

# UNIVERSITY OF EAST LONDON

## COURSE SPECIFICATION

Course Aim and Title	BSc (Hons) Marketing (Data Analytics)
Intermediate Awards Available	Cert HE, Dip HE
Teaching Institution(s)	University of East London
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	
Professional Body Accreditation	Chartered Institute of Marketing (Pending) Institute of Data and Marketing (Pending)
Relevant QAA Benchmark Statements	Markets, Marketing and sales, Customers, Finance, People, Organisational Behaviour, Operations, Information systems and business intelligence, Communications, Digital business, Business policy and strategy, Business innovation and enterprise development, social responsibility.
Date Specification Last Updated	January 2020

### Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Understand the theories, methods and techniques of marketing data analysis and apply their knowledge and understanding of marketing to carry out relevant projects.
- Critically evaluate marketing arguments, assumptions, concepts and data to form judgements and frame questions to solve relevant commercial problems.
- Communicate marketing information, ideas, problems and solutions to specialist and non-specialist audiences.
- Develop qualities and skills necessary for employment requiring the exercise of responsibility, complex decision making and professional conduct within the field of professional marketing.

What you will learn:

#### **Knowledge**

- To understand the nature of marketing functions and processes within organisations and the individual and collective practices which influence the business environment.
- To evaluate the marketing environment and pace of change including economic, environmental, cultural, ethical, legal, regulatory, political sociological, digital and technological including their effects at a local, national and global level upon marketing strategy, customer behaviour, management and sustainability of organisations.
- To understand the theories, models, frameworks, tasks and roles of marketing including the management of people, resources, corporate social responsibility and other processes of decision-making within the organisation.
- To evaluate the role of data analysis in the formation of marketing decisions and strategy.

#### **Thinking skills**

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- To understand the function and operation of markets for resources, goods and services.
- To evaluate different approaches for segmentation, targeting and positioning in order to generate sales needed for innovation in product management and service design.
- To appreciate the role of digital technology and data in reshaping traditional revenue and business models in the marketing industry.

### **Subject-Based Practical skills**

- To identify relevant marketing problems and select appropriate and professional solutions.
- To analyse and evaluate marketing data using a range of appropriate social scientific methodologies which emphasise digital literacy and evidence-based decision-making.
- To act entrepreneurially within a marketing context in order to generate, develop and communicate ideas and manage and exploit intellectual property, gain support and deliver successful outcomes.

### **Skills for life and work (general skills)**

- An ability to work collaboratively with people from a range of cultures and understand the mutual interdependence between internal and external customers to an organisation.
- Communication and listening to customers including the ability to produce clear, structured business communications using a variety of media.
- Conceptual and critical thinking, including the analysis, synthesis, evaluation and self-reflection upon data.

## Learning and Teaching

Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- Online discussions and activities

Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities
- One-on-one tutorials

Practical skills are developed through

- IT activities with feedback
- Research skills-based activities with feedback
- Analysis of relevant business cases

Skills for life and work (general skills) are developed through

- Planning activities with feedback
- Project work
- Interpersonal feedback from tutors on written and oral projects

## Assessment

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Knowledge is assessed by

- Coursework
- Essays
- Examinations

Thinking skills are assessed by

- Case Studies
- Examinations
- Project work

Practical skills are assessed by

- Practical reports
- Portfolio completion
- Group and Individual Presentations

Skills for life and work (general skills) are assessed by

- Project work
- Group work
- Individual written reports

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

### Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
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4	HR4010	Mental Wealth 1: Academic and Digital Proficiency	20	Core	N
4	HR4003	People and Organisations	20	Core	N
4	MK4003	Foundations of Marketing	20	Core	N
4	AC4006	Fundamentals of Business Accounting	20	Core	N
4	EC4006	Fundamentals of Economics	20	Core	N
4	SG4011	Business Statistics and Data Analysis	20	Core	N
5	HR5040	Graduate Employability Competencies (Mental Wealth 2)	20	Core	N
5	MK5025	Marketing Research Methods	20	Core	N
5	MK5021	Integrated Marketing Communications	20	Core	N
5	MK5023	Consumer Behaviour	20	Core	N
5	MK5020	Digital Marketing	20	Option	N
5	SG5011	Sustainable Operations & Supply Chain Management	20	Option	N
5	AC5050	Introduction to Accounting and Finance	20	Option	N
5	MK5026	Marketing Internship	20	Option	N
5	MK5057	Optional Placement Year	0	Option	N
6	HR6026	Global Enterprise and Consultancy Practice (Mental Wealth 3)	20	Core	N

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6	HR6020	Corporate Social Responsibility and Ethics	20	Core	N
6	MK6XXX	Marketing Data Analytics Applied Project	20	Core	N
6	MK6021	Social Media Marketing	20	Core	N
6	MK6XXX	Customer Relationship Management	20	Core	N
6	MK6XXX	Marketing Data Analytics	20	Core	N

*Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.*

Additional detail about the course module structure:

1. The course has a common Level 4 which it shares with the B.Sc. Business Management and the B.Sc. Human Resource Management to allow students flexibility between courses.
2. The Level 4 modules develop key skills to enable students to tackle Levels 5 and 6 with confidence and build literacy, numeracy and critical thinking skills early in the degree course.
3. The course is has “mental wealth” modules embedded at all levels to develop student cognitive intelligence, cultural intelligence and digital proficiency.
4. The course covers more macro issues in marketing theory including corporate social responsibility and brand management at Level 6.

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360-credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

In order to gain an Honours degree on the B.Sc. Marketing the student will need to obtain 360-credits including:

- A minimum of 120-credits at level four or higher
- A minimum of 120-credits at level five or higher and the 120-credits
- A minimum of 120-credits at level six or higher

In order to gain an Ordinary degree on the B.Sc. Marketing the student will need to obtain a minimum of 300 credits including:

- A minimum of 120-credits at level four or higher
- A minimum of 120-credits at level five or higher

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- A minimum of 60-credits at level six or higher

In order to gain a Diploma of Higher Education on the B.Sc. Marketing the student will need to obtain at least 240-credits including:

- A minimum of 120-credits at level four or higher
- A minimum of 120-credits at level five or higher

In order to gain a Certificate of Higher *Education in B.Sc. Marketing* the student will need to obtain 120-credits at level four or higher.

### Course Specific Regulations

The course has achieved professional accreditation from the Chartered Institute of Marketing. This requires at least 50% of core modules to be in the area (or related to) marketing and for no more than 30% of the assessment to be group-based. While the course has not achieved the professional accreditation yet (but is in the process of doing so), it does exist on the current course, and these specific regulations have been embedded in the design of the course.

### Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

#### Undergraduate Courses

The expected duration of this course is 3-years full-time or 6-years part-time.

Students also have the opportunity to undertake an optional placement year between levels 5 and 6, if they select the BSc Marketing (Data analytics) with Placement Year programme, which would make the duration of the course four years for these students.

A student cannot normally continue study on a course after 4-years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 8-years from first enrolment.

### Further Information

More information about this course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

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### Additional costs:

Students may incur additional travel costs to attend field trips or exhibitions as part of modules, however these will be optional to the student experience.

### Alternative Locations of Delivery

The course will be delivered across our three UEL campuses at:

- Docklands Campus
- Stratford Campus
- University Square Stratford