

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	Marketing	No change
Award level	BSc - Single/combined honours	No change
How do you want to study?		
Start Date	Sept 2020	No change
Modes of study	Full-time Full-time with professional placement year Part-time	No change
Duration	3 years Full-time 4 years Full-time with placement year 6 years Part-time	No change
UCAS code	N500 N503 (placement year)	No change
Location	Canterbury	No change
Partner institution	N/A	No change
Available with a Foundation Year	Yes	No change
Overview		
	<p>In a highly competitive business world, excellent marketing has become essential for most organisations.</p> <p>Our degree will give you both practical and the theoretical experience so you gain the skills and knowledge necessary to embark on a career in marketing.</p> <p>You will gain a solid understanding of how marketing works and how it fits within a wider environment. Applied projects will give you the confidence to put theory into practice, using the many different aspects of identifying, understanding and satisfying customers' needs.</p>	No change
Why study Marketing?		
	The widespread adoption of marketing means there are numerous opportunities to pursue exciting and varied careers in the profession, and our students go on to work for marketing departments and for independent marketing agencies.	The widespread adoption of marketing means there are numerous opportunities to pursue exciting and varied careers in the profession, and our students go on to work for marketing departments and for independent marketing agencies.

	<p>As part of your degree you can work towards a Chartered Institute of Marketing qualification that can really make you stand out in the job application process. You will have the opportunity to work on projects with external clients to give you real world of marketing and boost your employability skills.</p> <p>Our range of contacts in the marketing industries also means that you'll have opportunities to meet and talk with industry professionals, visit real marketing departments, and take advantage of opportunities for internships and placements. You can also spend an optional third year of a four year degree in a full-time, paid work placement to enhance your professional development.</p>	<p>As part of your degree you can work towards a Chartered Institute of Marketing qualification that can really make you stand out in the job application process. You will have the opportunity to work on projects with external clients to give you real world of marketing and boost your employability skills.</p> <p>You can also spend an optional third year of a four year degree in a full-time, paid work placement to enhance your professional development, although because of Covid-19 such experience may be restricted and entail working from home, depending upon the employer's policies at the time.</p>
Entry requirements	<p>A typical offer would be 88-112 UCAS Tariff points.</p> <p>This course can also be studied over four years with an additional foundation year (Year 0).</p>	No change
About the course		
	<p>You learn how marketing works, and how it fits within a wider business environment and explore the interconnected role marketing plays in all organisations.</p> <p>You will explore areas including marketing planning, market research, consumer behaviour and global marketing and communications.</p>	No change
Module information		
<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		
	<p>Academic and Professional Skills for the Business Context Core module - (20 Credits)</p> <p>This module prepares you for the academic study of business by developing a knowledge of contemporary and emerging</p>	No change

	business issues to support students' personal, academic and professional development to prepare for work in the modern business environment.	
	<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>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>
	<p>Economics 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>	No change
	<p>Introductory Accounting and Finance for Business Core module - (20 Credits)</p> <p>Accounting and Finance for Business</p>	This module has been replaced by a new Marketing specific module, Introduction to Branding and Advertising – Core module (20 credits)

	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.	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>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	No change
Core year 2		
	<p>Employability Skills Core 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>	No change
	<p>Marketing Communications Core module - (20 Credits)</p> <p>Integrated marketing communications are an intrinsic part of the wider marketing</p>	No change

	<p>function of an organisation. However, marketing communication varies enormously between different organisations, categories, markets and brands. This module will cover the principles behind marketing communications and the various factors that influence communications and their messages. This includes strategic, operational and tactical demands.</p>	
	<p>Marketing Planning and Management Core module - (20 Credits)</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 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>Marketing Planning and Management will now be delivered at level 6 in 2021-22, and will be a core module for Marketing students at this stage.</p>
	<p>Marketing Research (PR) Core 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>Marketing Research is a core module for Single Honours students and an optional module for Combined Honours students. Marketing Research is a pre-requisite if you wish to take the Dissertation option in the third year.</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-</p>

		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>Digital Marketing (PR) Core module - (20 Credits)</p> <p>The module will cover general considerations for the use of digital marketing channels and explore the underlying rationale that govern their use. It will explore specific aspects of consumer and business behaviour that underpin the use of digital marketing within an integrated marketing approach aligned with the core concept of customer journey, as well as the inherent challenges and emergent best practice. This module is a pre-requisite if you wish to choose the Social Media Marketing in the third year.</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>Consumer Behaviour, Experience and Insights Optional module - (20 Credits)</p> <p>The aim of the module is to develop in you a critical awareness and understanding of consumer and organisational buyer behaviour and how they can be influenced by marketing activity. An understanding of consumer behaviour is crucial for achieving companies' objectives. The module critically</p>	<p>This module will not be running in 2020-21 due to low student take-up.</p>

	examines both theoretical and practical aspects of the discipline. It focuses on the psychological basis of consumer behaviour within its socio-cultural context and the process of consumer decision-making.	
	<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>	No change
	<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>	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>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>	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>Project Management (APM) Optional module - (20 Credits)</p> <p>This module aims to examine critically the role of project management within a contemporary business context. It also explains how specific project management</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>applications play an important role in producing successful business outcomes and examines the philosophies, principles, structures and methodologies of project management.</p>	<p>module.</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 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>No change</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>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 Management Optional module(20 Credits) Details Digital Business Optional module(20 Credits) Details Managing not for profit organisations and social enterprises Optional module(20 Credits) Details Operations Management</p>	<p>No change</p> <p>Digital Business is no longer an optional module.</p> <p>Managing Not for Profit Organisations and Social Enterprises is no longer an optional module.</p> <p>Operations Management is no longer</p>

	<p>Optional module(20 Credits) Details Employment Law Optional module(20 Credits) Details Managing Digital Marketing Channels Optional module(20 Credits) Details Corporate and Business Law Optional module(20 Credits) Details Intercultural Experience Optional module(20 Credits) Details Human Resources Management Optional module(20 Credits) Details Management and Leadership Optional module(20 Credits) Details Managing not for profit organisations and social enterprises Optional module - (20 Credits) 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>an optional module.</p> <p>Employment Law is no longer an optional module.</p> <p>Digital Marketing is now a core module (see above).</p> <p>Corporate and Business Law is no longer an optional module.</p> <p>Intercultural Experience is no longer an optional module for Combined Honours students.</p> <p>Human Resources Management is no longer an optional module.</p> <p>Management and Leadership is no longer an optional module for Combined Honours students.</p> <p>Managing Not for Profit Organisations and Social Enterprises is no longer an optional module.</p>
	<p>Operations Management Optional module - (20 Credits) 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>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>Employment Law</p>	<p>We have made our Marketing and</p>

	<p>Optional module - (20 Credits) 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>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>Managing Digital Marketing Channels Optional module - (20 Credits) The module will cover general considerations for the use of digital marketing channels and explore the underlying rationale that govern their use. It will explore specific aspects of consumer and business behaviour that underpin the use of digital marketing within an integrated marketing approach aligned with the core concept of customer journey, as well as the inherent challenges and emergent best practice.</p>	<p>Digital Marketing is now a core module.</p>
	<p>Corporate and Business Law Optional module - (20 Credits) 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 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>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>Intercultural Experience Optional module - (20 Credits) This module involves working with the University's overseas collaborative partners and so you must be willing and able to</p>	<p>Intercultural Experience Optional module - (20 Credits) This module involves working with our overseas collaborative partners and so you must be willing and able to travel –</p>

	<p>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>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>Human Resources Management Optional module - (20 Credits) This module will equip you with the ability to understand and analyse core Human Resource Management (HRM) concepts, operational human resource activities and 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>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>Management and Leadership Optional module - (20 Credits) 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>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>
Core year 3		
	<p>International Marketing Core module - (20 Credits) This module develops your understanding</p>	<p>This is now named "Global and International Marketing".</p>

	<p>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>Strategic Digital and Social Media Marketing Core 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 is now called “Social Media Marketing” and is core for Single Honours students, optional for Combined Honours students in 2021-22.</p>
		<p>Marketing Planning and Management will now be delivered at level 6 in 2021-22, and will be a core module for Marketing students at this stage.</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 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</p>

		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.
Optional year 3		
	<p>International Marketing Core 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>	This is a repeat of the information in “Core year 3” above and should not be in the optional module information.
	<p>Strategic Digital and Social Media Marketing Core 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>	This is a repeat of the information in “Core year 3” above and should not be in the optional module information.
Optional year 3		
	<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</p>	<p>Brand Management and Communication will be a core module for Single Honours students in 2021-22.</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</p>

	<p>cultural impact in the developed world, and the ability to apply this knowledge to the brand planning process.</p>	<p>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>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>No change</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 as personal selling, advertising, public relations, sales promotion and packaging, with a stronger emphasis on mass communication.</p>	<p>No change</p>
	<p>New Venture Creation Optional module - (20 Credits)</p> <p>This module aims to provide a practical perspective on the development and</p>	<p>New Venture Creation will be an option for Single Honours students only in 2021-22.</p> <p>This module aims to provide a practical</p>

	<p>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>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>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 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>No change</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 which influence the levels and nature of</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>

	new venture creation in different geographic locations.	
	<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' 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>	No change
	<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>Service Management will be an optional module for Single Honours students only in 2021-22.</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>
	Dissertation (PR)	No change

	<p>Optional module - (40 Credits)</p> <p>The module will give you the opportunity for the practical application of theory to a business oriented problem and to develop research skills. Students wishing to undertake a Dissertation will be required to study Research Methods in year 2. You will have introductory workshop sessions and tutorials in the first two weeks of the semester then a further week to submit a brief proposal. Individual and group tutorial support will be available during this time to give students the opportunity to discuss the nature, scope, suitability and sustainability of the proposed study. Once approved students will undertake their study with the support of a supervisor.</p>	
	<p>Business Project Optional module - (40 Credits)</p> <p>This module provides an opportunity for the practical application of theoretical underpinning to a business-oriented problem and develop your research skills. It requires you to undertake a project within your chosen area of interest that is clearly defined and designed to solve a problem faced by a host organisation from either the private or public sector. There will be a taught 20-hour introductory course which will provide theoretical underpinning for the project, including problem solving skills; research methods; data collection, analysis and presentation; decision making techniques; project specification and planning. You would be expected to negotiate a suitable project with the host organisation and produce a project plan which forms the basis of an agreement between the University, the students and the host organisation. The host organisation would receive clear guidance from the University in relation to the project and the role that they are expected to play in the process. The project plan would form part of the assessment for the course. During the period of the project you will have a supervisor to monitor and assist with progress and meet with you for tutorials on a regular basis.</p>	<p>No change</p>

How you'll learn

<p>Learning</p>	<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>
<p>Teaching</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.

Academic input	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. Senior lecturer, Dr Andrew Jackson runs the COaST research group at the University and carries out market research work for arts organisations, including the Turner Contemporary art gallery in Margate.	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.
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 - Foundation Year 0 £7,050	No change
	Full-time - years 1-3 * £9,250	No change
	Part-time - years 1-3 * £4,625	No change
	Full-time - placement year * £1,850	No change
Overseas	Full-time - Foundation Year 0 £9,910	No change
	Full-time - years 1-3 * £13,000	No change
	Part-time - years 1-3 * N/A	No change
	Full-time - placement year * N/A	No change
* The tuition fees of £9,250 / £13,000 / £4,625 / £1,850 relate to 2020/21 only.		
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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