



Programme Specification

With effect from: September 2024

A programme specification is the definitive record of your programme of study at the University. It sets out the aims, learning outcomes, and indicative content of the programme. You should read this programme specification alongside the relevant module descriptors and the University's Taught Programme Academic Regulations.

This specification only applies to the delivery of the programme indicated below. The details in this specification are subject to change through the modifications or periodic review processes.

1 Programme name and award

This programme specification relates to the following award(s)

BA (Hons) Business and Marketing

2 Aims of the programme

Rationale and general aims, including what is special about this programme

The rationale of the BA (Hons) Business and Marketing programme is to provide you with essential knowledge and understanding of marketing in theory and practice, and enable you to develop the personal and professional skills and attributes that will be required for you to operate competently and effectively within a graduate level marketing role.

High-level academic employability lies at the heart of all Leeds Trinity University programmes and, consequently, the BA (Hons) Business and Marketing programme is founded in contemporary real-world industry practice. This will develop your awareness of marketing functions and roles in business-to-consumer, business-to-business and non-profit contexts, as well as internal and external organisational and external agency marketing environments, and enable you to make informed career choices.

Opportunities for you to apply and demonstrate acquired marketing knowledge, professional skills and personal attributes will be afforded by authentic, real-world assessment tasks requiring both collaborative team-working and independent marketing research, planning and creative proposal.

3 Level Learning Outcomes and Attributes and Skills or Employability Outcomes

Learning outcomes are expressed in terms of:

- Knowledge and understanding (K)
- Intellectual / cognitive / 'thinking' skills (I)
- Practical skills specific to the subject (P) (*for example, lab skills and similar*)
- Attributes and Skills (undergraduate) (AS) or Employability skills (postgraduate) (E)

We design assessment tasks to enable you to demonstrate the Level Learning Outcomes and relevant Employability Outcomes for your level of study. To a greater or lesser extent, all Level Learning Outcomes at each level of your study are embedded in the assessment task(s) at that level. This means we can take a more integrated view of your overall performance at a level.

To progress to the next level, or to receive an award, you will need to satisfy the Level Learning Outcomes below and relevant Attributes and Skills Outcomes (UG) or Employability Outcomes (PG) and achieve credit as per the Taught Programme Academic Regulations.

Level Learning Outcomes	
Level 4	
K1	Knowledge and understanding of the fundamental concepts, tools and processes of the marketing function and differentiation of marketing mix strategies between tangible (product) and intangible (non-product) marketing scenarios.
K2	Knowledge and understanding of internal and external marketing environments, including legal and ethical frameworks, and how these affect management and business practice.
K3	Knowledge and understanding of the organisational and audience relationship and the function of marketing in enabling effective audience targeting and engagement.
K4	Knowledge and understanding of the ethical issues and laws.
I1	Demonstrate how the theory of a business subject is applied in the practice of business management.
I2	Analyse issues and problems which arise in the context of contemporary business organisations.
I3	Access and use a range of information tools online and offline to search and find relevant business resources and extract business data and information needed to understand theories in the discipline and define a business problem or issue.
I4	Employ quantitative and qualitative information and data in order to identify and recommend solutions.
I5	Communicate effectively using a range of oral, written and visual communication tools to identify and present issues and challenges, apply relevant theories and propose practical solutions.
I6	To work effectively as part of a team on a given task, meeting obligations to other team members.
Level 5	
K1	Application of fundamental marketing concepts to the process, planning and implementing of marketing communications strategies.

K2	Knowledge and understanding of inter organisational-audience relationships in controlled (organisational-led) and uncontrolled (user-led) marketing communications scenarios.
K3	Knowledge and understanding of audience segmentation and targeting based on demographic, psychographic and behavioural factors.
K4	Knowledge and application of tools of the marketing communications mix including advertising, public relations, sales promotion and direct marketing in conventional and digital media environments.
I1	Integrate theory and practice by demonstrating how resources, financial and human, are secured, integrated, allocated and effectively managed to meet organisational objectives.
I2	Adopt multiple perspectives to identify key elements of real-life problems, assess implications of alternative scenarios and suggest justified solutions.
I3	Analyse and manage risk factors within a business project.
I4	Evaluate own strengths and weaknesses, identify career opportunities and critically assess own skills and attributes against requirements for future professional employment.
I5	Access, collect and analyse self-determined quantitative and qualitative information for effective use.
I6	Apply management research methods.
Level 6	
K1	Knowledge, critical evaluation and application of strategical marketing planning process in theory and practice.
K2	Develop cross-cultural awareness-perspective of strategic marketing planning and implementation in context of domestic and international markets.
K3	Debate the key challenges in the current global business environment and how they affect business organisations.
K4	Critically review current marketing and market research.
I1	Critically evaluate alternative policies and strategies a company may adopt to meet stakeholder needs and minimise risk within changing internal and external environments.
I2	Develop appropriate criteria to identify a range of solutions to a complex business problem in a functional specialism and demonstrate an ability to make decisions.
I3	Identify and critically examine contemporary issues influencing business thinking and behaviour in business organisations.
I4	Demonstrate effective cognitive, problem-solving and decision-making abilities using appropriate quantitative and qualitative skills.
I5	Work effectively as a member of a team, negotiating in a professional manner using communication to persuade and convince to build a shared understanding of team goals.
I6	Formulate a coherent complex argument within a theoretical and contextual framework in area of specialism.

Attributes and Skills Outcomes (undergraduate)

AS1	Working Independently - prioritising workload, anticipating and troubleshooting potential problems, and achieving this without requiring continual oversight from a supervisor or manager;
AS2	Research & Thinking Critically - systematic investigation of resources to identify relevant information. Critical thinking refers to a process of independent scrutiny, allowing formation of a well-reasoned opinion for application of the research to decision-making and action;
AS3	Digital Confidence - identifying, learning and confident adoption of digital tools, applications and software to improve existing processes, meet emerging challenges or develop new approaches;
AS4	Adaptability - the ability to make the most of changing circumstances and adapt to new conditions;
AS5	Resilience - the ability to recognise that you will be exposed to adversity but that you will be able to respond positively and ultimately adapt and grow from challenging events;
AS6	Professional Outlook - preparing yourself to successfully research, plan and apply for opportunities through effectively articulating your skills and attributes whilst understanding how to present yourself in professional working environments to achieve your career goals;
AS7	Effective Communication - the ability to work cooperatively with others to achieve a group objective and the recognition that good leadership empowers achievement of collective goals through combined efforts;
AS8	Ethics, Diversity, Sustainability - making a positive impact on society and the environment as a whole;
AS9	Enterprise and Entrepreneurship - entrepreneurship is the application of enterprise behaviours, attributes and competencies into the creation of cultural, social, or economic value. Enterprise is generating and applying ideas that are practical when undertaking a new venture or project.

4 External Benchmarks

Statement of congruence with the relevant external benchmarks

All Leeds Trinity University programmes are congruent with the Frameworks for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) (formerly National Qualification and Credit Framework (NQF)).

The aims, objectives and learning outcomes of the programme are consistent with the required specification for the Chartered Institute of Marketing (CIM) and the most recent Subject Benchmark Statement for Business and Management, 2023.

5 Indicative Content

Summary of content by theme

The BA (Hons) Business and Marketing programme aims to provide an intensive, contemporary and academically rigorous pathway for students interested in professional marketing and allied careers. Core themes focus on contemporary marketing theory and professional practice, employability skills and personal development:

1.Core competences, skills, and experiences

Level 4: Focuses on establishing comprehension of fundamental aspects of marketing theory and practice, identifying and segmenting audiences and the development of targeted marketing strategies for the marketing mix to achieve organisational objectives. Delivery includes working with real-life organisational partners and/or case studies to provide an authentic context and practical understanding that can be applied to theoretical knowledge. Students will have the opportunity to develop cognitive skills, test knowledge and develop team-working skills through presentation of a negotiated collaborative marketing task and development of an organisational-specific marketing plan.

Level 5: Builds on your understanding of fundamental marketing concepts to focus on how organisations engage and communicate with target audiences through the deployment of marketing messages and the tools of the marketing communications mix. Students will have the opportunity to develop cognitive skills and develop team-working skills through presentation of a negotiated collaborative marketing communications task and development of an integrated marketing communications plan.

Level 6: Consolidates your knowledge of fundamental marketing concepts and the inter organisational-audience relationship into the study and practice of the strategic marketing planning process. Marketing scenarios will be widened to encompass the global context and differing buyer-consumer values and needs that present in different international markets. Student knowledge will continue to be tested through the opportunity to negotiate and develop strategic marketing plans in domestic and global contexts.

2. Employability and Professional Practice

Integrated within the study of the subject material across core modules is the development of real-world marketing industry awareness delivered through case study, current affairs and external speaker-partner projects. You will be familiarised with marketing functions in business-to-business, business-to-consumer and not-for-profit contexts, as well as roles within in-house organisational marketing functions and external marketing agencies to widen your career planning options. Key employability skills in communication, team working, presenting, planning and problem solving will be continuously encouraged and tested, allied to core knowledge of contemporary marketing practice. You additionally have the opportunity to work with and experience external employer organisations through placement and professional learning related modules from Level 4 to Level 6.

3. Sustainability

As business leaders of the future, it is critical that students develop an understanding of ethics, social justice and sustainability. Corporate social responsibility will be embedded in core modules across the programme as a key contributor to organisational reputation and performance, and as a major influence on the buying or engagement decisions made by today's customer-consumers. You will have the opportunity to explore and demonstrate awareness across a range of ethical and sustainability issues related to marketing messages and organisational practice, with particular attention paid to inclusive practice in audience representation and communications.

6 Programme Structure

Programme Structure – BA (Hons) Business and Marketing

Duration	3 years full-time		
Total credit rating	360 credits		
Level 4 – With effect from: September 2023			
Core: You are required to take the following modules. Modules containing Integrated Assessment are asterisked.			
Module Code	Module Title	Semester	Credits
BMM4123	Marketing Fundamentals	1	30
BMM4133	Principles of Accounting and Finance	1	30
BMM4153	People and Organisations*	2	30
BMM4143	Globalisation and Social Justice	2	30
Level 5 – With effect from: September 2024			
Core: You are required to take the following modules			
Module Code	Module Title	Semester	Credits
BMM5123	Global Business Environment	1	30
BMM5133	Professional Development and Placement	1 & 2	30
BMM5183	Integrated Marketing Communications	2	30
BMM5143	Business Research and Analytics	2	30
Level 6 – With effect from: September 2025			
Core: You are required to take the following modules			
Module Code	Module Title	Semester	Credits
BMM6083	Professional Learning and Practice	1 & 2	30
BMM6123	Strategic Marketing	1	30
Options: You are required to choose 60 credits from the following modules			
Module Code	Module Title	Semester	Credits

BMM6163	International Marketing	2	30
BMM6143	Creative Entrepreneurship and Innovation	2	30
BMM6153	Contemporary Issues in Sustainability	2	30
BMM6173	Project Management	2	30
BMM6193	Money, Banking and Finance	2	30
BMM6183	Research Project	2	30

7 Pre-requisites

Modules students **must** study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award

N/A

8 Learning, Teaching and Assessment

The University's Learning, Teaching and Academic Experience Strategy informs the design of your programme. You can find more information about learning, teaching and assessment for your programme (including information on Integrated Assessment) within the relevant Assessment Handbooks.

9 Entry requirements

Do the University's standard entry requirements apply (as outlined within the University's Admissions Policy)?

Yes

Detail of any deviation from (or within) and/or addition to the University's standard entry requirements (if applicable), e.g. English Language and/or English Literature requirement

N/A

10 Additional support needs

Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the

normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.

Programme-specific requirements / unavoidable restrictions on participation in the programme

N/A

11 Technical Information

Awarding Body / Institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
Parent Faculty	BCDI
Parent School	Business
Professional accreditation body	Chartered Institute of Marketing (CIM)
Final award	BA (Hons)
Title of programme(s)	Business and Marketing Business and Marketing (with Foundation Year)
Subsidiary (fallback) award(s)	Certificate of Higher Education in Business Diploma of Higher Education in Business and Marketing BA in Business and Marketing
Honours type	Single
Duration and mode(s) of study	3 years full-time
Month/year of approval of programme	September 2023
Periodic review due date	As scheduled
HECoS subject code(s)	100079 (50%) 100075 (50%)
UCAS course code(s)	NN12 BA/BUSMASH
SITS route codes	BUSAMKT
Delivery venue(s)	Leeds Trinity University

12 Level Learning Outcomes and Employability Outcomes

The grids below demonstrate where Level Learning Outcomes and Attributes and Skills Outcomes or Employability Outcomes are assessed at module level and ensure that students are assessed in all Level Learning Outcomes at each level of their study. Students might not be assessed in all Attributes and Skills Outcomes at each level of study. However, all Attributes and Skills/Employability Outcomes will have been assessed by the end of the programme.

Level 4	Assessed level learning outcomes										Skills development								
<i>Adjust LO codes as necessary.</i> ↓	K1	K2	K3	K4	I1	I2	I3	I4	I5	I6	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Fundamental Concepts, Tools and Processes	Internal and External Environments	Organisational and Audience Relationship	Awareness of the Ethical Issues and Laws	Application of theory of a business subject	Analyse business organisation problems	Access online business resources and data	Employ quantitative & qualitative data	Communication modes	Teamworking	Working Independently	Research & thinking critically	Digital confidence	Adaptability	Resilience	Professional outlook	Effective communication	Ethics, diversity & sustainability	Enterprise & entrepreneurship
BMM4123 Marketing Fundamentals																			
BMM4133 Principles of Accounting and Finance																			
BMM4153 People and Organisations																			
BMM4143 Globalisation and Social Justice																			

Level 5	Assessed level learning outcomes										Skills development								
<i>Adjust LO codes as necessary. ▼</i>	K1	K2	K3	K4	I1	I2	I3	I4	I5	I6	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Application of Fundamental concepts.	Inter-organisational Audience Relationship	Audience Segmentation and targeting	Tools of the marketing communication mix.	Integrate theory & practice	Adopt multiple perspectives	Analyse and manage risks factors within a business project	Evaluate own strengths and weaknesses	Access collect & analyse quantitative and qualitative info	Apply management research methods	Working independently	Research & thinking critically	Digital confidence	Adaptability	Resilience	Professional outlook	Effective communication	Ethics, diversity & sustainability	Enterprise & entrepreneurship
BMM5183 Integrated Marketing Communications																			
BMM5123 Global Business Environment																			
BMM5133 Professional Development and Placement																			
BMM5143 Business Research & Analytics																			

Level 6	Assessed level learning outcomes										Skills development								
<i>Adjust LO codes as necessary. ↓</i>	K1	K2	K3	K4	I1	I2	I3	I4	I5	I6	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Critical Evaluation and Application	Cross Cultural Awareness Perspective	Debate key challenges in the Current Global Business Environment	Critically Review Current Marketing and market Research	Critically evaluate business policies and strategies, etc	Develop criteria to identify solutions.	Critically identify contemporary influencing business thinking.	Evaluate using appropriate quantitative and qualitative skills	Access, collect & analyse quantitative and qualitative info	Apply management research methods	Working independently	Research & thinking critically	Digital confidence	Adaptability	Resilience	Professional outlook	Effective communication	Ethics, diversity & sustainability	Enterprise & entrepreneurship
BMM6123 Strategic Marketing																			
BMM6083 Professional Learning and Practice																			
Option: BMM6153 Contemporary Issues in Sustainability																			
Option: BMM6143 Creative Entrepreneurship and Innovation																			
Option: BMM6163 International Marketing																			
Option: BMM6173 Project Management																			
Option: BMM6183 Research Project																			
BMM6193 Option: Money, Banking and Finance																			