

Changes to previous information

During the global COVID-19 pandemic, we prioritised the health, wellbeing and safety of our students and staff.

As we start the new academic year, your health, wellbeing and safety remains our top priority. This means when we return to our campuses and buildings in September 2020 social distancing and other health and safety measures will be in place. This is to help keep you, and others around you, safe. We will respond to the requirements of vulnerable students regarding their personal safety on an individual basis.

We remain committed to delivering an outstanding education and student experience both on campus and online. Like most universities, we'll be providing a mix of on-site face-to-face and digital learning and teaching. The exact mix will vary between courses and course modules taking into account teaching requirements and other considerations such as meeting the safety of vulnerable staff.

It is important to emphasise that a face-to-face, on-site experience will be delivered within the Government and Public Health England guidance and providing there are no serious unforeseeable public health issues that result in the Government introducing further lockdown measures.

Our response to the pandemic means we may have made changes to your course. This is to take account of these important health and safety measures.

We ask you to read the information provided about course changes carefully. We detail what we include in our online prospectus and explain what has changed.

You should read our statement of changes alongside any information provided in videos, at open days or in other promotional materials. This is because the information may also have been affected by the changes we had to make. We are providing this information so you can make an informed choice about whether the course remains suitable for you.

When you register for your course, you will be asked to confirm you have read about our changes and you agree to them. It means that by choosing to continue with your application, and register with us, you accept these changes and are happy to study your course with us.

We really look forward to seeing you in the next academic year. In the meantime, if you want to find out more about University life from this September, and being part of our supportive and welcoming community, please visit our [September 2020 web pages](#).

Current published course related information		
Course title	Advertising	No change
Award level	BA or BSc - Combined honours only	No change
How do you want to study?		
Start Date	Sept 2020	No change
Modes of study	Full-time Full-time with a professional placement	No change
Duration	3 years full-time 4 years Full-time with a professional placement	No change
UCAS code	Full-time - Business Management NN51 Digital Media NP35 Events Planning 5D28 Marketing NN56 Media Communications NP54 Psychology NC59 With Professional Placement - Business Management N6N1 Digital Media N5P4 Events Planning N5N5 Marketing 5N4N Media Communications P3N5 Psychology N5C9	No change
Location	Canterbury	No change
Partner institution	N/A	No change
Available with a Foundation Year	N/A	No change
Overview		
	<p>The advertising industry is one of the fastest changing areas of business and marketing. Our degree offers you a great opportunity to understand and be involved in this dynamic sector.</p> <p>The growth of digital media has created a huge range of communication channels, and has made advertising a challenging and fascinating industry that plays an increasingly important role in the global economy.</p>	No change

	<p>Our course is business focused, and designed to equip you with the knowledge, skills and confidence to work effectively in advertising and marketing. You will learn how to combine creativity and business strategy, how advertising messages communicate and persuade, and how to produce convincing presentations.</p>	
<p>Why study Advertising?</p>		
	<p>The advertising and branding industries play an increasingly important role in the global economy, and qualifications in this area offer opportunities to become part of this exciting and growing industry. Our advertising course is business focused, and is designed to equip you with the knowledge, skills and confidence to work effectively in advertising and marketing. On our advertising course you will be able to experience a fascinating mixture of creativity and business strategy, combining research, planning and management skills with creativity, imagination and innovation.</p> <p>Our range of contacts in the advertising and marketing industries means that you will have opportunities to meet and talk with industry professionals, visit real advertising and marketing departments, and take advantage of opportunities for internships and placements.</p> <p>This course offers you real hands-on experience of developing advertising campaigns, often in collaboration with professional organisations.</p>	<p>The advertising and branding industries play an increasingly important role in the global economy, and qualifications in this area offer opportunities to become part of this exciting and growing industry. Our advertising course is business focused, and is designed to equip you with the knowledge, skills and confidence to work effectively in advertising and marketing. On our advertising course you will be able to experience a fascinating mixture of creativity and business strategy, combining research, planning and management skills with creativity, imagination and innovation.</p> <p>This course offers you real hands-on experience of developing advertising campaigns, often in collaboration with professional organisations.</p>

Entry requirements	A typical offer would be 88-112 UCAS points.	No change
About the course		
	<p>As part of your course you will study specialist modules in advertising strategy, media planning, creative campaign development and brand management and communication.</p> <p>You will explore areas including:</p> <ul style="list-style-type: none"> • advertising campaign development • branding and advertising essentials • marketing principles and practice • consumer behaviour. <p>In your first year you will take introductory modules that give you a solid grounding in general business. In your second and third years you will be able to choose modules that introduce you to marketing planning, copywriting, market research, and international and cross-cultural marketing.</p> <p>You can spend an optional year during your degree in a full-time, paid work placement with an employer, supported by the University's career development service. This valuable opportunity enhances your professional development by giving experience in a real environment.</p>	<p>As part of your course you will study specialist modules in advertising strategy, media planning, creative campaign development and brand management and communication.</p> <p>You will explore areas including:</p> <ul style="list-style-type: none"> • advertising campaign development • branding and advertising essentials • marketing principles and practice • consumer behaviour. <p>In your first year you will take introductory modules that give you a solid grounding in general business. In your second and third years you will be able to choose modules that introduce you to marketing planning, copywriting, market research, and international and cross-cultural marketing.</p> <p>You can spend an optional year during your degree in a full-time, paid work placement with an employer, supported by the University's career development service, although because of Covid-19 such experience may be restricted and entail working from home, depending upon the employer's policies at the time. This valuable opportunity enhances your professional development by giving experience in a real environment.</p>
<p>Module information</p> <p>Please note that the list of optional modules and their availability may be subject to change. We continually review and where appropriate, revise the range of modules on offer to reflect changes in the subject and ensure the best student experience. Modules will vary when studied in combination with another subject.</p>		
Core year 1		
	Academic and Professional Skills for the Business Context	No change

	<p>Core module - (20 Credits)</p> <p>This module prepares you for the academic study of business by developing a knowledge of contemporary and emerging business issues to support students' personal, academic and professional development to prepare for work in the modern business environment.</p>	
	<p>Introduction to Marketing Core module - (20 Credits)</p> <p>The aim of the module is to provide you with an introduction to marketing, its fundamental concepts and an overview of marketing practice. You will cover the development of the marketing concept and examine the ways in which it differs from the production, product, and sales approaches to business. This will develop into a wider understanding of the differences between the operational role of marketing and how it is applied as an organisational focus.</p>	No change
	<p>Introductory Accounting and Finance for Business Core module - (20 Credits)</p> <p>Accounting and Finance for Business introduces you to key accounting and finance topics. You are introduced to financial statements, and use several case studies to understand the role of finance in the business environment.</p>	<p>This module has been replaced by a new Marketing specific module, Introduction to Branding and Advertising – Core module (20 credits)</p> <p>The focus of this module is on marketing and brand communications, exploring the differences between the use of paid, earned and owned media, and it will give you a firm grounding for your future studies in Advertising and Marketing.</p>
	<p>Business Information and Analysis Core module - (20 Credits)</p> <p>This module is designed to help you develop a range of statistical and computing skills that will be valuable to you during your academic programs and in their future careers in business.</p>	<p>This module has been replaced by a new marketing specific module, Marketing Metrics – (20 credits).</p> <p>You will be introduced to concepts, methods and tools used by marketing and advertising professionals in order to make informed decisions, measure performance of channels and monitor effectiveness. This module will explore related aspects of consumer and business behaviour that impact this process as well as inherent challenges and emergent best practice.</p>
	Economics	No change

	<p>Core module - (20 Credits)</p> <p>The aim of this module is to introduce you to the fundamental economic issues stemming from the scarcity of resources. The relationship between business and the economic problem is analysed by means of micro and macroeconomic models to equip you with an understanding of decision-making at the levels of the market, the firm and the nation.</p>	
	<p>Managing People in Organisations Core module - (20 Credits)</p> <p>This module focuses on the behavioural aspects of people management in organisations. This is a vital area of study because the ability to understand behaviour in the workplace is a necessary prerequisite for making informed choices and for influencing organisational action such as decision making regarding organisational objectives, and leading and influencing the behaviour of others in order to see that the decisions are implemented. By the end of the module you will be able to evaluate objectively and understand organisational behavioural situations and determine the best course of action from a range of perspectives.</p>	No change
Optional year 1		
	N/A	
Core year 2		
	<p>Advertising Strategy Core module - (20 Credits)</p> <p>The aim of the module is to help you develop a critical understanding of advertising, both as an industry, and as a social and cultural force. It aims to develop a practical and theoretical knowledge of the stages undertaken and techniques used in strategic advertising planning and management, and to give you the experience of developing a strategic advertising campaign.</p>	No change
	<p>Advertising Media Planning Core module - (20 Credits)</p> <p>The aim of the module is to help you</p>	No change

	<p>develop a critical understanding of the decision-making processes and influencing factors in advertising planning, including account handling, media selection, scheduling and buying. It aims to develop an understanding of the actual and potential marketing applications of new and emerging media, and the role they play in delivering a targeted and fully integrated promotional mix for a modern organisation and its customer.</p>	
Optional year 2		
	<p>Accounting for Business Optional module - (20 Credits)</p> <p>Accounting for Business extends the scope of financial accounting for professionals to more advanced topics in financial accounting. It aims to develop knowledge and skills in understanding and applying accounting standards particularly in the preparation of financial statements of entities, including groups. Understanding the theoretical framework and how to analyse and interpret financial statements are essential.</p>	<p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p>
	<p>Content Creation and Copywriting Optional module - (20 Credits)</p> <p>The aim of this module is to develop your written skills applicable to a range of marketing communication methods and channels. The module will explore how to identify different writing styles, structure and tone-of-voice to create clear and easily understood messages on behalf of an organisation. You will explore how different media use different writing styles to appeal to their target audiences. The process of writing for marketing communication will include researching the story, relationships with brand owners/ organisations, writing headlines, using a brand dictionary, structure, layout, style and editing.</p>	<p>No change</p>
	<p>Human Resources Management Optional module - (20 Credits)</p> <p>This module will equip you with the ability to understand and analyse core Human Resource Management (HRM) concepts, operational human resource activities and</p>	<p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the</p>

	<p>responsibilities and relate these to a range of organisational contexts. The module is designed to introduce you to a broad range of issues and concepts in HRM with a focus on; dynamics of workplace, the external environment, managing recruitment and selection, performance management, leading equality and diversity, talent management, reward, learning and development, health and safety, disciplinary and grievances at work and globalisation and the internationalisation of HRM.</p>	<p>module.</p>
	<p>Innovation and Enterprise Management Optional module - (20 Credits)</p> <p>This module will consider the role and definition of innovation in organisations of all types and sizes, including the concept of Intellectual Property and its contribution to competitiveness. It will explore the concepts and theories of innovation, the tools and techniques for innovation management and review how these are used in practice.</p> <p>Marketing Research (PR) Optional module - (20 Credits)</p> <p>This module will explore the nature, scope and recent development of marketing research and its context in the marketing decision process. A range of both primary and secondary data sources as well as quantitative and qualitative research techniques will be explored, evaluated and contextualised. For example, government and commercial sources of data and the use and design of questionnaires, focus groups and in-depth interviews will be used to demonstrate various aspects of the research process. In line with current practice the use of current information technology software will be introduced to facilitate data analysis and presentation.</p> <p>Retail Management Optional module - (20 Credits)</p> <p>This module introduces you to the background and context of the modern retail business. A history of retail</p>	<p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>No change</p> <p>No change</p>

	<p>development will be reviewed and an analysis of its impact on current activity will be undertaken, including an exploration of prevailing trends in consumer retail marketing environments. The module will examine the practical applications of the elements of the retail marketing mix. Decision-making processes and strategic choices will be evaluated in respect of several areas, such as retailer organisation, structure and size, location, logistics, store design and layout, in-store communication and merchandising. Special consideration will be placed on retail buyer behaviour and the influence of the store and the brand on intention to purchase.</p> <p>Business and Sustainability Optional module - (20 Credits)</p> <p>The aims of the module are to introduce you to the relationship between business and the challenges and opportunities of business sustainability, and to encourage the development of enterprising skills to meet these challenges.</p> <p>Managing not for profit organisations and social enterprises Optional module - (20 Credits)</p> <p>This module explores the diverse organisational forms not-for-profit and social enterprises have taken. The focus will be in understanding not-for-profit and social enterprises as standalone organisational and business model demonstrating that a managerial and leadership career in this sector is valid as any career in the private and public sectors. Through an experiential learning activity, it will show how to start up a social enterprise and which are the relevant internal organisational processes (e.g. teamwork, organisational culture, decision making processes, information system and management) and their various dimensions.</p> <p>Project Management (APM) Optional module - (20 Credits)</p>	<p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an</p>
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	<p>This module aims to examine critically the role of project management within a contemporary business context. It also explains how specific project management applications play an important role in producing successful business outcomes and examines the philosophies, principles, structures and methodologies of project management.</p> <p>Digital Business Optional module - (20 Credits)</p> <p>The aim of this module is to explore the business paradigm shift that arises from application of emerging information and communication technologies. The module is aimed at anyone wishing to gain an understanding of business activities and interaction between business and the business environment (customers, suppliers...) and how technologies can be deployed to enhance these activities.</p> <p>Operations Management Optional module - (20 Credits)</p> <p>This module evaluates the role of operations management within a business context. There will be emphasis placed on the role and function of the operations manager in an organisation, encompassing quality management and the role of project management.</p> <p>Employment Law Optional module - (20 Credits)</p> <p>This module provides you with a platform for understanding the legal frameworks which underpin people practices and policies in organisations and to appreciate the context within which these frameworks operate.</p> <p>Marketing Planning and Management Optional module - (20 Credits)</p> <p>This module will first review the key concepts behind marketing and a marketing orientation, before exploring the role of</p>	<p>optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>The option module Marketing Planning and Management will now be delivered at level 6 in 2021-22, and will be an option for Advertising students at this stage.</p>
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	<p>marketing planning in different organisational contexts. A foundation level of understanding will then be developed of the more strategic elements of marketing planning, before concentrating on development of marketing objectives and STP as the foundation for planning of the marketing mix. Each of the key elements of the traditional 7Ps will then be explored, with particular emphasis on integrated marketing concepts. The module will take a pragmatic approach and explore how marketing activities are managed and controlled in a digitally-led world, and through the range of marketing agencies that can support marketers.</p> <p>Research Methods Optional module - (20 Credits)</p> <p>This module is designed to enable you to develop their skills and expertise in quantitative and qualitative data analysis, and to independently design and conduct an effective piece of research.</p> <p>Management and Leadership Optional module - (20 Credits)</p> <p>This module promotes the study of management and leadership within organisations and the ability to systematically apply knowledge and understanding to complex and ambiguous situations to evaluate and justify recommendations for improved practices.</p> <p>Corporate and Business Law Optional module - (20 Credits)</p> <p>This module develops knowledge and skills in the understanding of the general legal framework, and of specific legal areas relating to business, recognising the need to seek further specialist legal advice where necessary; and of compliance with the codes of ethics. You will study professional values, ethics and attitudes for exercising professional judgement, and explain the need to comply with the professional Code of ethics. You will also identify the essential</p>	<p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module. You can take Marketing Research instead.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p>
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	<p>elements of the legal system, including the main sources of law and to be able to compare and contrast it with other legal systems as recognise and apply the appropriate legal rules relating to the law of obligations; employment relationships; and distinguish between alternative forms and constitutions of business organisations, their finance, management, administration and regulation.</p> <p>Intercultural Experience Optional module - (20 Credits)</p> <p>This module involves working with the University's overseas collaborative partners and so you must be willing and able to travel. The module aims to incorporate a more international perspective into the curriculum. In the increasingly global environment, regardless of your academic or professional background, gaining international experience and acquiring intercultural competences are pre-conditions to become globally-aware business and management professionals. You will have the opportunity to reflect on your experiences both in the UK and abroad and analyse and record the personal benefits gained by engaging in the experience and how this can be used to enhance your graduate employability and career prospects.</p> <p>Employability Skills Optional module - (20 Credits)</p> <p>The aim of the module is to develop your personal effectiveness and employment related skills to improve your chances of achieving your desired career path. The module will help you gain the knowledge and interpersonal skills required to successfully gain employment in your career. It will help become critically self-aware of your own skills and personal strengths and be able communicate and promote yourself in a variety of formats to an employer or recruitment officer.</p>	<p>Intercultural Experience Optional module - (20 Credits)</p> <p>This module involves working with our overseas collaborative partners and so you must be willing and able to travel – subject to any Covid 19 restrictions, which may mean you'll have to choose another optional module. You'll have the opportunity to reflect on your experiences both in the UK and abroad, and analyse and record the personal benefits you've gained from your experience.</p> <p>Employability Skills is now a core module for advertising and marketing students.</p> <p>The aim of the module is to develop your personal effectiveness and employment related skills to improve your chances of achieving your desired career path. The module will help you gain the knowledge and interpersonal skills required to successfully gain employment in your career. It will help become critically self-aware of your own skills and personal strengths and be able communicate and promote yourself in a variety of formats to an employer or recruitment officer.</p>
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Core year 3		
	<p>Creative Campaign Development Core module - (20 Credits)</p> <p>The aim of this module is to help you develop an understanding of the critical importance of creativity in the development of successful advertising campaigns. This will include an understanding of creativity in the creative industries generally, (drawing upon the Department for Culture Media and Sport definition) as well as specifically the role of creativity in the advertising industry. The module aims to give you direct, hands on experience of creative processes, and an understanding of how this integrates into strategic advertising planning.</p>	No change
Optional year 3		
	<p>New Venture Creation Optional module - (20 Credits)</p> <p>This module aims to provide a practical perspective on the development and planning processes involved in the creation of a new venture, either as a new business start-up or as a new product or service development within a public or private organisation setting. It aims to develop an understanding and awareness of business models underlying successful new business ventures, and the potential of business model innovation.</p>	<p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>Marketing Planning and Management Optional module - (20 Credits)</p> <p>This module formerly offered at L5 will now be available as in option on L6 from September 2021.</p> <p>This module will first review the key concepts behind marketing and a marketing orientation, before exploring the role of marketing planning in different organisational contexts. A foundation level of understanding will</p>

		<p>then be developed of the more strategic elements of marketing planning, before concentrating on development of marketing objectives and STP as the foundation for planning of the marketing mix. Each of the key elements of the traditional 7Ps will then be explored, with particular emphasis on integrated marketing concepts. The module will take a pragmatic approach and explore how marketing activities are managed and controlled in a digitally-led world, and through the range of marketing agencies that can support marketeers.</p>
	<p>Strategic Digital and Social Media Marketing Optional module - (20 Credits)</p> <p>This module will develop your critical understanding of the main activities involved in designing and implementing marketing communications using social media and digital marketing. It covers general considerations for the use of social media and other digital marketing channels and explores the underlying psychologies at play that govern their use. It will explore specific aspects of consumer and business behaviour that underpin the use of social media as well as the inherent challenges and emergent best practice.</p>	<p>This will no longer be an optional module for Advertising Combined Honours students in 2021-22. You will be able to take this module if you combine with Marketing.</p>
	<p>Strategic Management Optional module - (20 Credits)</p> <p>The aim of the module is to provide you with an understanding of the impact of the business environment and the resources of the organisation, both human and material, on strategic planning and choice. This will enable you to consider strategic alternatives, evaluate their suitability and make them aware of the complex issues involved in implementing strategy and managing strategic change.</p>	<p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p>
	<p>Retail Strategy Optional module - (20 Credits)</p> <p>This module builds on the Retail Management module which explores retail operations at a store level. It will give you an understanding of various retailers'</p>	<p>No change</p>

	<p>activities and approaches from a strategic viewpoint, and accounting for head office perspectives, strategic decision-making processes and implementation. The module therefore focuses on large multiple retailers, where research, investment and expertise exist. You will learn about key areas of retail strategy such as location (including planning issues and town centre and shopping mall development) supply chain management (including sourcing, buying and range planning and the impact of technology) and branding and communication, all applied to the strategic direction of the retailer.</p>	
	<p>Individual Study Optional module - (20 Credits)</p> <p>This module is largely self-directed study that gives you the opportunity to apply business theory to a business-oriented problem relevant to your own programme. By the end of the module you will be able to utilise and critically analyse a range of data sources that are related to the chosen business issue and their enquiry and demonstrate an appreciation of the nature and challenges of research through undertaking an independent study.</p> <p>Brand Management and Communication Optional module - (20 Credits)</p> <p>The aim of the module is to help you develop an understanding of the theory and practice of brand management and communication in the modern enterprise. The module aims to develop a critical perspective on brands, their social and cultural impact in the developed world, and the ability to apply this knowledge to the brand planning process.</p> <p>Public Relations Planning and Strategy Optional module - (20 Credits)</p> <p>The module introduces the strategic, creative and operational aspects of public relations within the wider role of organisational strategy across a range of different business organisations, which</p>	<p>No change</p> <p>Brand Management and Communications will be a core module in 2021-22.</p> <p>No change</p>

	<p>operate on a local to global scale. The core elements of communication and PR activities, including the creation of news and content to gain media coverage and customer sharing, will be applied to a range of scenarios and evaluated in terms of effectiveness. You will be able to build your professional PR skills including the writing of a press release, writing for social media, internal audiences and a wide range of stakeholders.</p> <p>Business Ethics Optional module - (20 Credits)</p> <p>This module will expose you to the important moral issues that arise in various business contexts, and help you develop an understanding of the moral, social, environmental, and economic context in which these problems occur. It will also introduce you to the ethical theory and associated concepts that are relevant for analysing these problems, and to assist you in developing the necessary reasoning skill for doing so. In engaging with the module, you will be encouraged to reflect on your own values and on your own responses to the hard moral choices that the world of business can pose.</p> <p>Entrepreneurship in the Global Market Place Optional module - (20 Credits)</p> <p>This module explores the notion of international entrepreneurship as a contributory factor impacting on economic development, allowing evaluation of the issues influencing entrepreneurs and business ventures in emerging, developing, established and declining global markets. It will encourage an investigative and participative approach to researching the economic, political and social contexts for entrepreneurial ventures across the globe. The module will introduce key themes in entrepreneurship as it relates to and impacts on economic development in a global context. It will reflect on differences in national culture and governance systems</p>	<p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p>
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	<p>which influence the levels and nature of new venture creation in different geographic locations.</p> <p>Organisational Change and Change Agents Optional module - (20 Credits)</p> <p>You will gain understanding of the context for change, and develop a critical understanding of theories and practice related to change. It aims to give an in depth understanding of the paradigm of complexity and how this can be applied to understand organisations and organisational change. The relevance of the local context and the main organisational process of a social enterprise will be explored and the process of setting up a social enterprise will be experienced through an online simulation.</p> <p>Service Management Optional module - (20 Credits)</p> <p>You will learn about the complex demands faced by service-based organisations and the challenges faced by their management and staff. An understanding of the environments in which they operate will be developed and an appreciation of the different constraints placed upon them will be explored. These could include issues of organisational management, HRM issues, legal issues, marketing as well as general environmental scanning issues. The module will exam the range of alternatives that organisations can draw from and will include an investigation into the issues associated with service management across a wide range of situations. This will include the process of servitization, managing the service encounter, service quality, service level, customer management and capacity management.</p> <p>Financial Management Optional module - (20 Credits)</p> <p>The module will consist of a review of financial techniques which will need to be employed in assessing</p>	<p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the</p>
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	<p>corporate performance, and introduce new methods of assessing corporate success. The consideration of financial risk management and the various instruments and techniques that are available to business executives will be covered in some depth. Another key area of study will be the workings and implications of the stock exchange, both in relation to the shareholders and to the business organisations and financial markets. Sources of appropriate funds will be identified and evaluated. The cost of equity capital will be calculated using the weighted average cost of capital (WACC) and the capital asset pricing model (CAPM).</p> <p>Taxation Optional module - (20 Credits)</p> <p>Taxation plays an important role in society. This module provides an introduction to the most common taxes in the UK; income tax, corporation tax, VAT and capital gains tax. The basic rules are explained, and the taxes are discussed in the context of government policy.</p> <p>Intercultural Marketing Communication Optional module - (20 Credits)</p> <p>This module explores the importance of, and appreciation of how cultural context(s) can impact the effectiveness of marketing. A comparison will be made between your home country and various other countries in different continents. You will gain a critical understanding of the nature and elements of culture and the ways in which they influence consumers and businesses in international markets; be able to evaluate the influence of cultural diversity on international marketing communications and also appreciate the impact of cultural diversity in wider business negotiations. Emphasis is given to language (verbal and non-verbal) and its role in effective communication across a range of marketing activities, but with particular emphasis on its value in relation to direct and indirect marketing communications activities, such</p>	<p>module.</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p> <p>No change</p>
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	<p>as personal selling, advertising, public relations, sales promotion and packaging, with a stronger emphasis on mass communication.</p> <p>International Marketing Optional module - (20 Credits)</p> <p>This module develops your understanding and then provides a forum for critical analysis of the application of marketing techniques in international, multi-national, and global market situations. Emphasis is given to the relative importance of political, economic, socio-cultural, technological, legal and regulatory, and environmental issues as they apply to (changing) country-specific and regional contexts. Market research techniques and practices develop your understanding of market entry and market sustainability techniques as aspects of competitive advantage.</p> <p>International Business Optional module - (20 Credits)</p> <p>The fast-changing domestic and global environments put constant pressure on organisations and their managers to find new and improved ways to maintain and increase performance. This module is designed to provide you with a critical understanding of the strategic issues in a global business environment. It offers a global perspective with a focus on understanding the global economy, the globalisation process, and its impact on international organisations. It will enable you to evaluate and contrast the opportunities and constraints facing businesses in different areas of the world. The module also aims to develop a deeper understanding of the issues faced by businesses in emerging and developing markets.</p>	<p>This has been renamed as “Global and International Marketing”</p> <p>We have made our Marketing and Advertising programmes more industry specific, so this module is no longer an optional module unless you are combining with another programme in the Business School that contains the module.</p>
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How you'll learn		
Learning	<p>You will study modules to the value of 120 credits each year. Across the year each module combines 50 hours of lecture and seminars with 150 hours of self-study time which you will use for reading, research and preparation and production of assessments. On average, you should expect to study for 35 hours per week during term -time.</p> <p>All programmes are informed by the University's Learning and Teaching Strategy 2015-2022.</p>	<p>Our teaching team will share with you their expert knowledge, experience and research insights during stimulating lectures, seminars and practical workshops.</p> <p>You'll be taught over two semesters each year, taking three modules per semester. Typically, you'll have around 12 contact hours per week, depending on your module choices, in addition to independent learning.</p>
Teaching	<p>The majority of staff have worked as practitioners and are also actively involved in research, knowledge exchange and cross cultural teaching at institutions in other parts of Europe.</p> <p>Delivery of modules will typically consist of a one hour lecture and a one hour seminar per week for each of the six modules being studied each year. If you choose to take Advertising with either Marketing or Business Studies these modules will all be in the Business School. If you take another combination, your modules will be taken from other Schools and you will be taught by staff in those areas.</p>	<p>The Business School will be delivering your course using a 'blended' approach using range of teaching methods. This potentially offers the best of both worlds: great face-to-face teaching in small groups, including seminars, workshops and tutorials, support by a mix of online interactions to help you understand and explore your subjects. We will be using Collaborate (accessed through Blackboard) and exploring the use of Microsoft teams as well. This blended approach will be flexible so we can meet your individual needs and adapt as the world around us changes. We will still be covering the same content as we would have done under normal circumstances and will be assessing you against the same learning outcomes.</p> <p>Contact hours are defined as hours in which a student interacts through thoughtfully structured activity to include:</p> <ul style="list-style-type: none"> · On-site face-to-face teaching · Synchronous live digital teaching · Asynchronous digital activities as part of structured learning (for example, running a discussion activity regarding an aspect of the current topic through Blackboard Collaborate, Padlet or Blackboard Discussion Boards). A pre-recorded lecture presentation provided via ReCap can also be included in this definition provided it is part of a broader structured activity.

Specialist Facilities	You will have access to our Christ Church Trading Floor. This offers you the chance to gain practical experience of trade floor activities and financial market analysis. We are one of the few universities in the UK offering direct use of Bloomberg data, information and analytics in a dedicated trading room which provides a simulation of what it is like to work on a real trading floor in the financial district.	This paragraph is not relevant.
Industry Links	A Business School Advisory Board has been established which includes representatives from across the private and public sector. This encourages employer engagement as the Board engages in discussion about technical content of the curriculum and the development of wider employability skills, the provision of work placement opportunities, guest speakers, live case studies, and workplace visits.	No change
How you'll be assessed		
	<p>You will be assessed by several methods including essays, reports, business simulations, presentations, reflective logs, computer based assessments, examinations, and case studies, both individually and as a group.</p> <p>This mixture is intended to build individual knowledge and skills in the application of theory and best practice to realistic advertising and marketing scenarios. It also provides valuable experience in the importance of effective teamwork and leadership in achieving goals.</p>	No change
Fees		
UK/EU	Full-time £9,250	No change
	Part-time £4,625	No change
Overseas	Full-time £13,000	No change
	Full-time with placement year N/A	No change
	Part-time N/A	No change

Course specific costs		
Professional Body Registration	Professional Body qualification is optional and for marketing the fees range between approximately £300 and £500 depending on the professional body, the subject and the level of the award.	No change
Professional accreditation	N/A	No change
Industry links	N/A	No change
Other important information		
	N/A	No change
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