

Hertfordshire Business School

Title of Programme: BA (Hons) Marketing

Programme Code: BSISJM (Subang: Coordinating Campus)
BSIKLM (Kuala Lumpur)

Type of Programme: Franchise Provision

INTI International College Subang (IICS)
INTI International College Kuala Lumpur (IICKL)

Programme Specification

This programme specification is relevant to students entering:
01 January 2017(IICKL)
01 April 2017 (IICS)

Associate Dean of School (Academic Quality Assurance, International):
Joel Shahr



Signature

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme

Date	Section	Amendment
5/12/16	Cover Page	Inclusion of BSIKLM (INTI International College Kuala Lumpur)
5/12/16	1A	Minor changes to Programme Rationale
5/12/16	1B	Minor changes to Educational Aims of the Programme
5/12/16	1C	Minor changes to Intended Learning Outcomes _ Knowledge and Understanding
5/12/16	1D	Minor changes to the Features and inclusion of Semester Abroad Programme
5/12/16	1D	Table 1a reflects new programme structure and inclusion of Campus module code matrix
5/12/16	1D	Minor changes on the requirements for receiving an award
5/12/16	1E	Minor changes to Support for students and their learning
5/12/16	1F	Reflecting updated Entry Requirements according to programme standards by MOHE, Malaysia and UH
5/12/16	2	Updates on Programme management
5/12/16	2	Updates on Programme specific assessment regulations <ul style="list-style-type: none">- INTI Feedback Policy- MQA requirements- INTI Regulation's and Requirements- Entry Requirements
5/12/16	2	Minor changes to Other Source of Information
5/12/16	2	Table 2 reflects the changes made in Section 1C & 1D accordingly.

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, INTI International College Kuala Lumpur
University/partner campuses	INTI International College Subang, INTI International College Kuala Lumpur
Programme accredited by	Not Applicable
Final Award	BA (Hons)
All Final Award titles	BA (Hons) Marketing
FHEQ level of award	6
UCAS code(s)	Not Applicable
Language of Delivery	English

A. Programme Rationale

Overall, the programme is designed to recruit students who wish to specialise in Marketing as a Single Honours route. Its intention is to promote the 'employability' of its graduates via a dedicated route so that they can thrive in an increasingly competitive employment market. This is achieved through a blend of academic study and skills development both of which are enhanced by the teaching, the research and the industry links with relevant industries.

The degree aims to provide students with the knowledge and understanding to equip them for a career in marketing, with particular interest in digital marketing, advertising and business analytics.

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; and
 - develop in students the interpersonal and specialist skills needed for a career in marketing by specialising in specific marketing areas.
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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 Subject Benchmark Statement for Business and Management February 2015 and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) 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	Teaching/learning methods & strategies	Assessment
A1 The key marketing concepts, practices and underpinning theory.	Acquisition of A1 to A5 is through a combination of lectures, tutorials, coursework and project work of both practical and academic nature at all levels.	Knowledge and understanding are assessed through a combination of examinations and assessed coursework.
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	Assessment, which is both formative and summative, individual and group based spans many forms, e.g. essay assignments, project reports, portfolios, exhibitions and presentations.
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.		
A5 Theoretical concepts and vocationally relevant information associated with chosen specialism.		
Intellectual skills	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.	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.	
B4 Assess theory and provide opinion based on reading and use of relevant theory.	Throughout, the learner is encouraged to develop intellectual skills further by independent study.	

Practical skills	Teaching/learning methods & strategies	Assessment
C1 Integrate marketing theory with consideration of practice.	Practical skills are developed through a number of 'applied' modules at level 5 and 6 where skills are developed through tutorials, group based projects, oral presentations, using contemporary case studies, simulations, guest speakers and links with live projects.	Practical skills for C1 are assessed through coursework assignments, case study reports, presentations, examinations and live projects.
Transferable skills	Teaching/learning methods & strategies	Assessment
D1 Communicate effectively, both orally and in writing.	Transferable skills are developed throughout the programme by the methods and strategies outlined above.	Transferable skills are assessed through:
D2 Work effectively in a team.	D1, D3 & D5 – are developed through coursework reports, oral presentations, project reports and an exhibition and through feedback on each.	D1 - coursework, oral presentations and project reports;
D3 Make use of effective problem solving and decision making using appropriate qualitative and quantitative techniques.	D2 – is developed through tutorials, group based coursework and live projects.	D2 –group based coursework;
D4 Work independently, effectively and meet deadlines.	D4, D6 and D7 – are developed throughout the programme.	D3 – assignments and project reports;
D5 Make effective use of Information Technology.	Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan	D4 –the timely delivery of individual coursework;
D6 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.		D5 – written coursework and via electronic presentations;
D7 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.		D6 and D7 – assessment within dedicated modules.

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

The programme is offered in full time mode of study (3 years) and leads to the award of BA (Honours) Marketing.

There are 3 intakes in a year, January (Semester A), April (Semester B) and August (Semester C), across the INTI International Colleges that offer the franchised programme.

Entry to the programme is at Level 4 with recognised Pre-University or University Matriculation programmes, but it is possible to enter at Level 5 with other suitable qualifications. (Please refer to page 8)

Students whose first language is not English are required to meet the minimum language requirement of the University.

Semester Abroad Programme

Where feasible, students may study abroad for one semester at University of Hertfordshire (UK), as part of their main programme of study, effectively spending that part of their core curriculum learning abroad. Students may only do this if their Head of Programme approves the programme of study, and can confirm that the modules represent a direct match with what their programme of study would have been at IICS.

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, B and C

Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% No CIM Coursework	% Practical	Semesters
Marketing Data Analysis	See <i>Campus Module Code Matrix</i> below	15	English	0	100	0	ABC
Principles of Marketing		15	English	0	100	0	ABC
Professional Development for Marketers		30	English	0	100	0	ABC
Economics for Business		15	English	0	100	0	ABC
Introduction to Marketing Communications		15	English	0	100	0	ABC
Digital Marketing Essentials		15	English	0	100	0	ABC
Optional Modules							
<i>From the optional listed modules below, select 15 credits</i>							
Global Perspectives in Business		15	English	0	100	0	ABC
Creativity, Technology and Innovation		15	English	0	70	30	ABC

Progression to Level 5 on the honours route normally requires 120 credit points at Level 4. However, students with 90 or 105 credits may be permitted to progress at the discretion of the Programme Board.

Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Managing People	See <i>Campus Module Code Matrix below</i>	15	English	0	100	0	ABC
Enhancing Employability in Marketing		15	English	0	100	0	ABC
Strategic Marketing Planning		15	English	50	50	0	ABC
Consumer Behaviour		15	English	60	40	0	ABC
Marketing for the Small Enterprise		15	English	70	30	0	ABC
Product Innovation (International)		15	English	0	100	0	ABC
Services Marketing		15	English	0	100	0	ABC
Optional Modules <i>From the optional listed modules below, select 15 credits</i>							
Business Analysis Tools		15	English	50	50	0	ABC
Advertising Concepts and Campaigns		15	English	40	60	0	ABC
Digital Marketing in Practice		15	English	0	100	0	ABC

Progression to Level 6 on the honours route normally requires 240 credit points from Levels 4 and 5 (120 at each level). Students may be permitted to progress with 210 credits at the discretion of the Programme Board.

Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Market and Social Research	See <i>Campus Module Code Matrix below</i>	30	English	70	30	0	ABC
Managing Media and Communications		30	English	70	30	0	ABC
Strategic Brand Management		15	English	0	100	0	ABC
Global Marketing Ethics and Culture		15	English	40	60	0	ABC
Contemporary Issues in Marketing		15	English	0	100	0	ABC
Optional Modules <i>From the optional listed modules below, select 15 credits</i>							
Forecasting Methods for Managers		15	English	0	100	0	ABC
Advertising Strategy		15	English	70	30	0	ABC
Web Analytics and Social Media Monitoring		15	English	50	50	0	ABC

Campus Module Code Matrix

LEVEL 4

Module Titles	Module Code Subang	Module Code Kuala Lumpur
Marketing Data Analysis	4FBS1383	4FBS1375
Principles of Marketing	4FBS1384	4FBS1376
Professional Development for Marketers	4FBS1385	4FBS1377
Economics for Business	4FBS1386	4FBS1378
Introduction to Marketing Communications	4FBS1387	4FBS1379
Digital Marketing Essentials	4FBS1388	4FBS1380
Global Perspectives in Business	4FBS1389	4FBS1381
Creativity, Technology and Innovation	4FBS1390	4FBS1382

LEVEL 5

Module Titles	Module Code Subang	Module Code Kuala Lumpur
Managing People	5FBS1607	5FBS1597
Enhancing Employability in Marketing	5FBS1608	5FBS1598
Strategic Marketing Planning	5FBS1609	5FBS1599
Consumer Behaviour	5FBS1610	5FBS1600
Marketing for the Small Enterprise	5FBS1611	5FBS1601
Product Innovation (International)	5FBS1612	5FBS1602
Services Marketing	5FBS1613	5FBS1603
Business Analysis Tools	5FBS1614	5FBS1604
Advertising Concepts and Campaigns	5FBS1615	5FBS1605
Digital Marketing in Practice	5FBS1616	5FBS1606

LEVEL 6

Module Titles	Module Code Subang	Module Code Kuala Lumpur
Market and Social Research	6FBS1648	6FBS1640
Managing Media and Communications	6FBS1649	6FBS1641
Strategic Brand Management	6FBS1650	6FBS1642
Global Marketing Ethics and Culture	6FBS1651	6FBS1643
Contemporary Issues in Marketing	6FBS1652	6FBS1644
Forecasting Methods for Managers	6FBS1653	6FBS1645
Advertising Strategy	6FBS1654	6FBS1646
Web Analytics and Social Media Monitoring	6FBS1655	6FBS1647

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.

An unclassified degree requires 300 credit points, with at least 180 credit points at Level 5 or above, of which at least 60 credit points must be at Level 6.

The Programme Board may award final compensatory credit for fail grades at any level, limited to a total of 30 credit points, and within the constraints of UH Regulations.

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 Marketing	120 credit points at level 4	4, 5
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 (Hons) Marketing	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6

E. Support for students and their learning

Students are supported by;

- A Dean of School (Subang) or Head of School (Kuala Lumpur)
- A University of Hertfordshire Director and Associate Director of Programmes
- A Head of Programme (HoP) to manage the programme and support students' learning such as coordinating study plans, managing academic progression, and providing academic counselling.
- A Programme Committee, the membership of which includes the Director and Associate Director of Programmes, Heads of Programme, Lecturers, Programme Officers and Students
- A Learning Resources Centre, incorporating a library and computer centre.
- A team of Academic Support Tutors.
- A Teaching & Learning Department/Unit (Subang) and Representative for Teaching and Learning (KL)
- An International Students Office (Subang and KL)
- Campus Counselling Centre. (Subang)
- The Students' Body – INTIMA. (Subang and KL)
- Career Services Office for all current students and graduates. (Subang) and Representative for Career Services (KL)
- 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 (Subang and KL)
- Student Feedback Scheme (all campuses) and Student Helpdesk (Subang).
- Student Services Department (Subang and KL)

F. Entry requirements

Academic Requirements:

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

- i) STPM with a minimum of two passes at minimum Grade C+ (GP 2.33) and SPM grade C in Mathematics **OR**
- ii) A-levels with a minimum of 2 full passes totalling 80 UCAS points (200 points to 2016) and SPM grade C in Mathematics **OR**
- iii) Successful completion of a relevant Foundation / Pre-U programme to include Mathematics with CGPA 2.00 **OR**
- iv) Unified Examination Certificate (UEC) with 5Bs including at least a pass in English and Mathematics **OR**
- v) Southern Australia Matriculation (SAM): pass 5 subjects with minimum aggregate TER 65% a pass in English and Mathematics and no subject below 10/20; **OR**
- vi) Higher School Certificate (HSC), New South Wales: Minimum 10 units with UAI (ATAR) 65% a pass in English and Mathematics and no subject below 50%; **OR**
- vii) International Baccalaureate (IB): minimum 24 points with at least 4 points for SL English and 4 pts for SL Mathematics; **OR**
- viii) Canadian Pre-University (CPU): minimum 6 Year 12 passes with an average of 65% and pass in English and Mathematics at Grade 12; **OR**
- ix) Equivalent qualifications to be assessed by the School's Portfolio Review Committee (SPRC) in liaison with the Hertfordshire Business School Admissions Tutor

English Language

Where English Language requirements are not specified above:

Students should hold IELTS score of 6.0 (with no less than 5.5 in any band) or TOEFL 550 (paper)/ 213 (CBT)/ 79 (Internet) or MUET 3.0 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) LEP105 with a grade A or LEP 106 with a pass, SPM grade C.

Entry with Accredited Prior Learning (APL)

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)

Students who have successfully completed the INTI Diploma or its equivalent (APCL) and have **achieved an overall CGPA of 2.0 and above may apply into the programme with module to module credit transfer.** INTI's credit transfer policies and best practices apply.

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

Section 2

Programme management

Relevant QAA Subject Benchmarking Statement	Business & Management
Date of validation/last periodic review	October 16
Date of production/ last revision of PS	November 16
Relevant intakes	Level 4 & Level 5 entering January 2017 (ICKL) Level 4 & Level 5 entering April 2017 (IICS)
Administrative School	Hertfordshire Business School

Table 3 Course structure

Course details					
Course code		Course description			JACS
		Bachelor of Arts (Hons) Marketing			
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
	A	Marketing	1	Subang	Full Time
	A	Marketing	1	Subang	Full Time
	A	Marketing	1	Subang	Full Time
	B	Marketing	1	Subang	Full Time
	B	Marketing	1	Subang	Full Time
	B	Marketing	1	Subang	Full Time
	C	Marketing	1	Subang	Full Time
	C	Marketing	1	Subang	Full Time
	C	Marketing	1	Subang	Full Time
	A	Marketing	2	Subang	Full Time
	A	Marketing	2	Subang	Full Time
	A	Marketing	2	Subang	Full Time
	B	Marketing	2	Subang	Full Time

	B	Marketing	2	Subang	Full Time
	B	Marketing	2	Subang	Full Time
	C	Marketing	2	Subang	Full Time
	C	Marketing	2	Subang	Full Time
	C	Marketing	2	Subang	Full Time
	A	Marketing	3	Subang	Full Time
	A	Marketing	3	Subang	Full Time
	A	Marketing	3	Subang	Full Time
	B	Marketing	3	Subang	Full Time
	B	Marketing	3	Subang	Full Time
	B	Marketing	3	Subang	Full Time
	C	Marketing	3	Subang	Full Time
	C	Marketing	3	Subang	Full Time
	C	Marketing	3	Subang	Full Time
	A	Marketing	1	Kuala Lumpur	Full Time
	A	Marketing	1	Kuala Lumpur	Full Time
	A	Marketing	1	Kuala Lumpur	Full Time
	B	Marketing	1	Kuala Lumpur	Full Time
	B	Marketing	1	Kuala Lumpur	Full Time
	B	Marketing	1	Kuala Lumpur	Full Time
	C	Marketing	1	Kuala Lumpur	Full Time
	C	Marketing	1	Kuala Lumpur	Full Time
	C	Marketing	1	Kuala Lumpur	Full Time
	A	Marketing	2	Kuala Lumpur	Full Time

	A	Marketing	2	Kuala Lumpur	Full Time
	A	Marketing	2	Kuala Lumpur	Full Time
	B	Marketing	2	Kuala Lumpur	Full Time
	B	Marketing	2	Kuala Lumpur	Full Time
	B	Marketing	2	Kuala Lumpur	Full Time
	C	Marketing	2	Kuala Lumpur	Full Time
	C	Marketing	2	Kuala Lumpur	Full Time
	C	Marketing	2	Kuala Lumpur	Full Time
	A	Marketing	3	Kuala Lumpur	Full Time
	A	Marketing	3	Kuala Lumpur	Full Time
	A	Marketing	3	Kuala Lumpur	Full Time
	B	Marketing	3	Kuala Lumpur	Full Time
	B	Marketing	3	Kuala Lumpur	Full Time
	B	Marketing	3	Kuala Lumpur	Full Time
	C	Marketing	3	Kuala Lumpur	Full Time
	C	Marketing	3	Kuala Lumpur	Full Time
	C	Marketing	3	Kuala Lumpur	Full Time

The programme is managed by;

- A Dean of School (Subang) or Head of School (Kuala Lumpur)
- A University of Hertfordshire Director and Associate Director of Programmes
- 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.
- A Programme Committee, the membership of which includes student representatives from each level of study and the Director and Associate Director of Programmes

Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (UPR AS11, UPR AS12 or UPR AS13, UPR AS14) which have been specifically approved by the University:

INTI Feedback Policy: Feedback is given to students for improvement and development purpose. It is UH's practice that students' coursework must be returned to them together with feedback. Feedback must be returned no later than four (4) calendar weeks after the submission deadline and all coursework must be returned once the exam results are confirmed. Any exceptions to this must be agreed by the INTI Dean, UH programmes and notified to students in advance of the expiration of the deadlines.

For work of an on-going nature, such as a major project or dissertation, supervising staff will ensure that students are provided with feedback at interim stages.

INTI will keep a copy of the sample coursework and feedback for audit purposes. Should the original work needs to be sighted, then INTI will seek permission from the student to keep the work and return a copy to the student.

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

INTI are in compliance with Malaysia's Ministry of Education's regulations, Malaysian Qualification Framework (MQF), and the Malaysian Qualification Agency's (MQA) requirements.

The following are MOE, MQF, and MQA key requirements which students must comply with to graduate:

- Attempt and pass minimum 5 General Study subjects into a bachelor's degree programme; known as *Mata Pelajaran Umum (MPU)*;
- Complete 120 (Malaysian) credits to graduate.

In summary, to graduate, students need to complete all UH modules, as listed in Table 1a, and complete all of the following compulsory modules.

INTI Modules Module Title	Module Code	INTI Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
English for Business Studies 1	INTI	4	English	50	50	0	ABC
English for Business Studies 2	INTI	4	English	50	50	0	ABC
E-Portfolio and Employer Relations	INTI	2	English	0	100	0	ABC
Malaysian General Studies U1	INTI	3	English	30	70	0	ABC
Malaysian General Studies U1	INTI	3	English	30	70	0	ABC
Malaysian General Studies U2	INTI	3	English	30	70	0	ABC

Malaysian General Studies U3	INTI	3	English	30	70	0	ABC
Malaysian General Studies U4	INTI	2	English	30	70	0	ABC

INTI's Regulations and Requirements

- INTI operates a strict attendance requirement policy where students have to achieve a minimum percentage of attendance (approximately 80%) in order to attempt the final examination or final assessments.
- Students have to pass English for Business Studies 1 to progress to Level 5 and English for Business Studies 2 to progress to Level 6.

Entry Requirements

Entry requirements are governed by the University of Hertfordshire and the Ministry of Higher of Education, Malaysia. These requirements are subject to changes.

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/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements>
- Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)
[The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies](http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements)
- SEEC Credit Level Descriptors for Further and Higher Education 2010:
<http://www.seec.org.uk/wp-content/uploads/2013/seec-files/SEEC%20Level%20Descriptors%202010.pdf>
- External Quality Review report website:
http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.VCFXlha_hSU
- 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>
- Malaysian Ministry of Higher Education: www.mohe.gov.my
- Malaysian Qualifications Agency: www.mqa.gov.my/mqr
- Malaysian Qualification Framework: www.mqa.gov.my/mqf

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 endeavours 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

Date.....

Joel Shahar

Associate Dean of School (Academic Quality Assurance, International)

If you would like this information in an alternative format please contact:
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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.

Module Title		Module Code		Programme Learning Outcomes (as identified in section 1 and the following page)															
				Knowledge & Understanding					Intellectual Skills				Practical Skills	Transferable Skills					
				A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	D1	D2	D3	D4	D5	D6
Level 4	Marketing Data Analysis																		
	Principles of Marketing																		
	Professional Development for Marketers																		
	Economics for Business																		
	Introduction to Marketing Communications																		
	Digital Marketing Essentials																		
Level 5	Managing People																		
	Enhancing Employability in Marketing																		
	Strategic Marketing Planner																		
	Consumer Behaviour																		
	Marketing for the Small Enterprise																		
	Product Innovation																		
	Services Marketing																		
Level 6	Market and Social Research																		
	Business to Business Marketing																		
	Strategic Brand Management																		
	Global Marketing Ethics and Culture																		
	Contemporary Issues in Marketing																		

Key to Programme Learning Outcomes

Knowledge and Understanding e.g.

- 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 Theoretical concepts and vocationally relevant information associated with chosen specialism.

Intellectual Skills e.g.

- 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

- C1 Integrate marketing theory with consideration of practice.

Transferable Skills

- 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 meet 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.