

Course Information Sheet

BA (Hons) Marketing

Mode and course length – Full-Time (4 years)

Location – ARU Cambridge Campus

Awarding Body – Anglia Ruskin University. As a registered Higher Education provider Anglia Ruskin University is regulated by the Office for Students.

Overview

People with marketing know-how are vital to just about every business or organisation you can think of, and there's always high demand for skilled graduates. Study for our honours degree and gain the skills and knowledge businesses really need, opening up your career options in this creative, fast-paced area.

Learn about the theory of marketing while also developing the practical skills employers look for, including IT, communication and the ability to question and analyse. Our inspiring teaching team will share with you their extensive real-world marketing experience, gained in a range of business sectors.

It's not all about classroom learning, though. You'll also have plenty of opportunities to engage in a wide range of interesting practical activities. For example, you could be part of a winning team at a national competition like the University Business Challenge Worldwide, or AB InBev's Best Beer Competition.

Through our Intern programme, around 35 students each year get a business mentor, work experience, exclusive training and development, and a reference from our Dean. This will look great on your CV.

You'll also benefit from employer visits, speakers and business events, like our Global Brand Leaders Conference. These enhance your job market knowledge and give you the chance to network with employers.

Course Delivery

Our courses are delivered through teaching and learning methods which provide students with the widest possible exposure to a modern and innovative higher education experience.

These methods vary and could include attendance at lectures and seminars, undertaking laboratory exercises or work-based activities, practical work, performances, presentations, field trips, other relevant visits and e-learning through Canvas, our online learning management system.

Each course is divided into a number of 'modules' which focus on particular areas, each of which has a specific approach to its delivery. This information is published to students for each module they take via the Module Definition Form (MDF) and Canvas.

Assessment

You can expect a lively mix of coursework, essays, exams and activity-based assignments. Your coursework could include problem-solving activities, consultancy projects, presentations and group or individual reports. You'll be able to access support materials through our virtual learning environment.

All assessment is designed to allow you to demonstrate what you've learned, and to make sure you're developing the knowledge and skills you need to complete the course. It will focus on analysing real, live marketing issues and solving marketing problems.

Fees

Information about your course fee including any annual fee increases or deposits (if required) can be found in your offer letter.

Modules

Core Modules

Year 1: Foundation in Business

This module will provide students with the necessary skills to begin studying at level 4 in courses related to Business, Accounting, Finance, Marketing, Tourism and Economics.

Students will be introduced to the core skills necessary to succeed in higher education, including thinking critically, researching and referencing appropriately, demonstrating appropriate numeracy and ICT skills, and communicating effectively verbally and in writing.

Students will also be introduced to specific concepts related to their degree programmes including the functions of a business, business law, ethics and intercultural studies. Real-world applications of these theories in business will be highlighted, and students will practice applying the theory to case studies.

The module is made up of the following 8 constituent elements:

- Interactive Learning Skills and Communication (ILSC)
- Information Communication Technology (ICT)
- Critical Thinking
- Core Maths
- Ethics
- Intercultural Studies
- Business Law
- Introduction to Business

Year 2: Academic Skills

This module aims to equip the student to function effectively as an independent self-learner within the higher education learning environment, with specific reference to the area of business management. Students will be introduced to the learning context and the responsibilities of the individual learner within higher education.

Students during the course will be encouraged to develop both practical skills and academic skills central to undergraduate business degree programmes. These will include: reading and note taking, critical analysis, critical writing, essay writing, reporting writing, problem solving, referencing, preparing for exams, and managing their time effectively. Furthermore, students will improve their use of information technology and associated software packages, improve their presentation skills, and develop basic business analysis and data interpretation skills, both individually and in teams. Students will also be introduced to the importance of personal reflection and increasing their effectiveness as independent self-learners. The module will be delivered using a team-based learning approach.

Year 2: Principles of Marketing

Principles of Marketing is a module which presents first year students with a foundation in the core theories and models of marketing, from a bottom-up perspective. The module instils in students an understanding of how marketing operates as a key functional area within business and how it critically interacts with other areas such as accountancy, human resource management and business management. The emphasis of the module is upon examining the role that marketing management can play in implementing and controlling the marketing mix processes. Alternative approaches in the use of the marketing mix will be discussed, analysed and evaluated looking at both the short and long-term organisational and market demands. The module takes examples from a diverse range of sectors from Fast Moving Consumer Goods, to the Third Sector and Arts organisations. In tandem the module takes a critical view of marketing and examines the ethical challenges of marketing along with the role which marketing can play in either aiding or stymying sustainability.

The module will consist of twelve one hour lectures supported by weekly two hour seminars. Lectures will disseminate the theory underlying marketing principles whilst seminars will be more interactive and allow students to apply the theory in group activities. Seminars will also be utilised for practising and refining the models and theories.

Year 2: Economics for Managers

This module is an introductory economics course designed for students with either no background in economics or those with A-level/Higher/High School diploma in economics. It provides an introduction to the fundamentals of economics and focuses on applying key insights to business and management applications. Due to the nature of modern economics the approach of the module is necessarily analytical, but the analysis is non-technical and relies on verbal reasoning and graphical methods. Wherever possible real world examples will be used to illustrate economic principles. The first part of this module focuses on microeconomics - the decisions and behaviour of individuals and firms, and of government within a single industry. The economic principles underlying the determination of price and output, firm costs, industrial structure and market failures are outlined. The second part of the module focuses on macroeconomics - the economy at aggregated national and international levels - and its impacts on business behaviour. We will cover the key macroeconomic variables, how they influence business activity and government macroeconomic policy.

Year 2: Introduction to Organisations and Management

Management in practice comes down to support people to work effectively in different organisational contexts. Regardless of your technical area, type of organisation or job position, to get your work done you will need to manage your relationships with colleagues, managers, subordinates and customers. This module aims to increase your ability to analyse the human side of management and diagnose problems affecting performance and organisational effectiveness. Specifically, we will equip you with knowledge and skills to understand how people and organisations function in individual, group and organisational levels based on the latest academic evidence on topics such as motivation, leadership, teams, organisational structure and culture. Finally, we aim to inspire you to value and continuously use the best available academic evidence on effective management of people and organisations throughout your career.

Year 2: New Product Marketing

The development and management of new products and services is deeply linked to the results of the companies. Innovation plays a key role in the long-term success of a company. This module is designed to discover the innovation concept and its strategic role as well as the process followed by companies to develop new products and services. From a marketing perspective, it aims to relate to the innovation process (from idea generation to launch) with its practical application in industry and commerce. This module teaches students to think independently and improve their ability to work outside of the comfort of structure and predictability and security. Students learn tools that help them develop their thinking and creativity skills. Students will (i) learn innovation theories, (ii) understand how firms develop new products/services, (iii) improve their creativity skills, and (iv) understand the success factors for new products. In teams, students will develop their own new product and will present it in a pitch where real companies will evaluate them.

The module will consist of nine one hour lectures supported by weekly two hour seminars, plus two Team Based Learning (TBL) sessions and one workshop.

Year 2: Marketing Communications

This module is designed to give students an overall understanding of marketing communications and the part that it plays in marketing and in business success. The tools and techniques used in marketing communications are identified and analysed. The module explores the role of the internet and e-commerce in developing marketing strategies to complement and strengthen those found in traditional marketing approaches and techniques. The module explores the tools used in marketing communications - Internet Marketing and E-commerce, Advertising, Sales Promotions, Public Relations, Publicity, Personal Selling, Sponsorship, Packaging, Direct Response, Merchandising and Exhibitions. How and why each tool is used and the advantages and disadvantages of each is identified, illustrating how the tools interact with the other elements of the marketing mix and how they must all integrate to achieve eventual synergy. The promotional planning process at the strategic, tactical and operational levels is identified and examined. Students completing this module will gain knowledge and skills which will enable them to pursue a career in the marketing industry and in particular the marketing communications area in either a company or agency.

Year 2: Accounting for Managers

The module aims to give students a sound grasp of the basics of financial reporting (context, purposes, regulatory framework). It introduces the principal concepts of financial accounting. The preparation of principal financial statements will also be explored.

This module is also designed to introduce students to key management accounting skills necessary to support decision-making. It will emphasise the acquisition and application of skills and knowledge necessary to inform managers responsible for planning, decision-making and control and will provide the underpinning skills and knowledge required for more advanced study. The key issues addressed will be the fundamentals of cost data collection, analysis and allocation of costs, costing of products and services using absorption and marginal costing techniques, short term decision making - Cost Volume profit analysis, budgeting and budgetary control.

The key techniques will be demonstrated and applied in active learning workshop sessions and students will be expected to work on practical examples and case studies.

One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes.

Year 3: Project Management

Project management is a key skill for any future professional to acquire, at some stage in your career you will be involved in delivering or working on a project. This module focuses on providing a sound basis for managing or working on projects. You may be a future Marketer with managing marketing campaigns in mind, a future HR Professional who may be called upon to manage a recruitment project or indeed, you may be called on to work on another type of business improvement or implementation. In essence, the concept of managing a project hinges on one quite basic principle, managing the triangle of: quality of the project outcomes, cost and time. In practice, this is a complex juggling act. This module first distinguishes a project from other types of operations processes and explores the key skills of a project manager. Then the major process groups, according to the PMBOK (Project Management Body of Knowledge) are applied, these are: initiation; planning; executing; monitoring and controlling and closing a project. The importance of stakeholder management and risk management will be emphasised. Students will use software to schedule and cost projects during the planning phases. The use of monitoring and controlling techniques, including cost control, time management and resource optimisation will be explored. After the main process groups have been covered, the final part of the module is on improving the success of projects. There is exploration of how to measure success and furthermore, the principles of agile project management are discussed.

Year 3: E-Business Management

Organisations continually rely on the information they gather to make decisions at local, national and global levels, ranging from the short to long term. Hence, developing appropriate strategies to harness real business intelligence and value from information remains high on the strategic agenda. This module explores the different e-business options and models available for organisations to exploit, taking a whole organisation perspective and, whenever appropriate, taking global engagements into account. Hence, enterprise systems to meet internal organisational information needs are explored, as well as those suited to the organisation's interfaces. E-business is essential for managing interfaces with the customer, it can be used to develop customer relationships and build loyalty. On the supply side e-business can greatly assist in the management of the supply network of the organisation. The module will also focus on considering design and implementation issues to ensure that information and e-business strategies are designed to suit the organisation and their competitive environment. In order to realise these strategies, a variety of systems development approaches and methods are available, including prototyping and the option to outsource. Hence, the ability to critique and select the appropriate approach will be developed. The overall success of an information and e-business strategy relies on careful project planning and management. Consequently, there will be exploration of the typical phases of information and e-business projects and the issues involved in developing project planning skills. The ability to project plan and manage an information or e-business system implementation is another key transferable skill gained on this module. Project planning and management must consider both the internal and external environment and hence, risk assessment techniques will be explored and applied to a given scenario.

Year 3: Business Research Methods

The module will introduce students to business and organisational research methods. The module will cover a range of qualitative and quantitative research methods. The module provides a guide to understanding the tacit and explicit processes whereby students are socialised into the field of business and management research. It is a practical module informed by theory and real-life examples, which helps students explore the philosophical debates and underlying business and management research and considers how they relate to our understanding of knowledge and business practice. The module also adopts a more specific focus on the key research skills that are involved in primary, secondary, and mixed methods business and

management research. Students will be introduced to the importance of research to the business world, they will learn how to review academic literature, how to construct research questions and objectives, how to construct a research design, how to write a research proposal, how to choose between analytical techniques and different research tools and how to analyse qualitative and quantitative data. It also provides opportunities for students to look further into research and support is provided in terms of managing research relationships, writing an ethics application for a research committee, gaining research access, and disseminating research and getting published. The module will prepare students to conduct research independently in preparation for their final year dissertation. This module uses a participative approach to learning and teaching, which is designed to provide a positive student learning experience. Students are encouraged to develop their ability to critically assess both the theory and practice of business and management research and to reflect on their own learning and development. This is achieved through lectures, seminars, independent study, preparation for class and coursework and the completion of formative and summative assignments.

Year 3: International Marketing

This module is designed to provide students with an understanding of marketing from an international perspective. The increased access to new markets across the world means that both opportunities and threats face marketers in the global context. Overcoming cultural issues remains a key challenge, along with the ability to communicate effectively to perhaps a very different target audience. The module examines a range of case examples and international market entry strategies. It begins by assessing the impact of culture on international marketing. This is followed by an assessment of the opportunities which the new 'flat world' has opened up. The last part of the module examines how to develop marketing strategies using the Marketing Mix framework. The current imperative of firms to demonstrate sustainability in their corporate actions is examined in the case studies. Firms like Nike and McDonalds have made great improvements to their ethical foundations, and these will be critically examined with regard to their international operations..

Year 3: Business to Business Marketing

This module is designed to give students an insight into the specific issues involved in strategic business-to-business (B2B) marketing. More businesses sell to other businesses than sell to consumers, and many students are likely to follow marketing careers in business-to-business marketing rather than in consumer marketing organisations. This module will also compliment any studies into small business issues. Particular emphasis will be given in the lecture programme to the national and international background to B2B marketing, the products and services offered and the organisational decision-making and buying process making comparison to business to consumer (B2C) marketing throughout. The lecture programme builds a theoretical framework step-by-step, so that the students can approach any organisational case, and produce an appropriate marketing and sales strategy. Real examples will be used in the tutorials to stimulate discussion and to put the theory into context. Students will be expected to refer to relevant texts, and follow topical business-to-business marketing issues in the quality press.

Year 3: Career Development and Employability

We will support you to increase self-awareness and engage with career management behaviours that are essential to compete successfully in the graduate labour market. The module has been designed in consultation with our employer forum and employability service and is delivered by academic staff, employability advisers and industry guest speakers. Although highly practical, this module also provides you with evidence-based insights into the contemporary world of work and the business market, in response to direct feedback from employers. Key themes covered in lectures are: career development theory, traits analysis, labour market analysis and recruitment & selection processes. During workshops, you will engage in individual and group tasks involving labour market analysis, traits analysis, skills audits and testing, case study exercises and real-life scenarios in recruitment and selection.

Year 3: Understanding Consumers

This module offers an expanded view of consumer behaviour covering not only the study of what and how we buy, but also how marketers influence the behaviour of consumers through marketing mix design and implementation. The module is informed by Psychological and Sociological models and theories and by emerging consumer psychology research. Theories and models are illustrated with practical examples of the day-to-day marketing activities of product and service providers. Finally, the module explores how consumption affects our environment with discussion of societal marketing principles.

The module aims not only to enable students to understand the theory and concepts behind the marketing decisions intended to influence consumer behaviour, but also to be able to propose improvements in the way companies communicate with

consumers by applying those theories and concepts.

Both individual and group work are necessary to achieve the module outcomes. Student will individually complete an assignment that demonstrates their knowledge of consumer behaviour theories and concepts analysing marketing communication practices and suggesting improvements. In groups, they will critically analyse day-to-day marketing activities and show their understanding of the underpinning theories.

The module will consist of ten two-hour seminars, plus 2 TBL sessions.

Year 3: Essentials of Marketing Research

Marketing research is an exciting area that allows the development of essential skills for marketers. In order to take better and faster decisions, managers need to be effective in the management of information. Marketing research provides insights needed for better decision-taking and opens career opportunities for students. This module has been designed to discover the marketing research process by putting it into practice. Students will be able to conduct market research with an understanding of all the latest theories and techniques available to them. This module teaches students to execute a marketing research project, it links the theory with its practical application. This module improves students' ability to work outside of the comfort of structure, predictability and security. Students learn tools that help them develop their planning and analytical skills. Students will (i) understand how firms develop marketing research, (ii) learn qualitative and quantitative techniques, (iii) improve their analytical skills learning the use of specific software, and (iv) prepare the results report and presentation. Based on a brief with very specific research objectives, in teams, students will plan, implement and report on a real research project for a company.

There are no formal lectures. The module will consist of two-hour seminars weekly. There will be two workshops for training students in the use of specific software for analysis of both qualitative and quantitative information (e.g., NVivo and SPSS).

Year 4: Strategic Brand Management

Successful branding creates consumer value and can provide protection from price competition and pressures towards commoditization. This involves complex processes which transform experience from satisfaction of basic needs to becoming a medium of social exchange. Brands are very important to consumers and firms. In this module students will learn about how to manage these valuable assets, as well as the naming of new products and brand extensions. The concept of brand equity will be developed and explored using the work of leading marketing theorists and practitioners. Keller's consumer based brand equity model will be used as a foundation for understanding how brands are built, what their role is and how their equity can be measured. Sustainability and ethical management of brands has become central to the success of modern brands; these themes will be explored through case studies of leading brands worldwide. In the assessment for this module students will choose a brand from the Interbrand Top 100 list, and will write a report which discusses: a) brand building tools and objectives; b) consumer knowledge of these tools in terms of awareness and associations; and c) the branding benefits created by the combination of a) and b).

Year 4: Digital Marketing

In any management role undertaken within an organisation students will require an appreciation of the power and influence of Digital Marketing. This module aims to increase employability of students by providing individuals with many of the necessary skills, as well as a critical understanding, of Digital Marketing. This will be essential as they enter employment in today's dynamic digitally influenced business environment. The lectures in this module will encourage students to critically examine emerging theories and models within this academic field of study. Students will be asked to undertake a critical examination of Digital Marketing strategies for both profit and not for profit organisations which deliver integrated online communications for both large organisations and SME's. Students will examine evidence of the change in Consumer Behaviour and increase in online activities such as social activism. They will also be required to investigate the influence of Tribes, Communities and Virtual Crowds in online behaviour and the effective use of WOM and Viral Marketing as part of campaign tactics. Important consideration of legal and regulatory issues affecting Digital Marketing, together with emerging codes of practice and ethical issues will be addressed in lectures. An understanding and development of basic skills in appropriate use of Digital Tools such as Social Media, Online Advertising and Mobile will be addressed in seminars.

Year 4: Retail and Shopper Marketing

The module develops core marketing principles in a retail context and develops specialist knowledge of the retail industry from a

marketing perspective. There are clear links to other business curriculum areas: marketing management, consumer behaviour, human resources, operations management and economics. Retail marketing is explored through a combination of lectures and a seminar programme where key issues are addressed through discussion of case study material drawn from the popular and professional press, retailer 'in-house' publications and traditional and contemporary academic literature. Areas explored include: retail mixes and strategies, the 'retail product', experiential elements of customer satisfaction, internet retailing and other emerging trends, behavioural research in retailing and supply chain management and retail performance. The module explores the emerging use of 'shopper marketing' which applies a range of research techniques to understand the behaviour of shoppers at point-of-purchase. Sustainable and ethical issues of retailing are considered including the growth of consumerism, use of consumer data, environmental impact and consumer attitudes to debt.

Year 4: Financial and Professional Services Marketing

The global financial crisis highlighted the importance of the financial services sector. It demonstrated that the way in which financial products are designed and marketed can have implications for the stability of the global financial system and for social well-being. This module explores the principles and practice of marketing in a financial and professional services context. Key themes include current thinking in services marketing and how this relates to the concept of value from a product provider and intermediary perspective; how financial firms have responded to and should continue to respond to the fallout from the financial crisis; building services brands; understanding the decision making process for financial and professional services buying decisions; understand the relationship between marketing and the regulatory regime. A range of issues concerning ethics and sustainability are considered including: levels of financial literacy; commission and compensation; miss-selling, financial scandals and the regulatory regime.

Year 4: Undergraduate Major Project (Marketing)

This final project module allows you to engage in a substantial piece of individual desk-based/secondary research focussed on a topic relevant to your degree award and subject area under the supervision and guidance of members of academic staff. This module requires you to develop your chosen topic into a specific project with a supervisor over the course of your final undergraduate academic year. Supervisors will discuss with students contemporary research problems and issues based on their research and practice, and then students will be required to conduct literature reviews, evaluate and critically appraise a range of information, investigate and adopt suitable desk-based methodologies and theoretical frameworks to work within, process data, and determine solutions to those problems. This module does not permit you to engage in primary research data generation. Throughout the module your supervisor will support you in terms of content and skills development so that you can work semi-autonomously on your individual research project. This is achieved through group supervisory meetings throughout the year, which will also allow for individual discussions. Your supervisor will set goals for these meetings involving written and verbal tasks that you will need to complete in order to receive formative feedback and develop your project smoothly. Your attendance of the meetings and engagement with the proposed tasks are essential to ensure you receive feedback and successfully complete your project.

Year 4: Current Themes in Marketing

Marketing is an area subject to continuous changes. Businesses need to evolve and adapt their marketing to new scenarios, new technologies, changes in customers' needs and demands. This module is designed to allow students to discover the latest approaches of the marketing practice. This module teaches students to apply previous learning whilst embracing new ideas. They will be inspired by the newest marketers activities.

On this module students will (1) learn how to use their previous marketing knowledge in new contexts; (2) understand the current issues in marketing management; (3) improve their marketing skills and knowledge, and (4) understand the success factors of companies within the new contexts.

During the first 4 weeks students will have guest speakers (2 guest speakers per seminar). They will introduce students in 8 current topics in marketing practice.