

Undergraduate Programme Specification

BA (Hons) International Marketing

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's [Quality Assurance](#) processes.

GENERAL INFORMATION			
Programme Title	BA (Hons) International Marketing		
Final Award	Bachelor of Arts with Honours in International Marketing		
Awarding Body	Glasgow Caledonian University		
School	Glasgow School for Business and Society		
Department	Fashion, Marketing, Tourism and Events		
Mode of Study	Full-time Part-time/Distance Learning Subject to Availability		
Location of Delivery	Glasgow Other campuses subject to availability		
UCAS Code	N500		
Accreditations (PSRB)	Chartered Institute of Marketing (CIM)		
Period of Approval	From:	September 2024	To: August 2029

EDUCATIONAL AIMS OF PROGRAMME
The BA (Hons) Marketing programme aims to prepare students for a workplace that is increasingly dynamic as reflected by the global and digital environment. The programme builds from level 1 with knowledge around Global Challenges for Business and Society, Principals of Marketing and Innovation for Sustainable Marketing, as well as digital skills, to embed an awareness for the foundations of markets and the role of marketing more broadly. In level 2, the programme develops students understanding of specific aspects of marketing such as consumer behaviour and applications, social media marketing and brand management. This grounding in marketing, and marketing related topics, is supplemented by modules that aim to develop an overall understanding of digital skills and numeracy. In levels 3 and 4, students will experience an education that heightens their sensitivity, knowledge and experience of international cultural, social and economic contexts, to ensure that students enter the job market as work-ready, with relevant specialist marketing development related skills and knowledge. With the increasing mobility and globalisation of economic, social and business activity, there is a growing need for marketing students to understand the forces that are driving economies and consumer markets combined with understanding of how they interact and connect in the modern world. This programme aims to provide a thought provoking, intellectually stimulating, academic education, coupled with vocational relevance that prepares students for graduate entry to an increasingly competitive international marketplace. To fully acknowledge current global trends, students will be able to identify enterprising and responsible leadership behaviours and apply this knowledge to a programme specific business/societal issue or challenge in an ethical and entrepreneurial way. The modules delivered throughout the

programme are underpinned by the United Nations Sustainable Development Goals and address Equality, Diversity and Inclusivity.

The programme aims to specifically meet the needs of students who wish to pursue a career in marketing, digital marketing, brand management advertising, public relations, and related occupations. The programme also provides an ideal grounding for students who wish to start / build up their own business, or who wish to work in any organisation where marketing planning and entrepreneurial skills are valued. Finally, the programme also aims to provide a solid platform for students who intend to undertake further study, either for a postgraduate degree, or to achieve eventual membership of the Chartered Institute of Marketing.

LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

A: Knowledge and understanding;

- A1 Responsible leadership behaviours, policies and practices to address business/societal challenges in an enterprising, ethical and entrepreneurial manner.
- A2 Understanding the broader context in which marketing operates and the policies, theories and frameworks used to address them.
- A3 Nature and role of marketing driving entrepreneurship, enterprise, innovation and creativity in relation to economic and social sustainability at a local and global level.
- A4 Marketing and social science theoretical philosophies, methodologies and techniques to advance scholarship and research.
- A5 Fundamental principles and theories of marketing including main theories and concepts of consumer behaviour and branding.
- A6 The dynamic, multi-faceted marketing environment and issues and processes involved in marketing planning.

B: Practice: Applied knowledge, skills and understanding;

- B1 Critically review, and synthesise current thinking, research and marketing practice in the field of international marketing management.
- B2 Critically analyse, evaluate and synthesise marketing analytics, qualitative and quantitative information.
- B3 Develop capabilities of evidence based decision making that informs creative campaign development.
- B4 Draw upon a broad use of resources, apply design and systems thinking to generate creative outcomes.
- B5 Demonstrate originality, insight and innovativeness in tackling and solving problems.
- B6 Develop professional skills that are required for working in the marketing industry.

C: Generic cognitive skills;

- C1 Develop cognitive and intellectual skills including critical thinking, self-reflection, creativity and ethical problem-solving/decision-making.
- C2 Draw upon a range of sources to formulate a critical evaluation and identify evidence-based responses to complex problems.
- C3 Develop a professional insight of a range of stakeholder needs.

- C4 Professionalism in the use of a range of oral, visual and written communications techniques when articulating ideas and concepts.
- C5 The ability to identify complex industry related problems.
- C6 Reflect and take responsibility for personal learning and career development.

D: Communication, numeracy and ICT skills

- D1 Effective use of communication and digital technologies to present and evaluate ideas in a range of contexts related to the marketing discipline.
- D2 Proficiency in the necessary ICT required to source, process and communicate information.
- D3 Presentation skills including digital, oral and written communication in a variety of formats.
- D4 Numeracy and quantitative skills in interpreting financial and statistical data.
- D5 Research skills: information retrieval and collection; data analysis and synthesis.
- D6 Professional skills, evidenced in oral, written and behavioural communications.

E: Autonomy, accountability and working with others.

- E1 Effective and responsible leadership and group working skills, including cross-cultural sensitivity, team-building, negotiation and conflict resolution.
- E2 Inter-cultural awareness: understanding different perspectives, multi-cultural sensitivity and appreciation and development of a global mindset.
- E3 Inter-personal skills including questioning and listening, influencing and persuading, advising others and giving feedback.
- E4 Confidence to work autonomously and initiative idea generation alongside related activities.
- E5 Planning and time-management; organising and planning work; self-management and independent working.
- E6 Effectively managing resources.

LEARNING AND TEACHING METHODS

The programme provides a variety of learning and teaching methods. Programme and Module specific guidance will provide detail of the learning and teaching methods specific to each module.

Across the programme the learning and teaching methods and approaches may include the following:

- Lectures
- Seminars
- Practical classes
- Placements
- Simulation experiences
- Groupwork
- Flipped classroom approaches
- Online learning

The above approaches may be delivered either in person or online as appropriate and determined at module level by the Module Leader.

ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

Across the programme the assessment methods may include the following:

- Written coursework (essays, reports, case studies, dissertation, literature review)
- Oral coursework (presentations, structured conversations)
- Practical Assessment (Placement, VIVA, Laboratory work)
- Group work
- Blogs and Wikis
- Portfolio Presentations
- Formal Examinations and Class Tests

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader.

ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: <https://www.gcu.ac.uk/study/courses/undergraduate-international-marketing-glasgow2>

All students entering the programme are required to adhere to the [GCU Code of Student Conduct](#).

PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS¹

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework %	Examination %
M1N230354	Global Challenges for Business & Society	Core - A	7	20	70%	30%
M1N530484	Principles of Marketing	Core - A	7	20	50%	50%
M1N530483	Introduction to Digital Image Creation	Core - A	7	20	100%	
M1L130358	International Economic Issues & Challenges	Core - B	7	20	50%	50%
M1N530482	Innovation for Sustainable Marketing	Core - B	7	20	100%	
M1P330480	Comedy in Media	Optional - B	7	20	50% / 50%	
M1N630481	Fundamentals of Managing People	Optional - B	7	20	30% / 70%	
M1N230404	Management Theory and Concepts	Optional – B	7	20	60%	40%
M2N330359	Fundamentals of Financial Management for Decision Makers	Core - A	8	20		100%
M2N530485	Brand Management	Core - A	8	20	100%	
M2N530486	Consumer Behaviour and applications	Core - A	8	20	70%	30%
M2N530487	Digital Content Creation	Core - B	8	20	100%	
M2N530489	Social media marketing	Core - B	8	20	100%	
M2P530488	Feature Writing and Magazine Journalism	Optional - B	8	20	75% / 25%	
M2L130415	International Institutions and Environments	Optional - B	8	20	50% / 50%	
M2L130411	Contemporary Economic Issues	Optional – B	8	20	50%	50%
M3N525476	Integrated Marketing Communications	Core - A	9	20	100%	
M3N230361	Business Case investigation	Core - A	9	20	100%	
M3N530493	Strategic Marketing Planning	Core - A	9	20	100%	
M3N530491	Marketing Analytics for Strategic Decision Making	Core - B	9	20	70%	30%
M3N530490	Digital Presentation and Portfolio	Core - B	9	20	100%	
M3N230364	Professional Practice 1	Option - AB	9	120	100%	
M3N230365	Professional Practice 2	Option – A or B	9	60	100%	
M3N230362	Citizenship and Community participation	Option - B	9	20	100%	
M3N30368	Work Experience Placement	Option - B	9	20	100%	

¹ Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here:

<https://www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures>

MHN530496	New Perspectives in Critical Marketing and Consumer Society	Core – A	10	20	100%	
MHN630366	Graduate Talent Employability	Core - A	10	20	100%	
MHN230367	Honours Research Project	Core - AB	10	40	100%	
MHN530495	Global Brand Storytelling	Core - B	10	20	100%	
MHP330497	Digital Media and Society	Option - B	10	20	50% / 50%	
MHN230421	Contemporary issues in the World Economy	Option - B	10	20	40%	60%
M3N630605	Talent Management in Changing Global Contexts	Option - B	9	20	30%/70%	
M3N230461	Managing People and Diversity at Work	Option-B	9	20	30%/70%	
MHW230522	Applied Digital Project	Option - B	10	20	100%	

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented above. This may be subject to variation for students commencing the programme at other times of year (e.g. January) and/or undertaking the programme on a part-time or distance learning mode of delivery.

The following final and early Exit Awards are available from this programme²:

Certificate of Higher Education in Marketing - *achieved upon successful completion of 120 credits*

Diploma of Higher Education in Marketing *achieved upon successful completion of 240 credits*

Bachelor of Arts in Marketing - *achieved upon successful completion of 360 credits*

Bachelor of Arts with Honours in Marketing - *achieved upon successful completion of 480 credits*

ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at: <https://www.gcu.ac.uk/aboutgcu/services-and-facilities/qualityassuranceandenhancement/regulationsandpolicies>

VERSION CONTROL (to be completed in line with AQPP processes)

² Please refer to the [GCU Qualifications Framework](#) for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.			
<i>Version Number</i>	<i>Changes/Updates</i>	<i>Date Changes/Updates made</i>	<i>Date Effective From</i>
1.0	First completed on new template as part of Programme Review	August 2023	September 2024
2.0	Optional Module, Food for Thought removed and replaced by two new options at SCQF Level 10: - Managing People and Diversity at Work - Talent Management in Changing Global Contexts	August 2026	September 2026