM)

## Applicant Facing Course Specification for 2024/25 Undergraduate Entrants

Confirmed Dec 2023

### General Information

<b>Award</b>	Bachelor of Arts with Honours Marketing with Advertising Management
<b>Contained Awards</b>	Bachelor of Arts Marketing with Advertising Management Diploma of Higher Education Marketing with Advertising Management Certificate of Higher Education Marketing with Advertising Management
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification &amp; Credits</b>	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).
<b>Course Lengths &amp; Standard Timescales</b>	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"><li>• 3 years (full time, campus based)</li><li>• 4 years (full time, campus-based, sandwich)</li><li>• 6 years (part time, campus-based)</li></ul>
<b>Part Time Study</b>	PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within

this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.

**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](mailto: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](mailto: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](http://www.leedsbeckett.ac.uk/academicregulations))**

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

## Key Contacts

<b>Your Course Director</b>	Neil Kelley
<b>Your Year Tutors</b>	Milly Osafo Adu / Nicola Moxon / Neil Kelley
<b>Your Course Administrators</b>	Faizah Ahmed <a href="mailto:marketingadmin@leedsbeckett.ac.uk">marketingadmin@leedsbeckett.ac.uk</a>

## 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.

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 CIM and Beckett Careers/All In Leeds, 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* module either during or on return to the programme in level 6 depending which version of placement module they undertake: this is dependent on the type of placement the student undertakes. The work placement must be formalised and approved by the City Placements Team.

The Work Placement is an opportunity but is not guaranteed; students have to show initiative in securing a placement in liaison with the Placements Team. Where possible course team staff will help to acquire placements through their own contacts in industry, but this is done on a pragmatic basis.

### **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.

### **Professional Accreditation or Recognition Associated with the Course**

**Professional Body** Chartered Institute of Marketing (CIM)

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 programme are to:

- 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, and marketing and advertising management by organisations.

- To understand and positively respond to the changing social, economic, financial, technological, political, international, ethical and legal frameworks within which organisations operate
- To provide a stimulating learning environment that fosters a critical, reflective, creative and challenging approach to the study of marketing and advertising management.
- 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 multi-faceted problems with an open mind.
- To offer students opportunities for specialisation in preparation for their career in marketing, advertising or related areas.
- 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 marketing and marketing and advertising management.

### Course Learning Outcomes

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

1	Students will have developed a comprehensive knowledge and understanding of the structures, concepts and processes involved managing marketing and advertising by organisations and the changing social, economic, financial, technological, political, international, ethical and legal frameworks within the global environment in which they operate.
2	Students will have developed the capability to take positive initiatives, respond effectively to new ideas, adapt to changing circumstances, be enterprising and address multi-faceted problems with an open mind.

<b>3</b>	Students will have gained a critical, reflective and challenging approach to the study and application of marketing, marketing management and advertising management.
<b>4</b>	Students will be digitally literate and have gained knowledge of areas of specialisation in preparation for their career in marketing, advertising or related areas.
<b>5</b>	Students will have developed a range of skills and values which allow them to use their skills, abilities and talents to the full in achieving their personal and career aspirations, particularly in relation to marketing, advertising and associated management activities.

## Teaching and Learning Activities

### Summary

A variety of teaching techniques are used, ranging from traditional lectures to workshop-based computer software employed for problem solving; supervision and mentorship of individual and group based projects; tutor directed case studies; experimental work in Practical Marketing and Managing Marketing Projects to simulate decision-making in situations of uncertainty through simulation software or real-life activities; testing of alternative theories by acquiring and analysing data; the use of feed-forward as a means of teaching and learning e.g. by allowing students to consider past submissions, suitably conditioned for student use; MyBeckett-based diagnostic tests for skills in Literacy, Numeracy and IT supported by Skills for Learning; use of Podcasts, Apps and other relevant platforms in Digital Marketing Decisions and Digital Strategy and the use of Research software packages in Marketing Research.

## 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.

### Course Structure (Full Time)

Level 4			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Introduction to Marketing Communications (20 credits)	Y	Marketing Essentials (20 credits)	Y
Marketing Environments & Sustainability (20 credits)	Y	Digital Marketing Decisions (20 credits)	Y
Marketing Data and Analytics (20 credits)	Y	Practical Marketing (20 credits)	Y

Level 5			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Customer Journeys and Insights (20 credits)	Y	Managing Marketing Projects (20 credits)	Y
Marketing Research (20 credits)	Y	Principles of Advertising (20 credits)	Y



Level 5			
Integrated Marketing Communications (20 credits)	Y	<u>Option Modules:</u> <ul style="list-style-type: none"> <li>• Entrepreneurial Marketing</li> <li>• Sales Management</li> <li>• Visual Merchandising</li> </ul>	N

Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Creativity & Innovation (20 credits)	Y	Media Planning Project (20 credits)	Y
Advertising Strategy (20 credits)	Y	Strategic Marketing (20 credits)	Y
Option (see below) (20 credits)	Y	Option (see below) (20 credits)	N

### Indicative option modules

Option Modules are approved to run on a course in either semester unless otherwise stated. Currently the options for this course run as per the structure below and due to resource implications should be offered in such a manner. There is no academic rationale why these modules could not be offered in a different order subject to the resources being in place.

#### Semester 1

Contemporary Brand Management  
 Digital Optimisation  
 Marketing Placement  
 Digital Strategy

#### Semester 2

Contemporary Brand Management  
 Digital Marketing Futures  
 Marketing Placement  
 Arts and Entertainment Marketing:  
 Communications for the Creative Industries  
 Marketing Dissertation (40 credits)

## Course Structure (Part Time)

Level 4			
Semester 1	Core (Y)	Semester 2	Core (Y)
<b>Year 1</b>			
Introduction to Marketing Communications (20 credits)	Y	Marketing Essentials (20 credits)	Y
Marketing Environments & Sustainability (20 credits)	Y		
<b>Year 2</b>			
		Digital Marketing Decisions (20 credits)	Y
Marketing Data and Analytics (20 credits)	Y	Practical Marketing (20 credits)	Y

Level 5			
Semester 1	Core (Y)	Semester 2	Core (Y)
<b>Year 3</b>			
Customer Journeys and Insights (20 credits)	Y	Principles of Advertising (20 credits)	Y
Marketing Research (20 credits)	Y		
<b>Year 4</b>			
		Marketing Planning (20 credits)	Y
Integrated Marketing Communications (20 credits)	Y	<u>Option Modules:</u> <ul style="list-style-type: none"> <li>• Entrepreneurial Marketing</li> <li>• Sales Management</li> <li>• Visual Merchandising</li> </ul> (20 credits)	N

Level 6			
Semester 1	Core (Y)	Semester 2	Core (Y)
<b>Year 5</b>			
Creativity & Innovation (20 credits)	Y	Media Planning Project (20 credits)	Y
Advertising Strategy (20 credits)	Y		
<b>Year 6</b>			
		Strategic Marketing (20 credits)	Y
Option (20 credits)	N	Option (20 credits)	N

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 Digital Optimisation  
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 Marketing Placement  
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## 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 examinations and 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](mailto: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.