

Hertfordshire Business School

Title of Programme: BA (Hons) Marketing

Course Code: BSISJM (Subang)

Type of Programme: Franchise provision

Programme Specification

This programme specification is relevant to existing students and those entering August 2015

Associate Dean of School (Academic Quality Assurance):
Denise Ball

Denise Ball

Programme Specification BA (Hons) Marketing

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	INTI International College Subang
University/partner campuses	INTI International College Subang
Programme accredited by	Not applicable
Final Award	BA (Hons)
All Final Award titles	Marketing
FHEQ level of award	6
UCAS code(s)	Not applicable
Language of Delivery	English

A. Programme Rationale

The programme is designed to recruit students who wish to specialise in Marketing. Its intention is to promote the 'employability' of its graduates so that they can thrive in an increasingly competitive employment market. This is achieved through a blend of academic study and skills development. Subject specific modules are supported by skills modules. The degree aims to provide students with the knowledge and understanding to equip them for a career in marketing.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- enable students to undertake practical experience of marketing and enterprise-based activity to enhance their learning and employability
- provide a foundation for further professional or postgraduate study
- develop students' intellectual, creative and analytical ability to appraise problems and to offer solutions
- develop in students the interpersonal and specialist skills needed for a career in marketing
- provide students with opportunity to gain appropriate employability skills within the global context

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for General Business and Management and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2010 have been used as a guiding framework for curriculum design.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
A1 The key marketing concepts, practices and underpinning theory.	Acquisition of A1 to A4 is through a combination of lectures, tutorials, coursework and project work of both practical and academic nature.	Knowledge and understanding are assessed through a combination of examinations and assessed coursework. Assessment, which is both formative and summative, individual and group based spans many forms, e.g. essay assignments, project reports, exhibitions and presentations.
A2 The complexities of organisations, in particular the way in which marketing interacts with other key business functions.	Knowledge and understanding is also acquired via experiential learning at level 5.	
A3 The external environmental influence on the organisation and marketing management.	Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject.	
A4 Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, sustainability, business ethics and globalisation.	Students will have the opportunity to interact with the wider UHBS research community and to continue to develop the key employability skills of resource management and reflection.	
A5 Related business disciplines		
Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
B1 Utilise cognitive skills of critical thinking.	Intellectual skills specific to marketing are developed throughout the programme by the methods and strategies outlined in 'Teaching/learning methods' above.	Intellectual skills specific to B1- B4 are assessed via coursework assignments, case study reports, presentations, examinations and live projects and the integration of theory with practice.
B2 Utilise cognitive skills of analysis.		
B3 Utilise cognitive skills of synthesis		
B4 Assess theory and provide opinion based on reading and use of relevant theory.		
	Dedicated professional development and critical thinking modules have been designed to build their understanding of key topics relevant to marketing and to enhance their academic skills within the professional marketing standards framework.	
	Throughout, the learner is encouraged to develop intellectual skills further by independent study.	
Practical skills - able to:	Teaching/learning methods & strategies	Assessment
C1 Integrate marketing theory with practice through the 'applied' modules.	Practical skills are developed through a number of 'applied' modules at level 5 and 6 where C1 is developed through tutorials, group based projects, oral presentations, case studies and	Practical skills for C1 are assessed through coursework assignments, case study reports, presentations, examinations and live projects.

	links with live projects.	
Transferable skills - able to:	Teaching/learning methods & strategies	Assessment
D1 Communicate effectively, both orally and in writing. D2 Work effectively in a team. D3 Make use of effective problem solving and decision making using appropriate qualitative and quantitative techniques. D4 Work independently, effectively and to set deadlines. D5 Make effective use of Information Technology. D6 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments. D7 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.	Transferable skills are developed throughout the programme by the methods and strategies outlined above. D1, D3 & D5 – are developed through coursework reports, oral presentations, project reports and an exhibition and through feedback on each. D2 – is developed through tutorials, group based coursework and live projects. D4, D6 and D7 – are developed throughout the programme. Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.	Transferable skills are assessed through: D1 - coursework, oral presentations and project reports; D2 –group based coursework; D3 – assignments and project reports; D4 –the timely delivery of individual coursework; D5 – written coursework and via electronic presentations; D6 and D7 – assessment within dedicated modules.

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered full time (3 years) and leads to the award of BA (Hons) Marketing.

Entry to the programme is at Level 4. Entry at Level 5 may also be possible with other suitable qualifications. Intake at INTI International College Subang and INTI International College Kuala Lumpur is normally at August (Semester A), January (Semester B) and April (Semester C).

Professional and Statutory Regulatory Bodies

Not applicable.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

Mode of study Full time

Entry point Semester A

Level 4

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Marketing Data Analysis	See Campus Module Code Matrix on Page 6	15	English	0	100	0	A, B, C
Principles of Marketing		15	English	0	100	0	A, B, C
Professional Development for Marketers		30	English	0	100	0	A, B, C
Economics for Business		15	English	0	100	0	A, B, C
Introduction to Marketing Communications		15	English	0	100	0	A, B, C
Global Perspectives in Business		15	English	0	100	0	A, B, C
Creativity, Technology and Innovation		15	English	0	100	0	A, B, C

Progression to Level 5 requires 120 credit points at Level 4. For students with less than 120 credits at Level 4 progression will be determined by the Programme Examination Board.

Level 5

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
21 st Century Consumer Marketing	See Campus Module Code Matrix on Page 6	15	English	50	50	0	A, B, C
Enhancing Employability in Marketing		15	English	0	100	0	A, B, C
Marketing Planning		15	English	0	100	0	A, B, C
Managing People		15	English	0	100	0	A, B, C
Enterprise		15	English	0	100	0	A, B, C
Product Innovation		15	English	0	100	0	A, B, C
Digital Marketing		15	English	50	50	0	A, B, C
Marketing for the Small Enterprise		15	English	60	40	0	A, B, C

Progression to Level 6 requires 240 credit points at Levels 4 and 5, of which at least 120 credit points must be at Level 5; for students with less than 240 credit points at Levels 4 and 5 progression will be determined by the Programme Examination Board.

Level 6

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Contemporary Issues in Marketing	See Campus Module Code Matrix on Page 6	15	English	0	100	0	A, B, C
Market and Social Research		30	English	60	40	0	A, B, C
Business and Commercial Awareness		15	English	0	100	0	A, B, C
Social Networking and Enterprise		15	English	0	100	0	A, B, C
Managing Media and Communications		30	English	60	40	0	A, B, C
Management Science in Business		15	English	70	30	0	A, B, C

Campus Module Code Matrix

LEVEL 4

Compulsory Modules Module Title	Module Code Subang
Marketing Data Analysis	4FBS1016
Principles of Marketing	4FBS1017
Professional Development for Marketers	4FBS1018
Economics for Business	4FBS1019
Introduction to Marketing Communications	4FBS1020
Global Perspectives in Business	4FBS1029
Creativity, Technology and Innovation	4FBS1021

LEVEL 5

Compulsory Modules Module Title	Module Code Subang
21 st Century Consumer Marketing	5FBS1023
Enhancing Employability in Marketing	5FBS1024
Marketing Planning	5FBS1025
Managing People	5FBS1026
Enterprise	5FBS1027
Product Innovation	5FBS1028
Digital Marketing	5FBS1029
Marketing for the Small Enterprise	5FBS1030

LEVEL 6

Compulsory Modules Module Title	Module Code Subang
Contemporary Issues in Marketing	6FBS1094
Market and Social Research	6FBS1061
Business and Commercial Awareness	6FBS1062
Social Networking and Enterprise	6FBS1064
Managing Media and Communications	6FBS1065
Management Science in Business	6FBS1063

The award of an honours degree requires 360 credit points, with at least 240 credit points at Level 5 or above, of which at least 120 credit points must be at Level 6.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate*	45 credit points at level 4	4
Certificate of Higher Education*	120 credit points at level 4	4, 5
University Diploma*	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education Marketing	240 credit points including at least 120 at level 5	5, 6
BA Marketing	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA (Honours) Marketing	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6

*These are untitled interim awards; other interim award titles reflect the appropriate fields of study

E. Support for students and their learning

Students are supported by;

- Director of Studies, University of Hertfordshire, located at Subang Campus.
- A Dean of School or Head of School at the respective campus.
- A Head of Programme (HoP) to manage the programme and support students' learning such as coordinating study plans, managing academic progression, and providing academic counseling.
- Head of INTI and Laureate International Partnerships at the University of Hertfordshire Business School
- Link Tutor from the University of Hertfordshire Business School
- A Programme Committee, the membership of which includes the Link Tutors and students
- An extensive Learning Resources Centre, incorporating a library and computer centre.
- A team of Academic Support Tutors.
- A Teaching & Learning Department/Unit.
- An International Students Centre.
- Campus Counseling Centre.
- The Students' Body – INTIMA.
- A Careers Service for all current students and graduates.
- StudyNet, a versatile on-line interactive intranet and learning environment.
- Black Board, a versatile on-line interactive intranet and learning environment.
- UH Club (Subang) and student representatives.
- Student Feedback Scheme (all campuses) and Student Helpdesk (Subang).

F. Entry requirements

To join this programme at Level 4, a student is normally expected to have one of the following qualifications:

- STPM with 2 principal passes or Matriculation Certificate with a CGPA of 2.0 based on an average of the best three subjects including General Paper
- A-levels with 2 principal passes
- INTI Foundation programme
- UEC with 5Bs
- Equivalent qualifications to be assessed by the Portfolio Review Committee (PRC)

Malaysian students without credit in SPM English should hold IELTS score of 6.0 (with no less than 5.5 in any band) or TOEFL 550 or an equivalent level of English Language, eg success in the INTI

English Placement Test and/or successful completion of the LEP (Laureate English Programme). International students will be required to present the English language requirements.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

Other appropriate qualifications may be considered in consultation with the relevant Programme Director or Head of Programme in liaison with the Hertfordshire Business School Admissions Tutor.

Section 2

Programme management

Relevant QAA subject benchmarking statements	General Business and Management
Date of validation/last periodic review	October 13
Date of production/ last revision of PS	June 15
Relevant intakes	Level 4 entering August 2015
Administrative School	Hertfordshire Business School

Table 3 Course structure

Course details					
Course code		Course description			JACS
BSISJM – Subang BSIKLMK – Kuala Lumpur		BA (Honours) Marketing			N100
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
IMSJA1F	A	Marketing	1	INTI, Subang Jaya	Full-time
IMSJA2F	A	Marketing	2	INTI, Subang Jaya	Full-time
IMSJA3F	A	Marketing	3	INTI, Subang Jaya	Full-time
IMSJB1F-1	B	Marketing	1	INTI, Subang Jaya	Full-time
IMSJB1F-2	B	Marketing	1	INTI, Subang Jaya	Full-time
IMSJB2F-1	B	Marketing	2	INTI, Subang Jaya	Full-time
IMSJB2F-2	B	Marketing	2	INTI, Subang Jaya	Full-time
IMSJB3F-1	B	Marketing	3	INTI, Subang Jaya	Full-time
IMSJB3F-2	B	Marketing	3	INTI, Subang Jaya	Full-time
IMSJC1F-1	C	Marketing	1	INTI, Subang Jaya	Full-time
IMSJC1F-2	C	Marketing	1	INTI, Subang Jaya	Full-time
IMSJC2F-1	C	Marketing	2	INTI, Subang Jaya	Full-time
IMSJC2F-2	C	Marketing	2	INTI, Subang Jaya	Full-time
IMSJC3F-1	C	Marketing	3	INTI, Subang Jaya	Full-time

IMSJC3F-2	C	Marketing	3	INTI, Subang Jaya	Full-time
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The programme is managed by;

- A Dean of School or Head of School and Head of Programme.
- Head of Programme is responsible for the day to day management and who advise students on the programme as a whole.
- Programme Officer will assist the Head of Programme in the management of the programme.
- Marketing Officers, with specific responsibility for open days and selection of students.
- Head of INTI and Laureate International Partnerships at the University of Hertfordshire Business School
- Link Tutor from the University of Hertfordshire Business School
- A Programme Committee, the membership of which includes the Link Tutors and students

Programme-specific assessment regulations

The programme is compliant with the University's generic assessment regulations (Structure and Assessment Regulations for Academic Programmes, [UPR AS14](#)).

Further points of clarification and interpretation relevant to this specific programme are given below:

- INTI operates a strict attendance requirement policy. Attendance at each individual module is monitored by INTI staff.
- Students who fall below this requirement will need to re-enrol on the module(s) affected.
- Penalties related to non-attendance are detailed by the campus documentation and are at the discretion of the Exam Board.
- The Malaysian Qualifications Agency (MQA) mandates that a number of additional subjects be studied alongside undergraduate programmes. Students are required to pass these in order to progress to the next level of study.
- Students must complete the MQA modules. Below is the list of MQA modules.

All students need to fulfil the regulatory requirements of pursuing the Compulsory Modules, Mata Pelajaran Wajib (MPW), totalling 9 credits in total within the programme prior to graduating. Credit Transfers are allowed for students who have pursued the MPW modules. Local students who have a credit in their Bahasa Malaysia (Malaysian Language) and are exempted from taking the Bahasa Kebangsaan module will need to pursue other modules of equivalent credit as a replacement.

MPW Subjects

	Bahasa Kebangsaan (3 credits)	Moral Studies or Islamic Studies (3 credits)	Moral Studies (3 credits)
Local Students	X*	X	X
International Students	X	X	X

Note

* Local students are exempted from pursuing this module if they have achieved a credit in their SPM's Bahasa Malaysia (Malaysian Language) paper.

Other sources of information

- Definitive Module Documents
- Module Guides
- Student Handbook
- A-Z guide
<http://www.studynet1.herts.ac.uk/ptl/common/support.nsf/support?ReadForm>
- University of Hertfordshire Course website:
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:

<http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx>

- The Framework for Higher Education Qualifications in England, Wales and Northern Ireland, 2008: <http://www.qaa.ac.uk/AssuringStandardsAndQuality/Qualifications/Pages/default.aspx>
- SEEC Credit Level Descriptors for Further and Higher Education 2010: <http://www.seec.org.uk/sites/seec.org.uk/files/SEEC%20Level%20Descriptors%202010.pdf>
- External Quality Review report website: <http://www.qaa.ac.uk/reviews/reports/instReports.asp?ukprn=10007147>
- UNISTATS website: <http://www.unistats.com/>
- University of Hertfordshire Academic Quality website: (StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14: <http://sitem.herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and Graduate Attributes, UPR TL03: <http://sitem.herts.ac.uk/secreg/upr/TL03.htm>
- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03: <http://sitem.herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17: <http://sitem.herts.ac.uk/secreg/upr/AS17.htm>
Index of UPRs for students: http://sitem.herts.ac.uk/secreg/upr_azlist_info.htm
- Information on Programme and Module External Examiners <http://www.studynet1.herts.ac.uk/ptl/common/studentcentre.nsf/Teaching+Documents/184A221E5EECA6B780257A5C00250BA9?OpenDocument>
- MQA Website <http://www.mqa.gov.my/>

Other information relevant to the programme

INTI Colleges operate on a basis of 2.5 semesters per annum, with the short semester beginning in January. There are 3 intakes to the programme per year (January, April and August). The Malaysian Qualifications Agency (MQA) mandates that a number of additional subjects be studied alongside undergraduate programmes.

University policies relevant to the Programme

The University undertakes to use all reasonable endeavors to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum, and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation, and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects ([UPR RE01](#)) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval

must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.

Signed *Denise Ball* Date...24th July 2015.....

Denise Ball
Associate Dean of School (Academic Quality Assurance)

If you would like this information in an alternative format please contact:
Julie Wendell, Senior Administrator (Overseas
Programmes), j.a.wendell@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring
and Evaluation Report (AMER) and/or the External Examiner's Report
for the programme, please email a request to aqo@herts.ac.uk

BA (Hons) Marketing

Table 2: Development of Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																		
		Knowledge and Understanding					Intellectual Skills				Practical Skills		Transferable Skills							
Level	Modules	Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	D1	D2	D3	D4	D5	D6	D7	
Level 4	Principles of Marketing	See Campus Module Code Matrix on Page 6	✓	✓	✓	✓			✓		✓		✓			✓	✓			
	Global Perspectives in Business			✓		✓								✓		✓	✓			✓
	Professional Development for Marketers		✓		✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓		
	Introduction to Marketing Communications		✓	✓						✓	✓	✓		✓		✓	✓	✓	✓	
	Marketing Data Analysis		✓				✓	✓	✓	✓					✓	✓	✓	✓		
	Economics for Business			✓	✓		✓			✓	✓			✓		✓	✓	✓		
Level 5	Marketing Planning		✓	✓	✓	✓		✓	✓	✓			✓	✓	✓	✓	✓	✓		
	Enhancing Employability in Marketing			✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
	Enterprise		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	
	Managing People				✓	✓	✓			✓	✓			✓	✓	✓	✓	✓		
	21 st Century Consumer Marketing		✓	✓	✓	✓			✓		✓		✓	✓		✓	✓	✓		✓
	Product Innovation		✓		✓	✓	✓		✓	✓			✓	✓		✓	✓	✓		✓
Level 6	Market and Social Research			✓		✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓		
	Contemporary Issues in Marketing		✓	✓	✓	✓		✓	✓	✓	✓		✓		✓	✓	✓	✓		✓
	Business and Commercial Awareness		✓	✓	✓			✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	
	Social Networking and Enterprise		✓	✓	✓	✓			✓		✓		✓	✓		✓	✓	✓		✓
	Managing Media and Communications		✓	✓					✓	✓	✓			✓		✓	✓	✓	✓	
	Management Science in Business		✓				✓	✓	✓	✓					✓	✓	✓	✓		

Key to Programme Learning Outcomes

Knowledge and Understanding of:

- A1 The key marketing concepts, practices and underpinning theory
- A2 The complexities of organisations, in particular the way in which marketing interacts with other key business functions.
- A3 The external environmental influence on the organisation and marketing management.
- A4 Contemporary issues which impact marketing such as innovation, creativity and enterprise; e-commerce, sustainability, business ethics and globalisation.
- A5 Related business disciplines

Intellectual Skills – able to:

- B1 Utilise cognitive skills of critical thinking
- B2 Utilise cognitive skills of analysis
- B3 Utilise cognitive skills of synthesis
- B4 Assess theory and provide opinion based on reading and use of relevant theory

Practical Skills – able to:

- C1 Integrate marketing theory with practice through the ‘applied’ modules

Transferable Skills able to:

- D1 Communicate effectively, both orally and in writing.
- D2 Work effectively in a team
- D3 Make use of effective problem solving and decision making using appropriate qualitative and quantitative techniques
- D4 Work independently, effectively and to set deadlines
- D5 Make effective use of Information Technology
- D6 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments
- D7 Operate in the dynamic global arena and to appreciate contemporary and cross-Cultural difference.