



COURSE SPECIFICATION

BA (Hons) Marketing

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COURSE SPECIFICATION

Please refer to the [Course Specification Guidance Notes](#) for guidance on completing this document.

Course Title	<i>BA (Hons) Marketing</i>
Final Award	<i>BA (Hons)</i>
Exit Awards	<i>CertHE, DipHE</i>
Course Code / UCAS code (if applicable)	U3447FTC
Mode of study	<i>Full time</i>
Mode of delivery	<i>Campus</i>
Normal length of course	<i>3 years</i>
Cohort(s) to which this course specification applies	<i>From September 2024 February 2025 May 2025 intakes onwards</i>
Awarding Body	<i>University of Portsmouth</i>
Teaching Institution	<i>University of Portsmouth London</i>
Faculty	<i>Faculty of Business and Law</i>
School/Department/Subject Group	<i>Marketing</i>
School/Department/Subject Group webpage	University of Portsmouth London
Course webpage including entry criteria	BA (Hons) Marketing University of Portsmouth
Professional and/or Statutory Regulatory Body accreditations	
Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level	<i>Level 6</i>

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the [Module Web Search](#) for further information on the course structure and modules.

Educational aims of the course

The Marketing programme aims:

- To provide students with detailed knowledge and a firm understanding of all aspects of marketing
- To equip students with understanding of marketing within a global context
- To develop initiative, inquisitiveness and innovation in problem identification and resolution
- To develop self-motivation and an entrepreneurial spirit in completing projects from inception to completion
- To develop strategic, analytical and critical thinking to marketing within organisations in the private, public and voluntary sectors
- To provide a challenging and stimulating study environment to enable students to become skilful professionals
- To provide students with the opportunity to study a flexible coherent programme up to and including a maximum of 40 credits worth of elective units at levels 5 and 6
- To provide students with the opportunity to partake in the Institution Wide Language Programme
- To provide an opportunities for students to gain experience and skills relevant to employment (or further study) within marketing through corporate interactions, industry informed teaching, and through work placement opportunities
- To provide opportunities to address real business problems, thus equipping graduates with transferable skills for lifelong learning and flexibility in the context of changing labour markets
- To provide students with the skills and knowledge required to maximise career and postgraduate study opportunities
- To provide links and/or a platform for the eventual professional development of a career in marketing
- To integrate world class, impactful research into teaching to provide students with cutting-edge understanding of contemporary marketing
- To equip students with understanding of the importance of responsible, ethical and sustainable marketing

Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The [Quality Assurance Agency for Higher Education \(QAA\)](#) sets out a national framework of qualification levels, and the associated standards of achievement are found in their [Framework for Higher Education Qualifications](#) document.

The Course Learning Outcomes for this course are outlined in the tables below.

A. Graduates will have knowledge and understanding of marketing and be able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A1	Explain the theories and practices of marketing.	Learning is achieved by lectures supplemented by seminars, practical sessions and workshops. Lectures together with online material provide	Assessment is via a mix of coursework and examination. Coursework includes individual and group work,
A2	Critique the theories and practices of marketing.		

		theoretical/conceptual foundations. Seminars, practical sessions and workshops build on and develop further knowledge and understanding.	presentations, case studies, live client work and assignments.
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B. Graduates will have critical thinking skills and be able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B1	Find and make appropriate use of market data to produce a critical piece of work.	Cognitive skills are developed through lectures supported by other class based sessions and independent learning. On this pathway students also apply these skills in the course of the work placement if this option is chosen by the student.	Assessment of cognitive skills occurs in the range of assessment methods employed, such as examination, and/or continuous assessment, individual coursework and/or group work. The Placement is also assessed via employer reports and a self-completed learning log discussed with a Placements Tutor.
B2	Make appropriate use of academic and practitioner sources appropriate to marketing.		
B3	Use appropriate models, concepts and tools learned to apply knowledge and understanding of marketing.		

C. Graduates will be problem solvers with a creative, entrepreneurial mindset and be able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	Analyse a realistic problem and develop creative solutions.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for application of	Practical skills form part of self-managed learning and are key to performance in a range of assessments including live
C2	Apply the methods and techniques that they have learned to initiate and carry out projects.		

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
		knowledge and the development of key practical skills.	client work, case studies, role plays and presentations. During the Placement, students' practical skills are additionally assessed via employer reports plus a learning log completed by the student.

D1. Graduates will be effective communicators and be able to:

D2. Graduates will be global citizens with an awareness of how issues of ethics, sustainability and responsibility affect professional practice and be able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D1	Deliver an effective and professional presentation.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, learning logs, presentations and final year project.
D2	Produce a clear and professional report that addresses the brief given.		
D3	Create and communicate a suitable message, selecting and making appropriate use of media, to a defined audience.		
D4	Show understanding of the impact of the global marketplace.		
D5	Show understanding of sustainable marketing and responsible consumerism.		
D6	Recognise and propose resolutions to ethical issues affecting marketing.		

Academic Regulations

The current University of Portsmouth [Academic Regulations](#) will apply to this course.

Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the [MyPort](#) student portal. UoP London will have a MyPort

'wrapper' on the London website that specifies specific resources for London students and signposts them to the relevant ones on MyPort. Details of how student support will be provided is in the operational handbook.

In addition to these University support services, this course also provides personal tutoring at every level of study. Whilst studying at the University of Portsmouth London, each student has a named personal tutor responsible for academic and pastoral support and guidance and will meet this tutor in a regular timetabled session.

All students undertake an induction programme that introduces the student to the University and their course and provides guidance and advice about the additional University support offered to all students as detailed below:

- University support services including financial advice, housing etc
- Well-being and counselling service
- Study support
- Additional Support and Disability Advice Centre (ASDAC)
- Careers and Employability Service

Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as represented in our [Policy for Listening to and Responding to the Student Voice](#) where you can also find further information.

Reference Points

The course and outcomes have been developed taking account of:

- [University of Portsmouth Curriculum Framework Specification](#)
- [University of Portsmouth Education Strategy 2016 - 2020](#)
- [University of Portsmouth Code of Practice for Work-based and Placement Learning](#)
- [Quality Assurance Agency UK Quality Code for Higher Education](#)
- [Quality Assurance Agency Qualification Characteristic Statements](#)
- [Quality Assurance Agency Subject Benchmark Statement for Business and Management](#)
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- [Office for Students Conditions of Registration](#)
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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