

BA (HONS) MARKETING

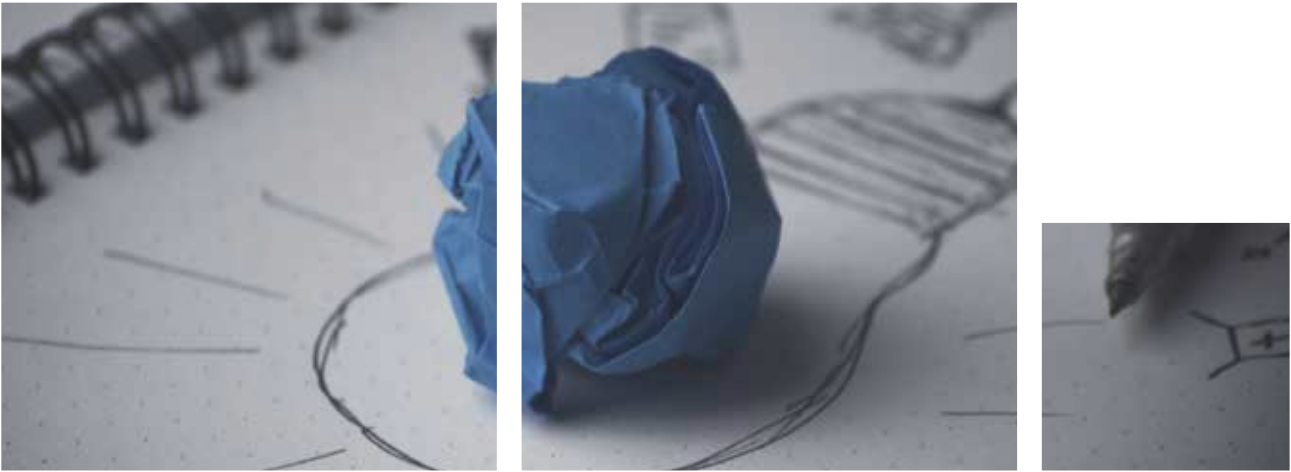


LONDON SCHOOL
OF DESIGN
AND MARKETING

BA (HONS) MARKETING



**WHERE
PASSION
BECOMES A
PROFESSION**



PROGRAMME SPECIFICATION (ACADEMIC YEAR 2020/21)

The Bachelor's Degree in Marketing is intended for students, professionals, managers and entrepreneurs with ambition or an established career in the marketing industry. The students of our Bachelor's in Marketing will have the opportunity to work in communication agencies, companies in several sales areas or responsible for developing products or services, market studies, digital marketing and advertising, taking on the role of marketing managers, creatives, client managers, business managers, among others. This is a sample programme subject to change with the validating body.

Validating Body:	University for the Creative Arts
Final Award Title and Type:	BA (Hons)
Course Title:	BA (Hons) Marketing
Course Location:	Online

ACCREDITATION BY UCA

The University for the Creative Arts (UCA) is the #1 creative specialist university in the UK.

As the 2nd largest provider of creative education in Europe, with around 160 years of history, UCA graduates include Oscar-winning film makers and animators, world-renowned fashion designers, television presenters and Turner-Prize nominees.

- Ranked 13th out of all universities in the UK by the Guardian League Table (2020)
- Highest-ranked creative specialist university in all three league tables in the UK (2020)
- Placed 2nd among all modern universities by the Complete University Guide (2020)
- Named "Modern University of the Year" by The Times and Sunday Times Good University Guide (2019)
- Winner of the Teaching for Excellence Framework Gold Award (2019)

UCA accredits all of our degree courses: BA (Hons) Marketing, BA (Hons) Design, MA Marketing and MA Design.



COURSE OVERVIEW

The Bachelor's Degree in Marketing has been conceived for those who wish to acquire new skills, knowledge in Marketing, promoting management and marketing solutions and propositions. Our course's strategic and creative thinking take the leading edge in marketing management, providing LSDM's students with the knowledge and understanding of marketing practices in corporate contexts. Its highly practical component will allow LSDM's students to create a framework of marketing management strategies, and analysis and evaluation processes and techniques.

LEARNING SKILLS

Our Bachelor's in Marketing prepares professionals for several areas of marketing and management, offering an advanced and comprehensive higher education, coordinated and supported by the latest developments in the scientific and technological fields. The course plan for LSDM's Bachelor's degree in Marketing has been developed and divided into 3 separate stages:

STAGE 1

The first stage, which corresponds to the first year of our course, aims to provide students with knowledge and understanding of concepts, tools and models, as well as of the respective interrelations in the key areas of marketing knowledge. In this stage, LSDM's students are expected to be able to define business concepts and problems related to marketing management as well as apply research tools and methods. In general, the following skills will be developed:

- Deep understanding of the concept of marketing, its reach and relevance nowadays;
- Integration and understanding of current management models, based on the DDA (Diagnostic, Decision, Action) trilogy;
- The identification of windows of opportunity, based on a solid diagnostic;
- Balance of diagnostic and marketing strategy;
- Calibration and strategy decision-making, articulating goals, segmentation, focus, positioning and marketing-mix;
- Plans of action focused on execution principles, centred on the satisfaction of individuals and organisations and at the same time consistent with the environment and corporate goals.

STAGE 2

The second stage, which corresponds to the second year of our course, aims to provide LSDM's students with skills which will help them plan, lead and conclude projects applied to the previously acquired knowledge. In this stage, LSDM's students will develop research skills and will be able to build reports on data, ideas, findings and/or recommendations, prepare quality presentations, use statistics tools to collect, analyse and interpret data, use opportunities for personal development and experiment new ideas and behaviours.

STAGE 3

The third stage, which corresponds to the third year of our course, aims to establish the knowledge acquired in previous course units and progress with self-confidence, realism and entrepreneurship. In this stage, LSDM's students will develop their final course project through the following skills:

- Flexibility: ability to manage different projects and perspectives;
- Confidence: faith in their own skills and performance;
- Realism: making a quick assessment of their own skills;
- Entrepreneurship: ability to develop and sell an idea, product or business;
- Having an open mind and international thinking, developing a proactive behaviour.

TEACHING STAFF

Our teaching staff is composed of qualified, experienced and reputable teachers. Besides the Doctorate level academic degree, they present well-established professional careers, connecting the academic component with the job market.

TUTOR CENTRE

LSDM's students are supervised on a weekly basis through a Tutor Centre composed of a team of specialised tutors in Marketing, with Master's degrees and several years of proven experience. Our Tutor Centre is also available in English, Spanish and Portuguese.

COURSE STRUCTURE

The Bachelor's Degree in Marketing is 100% online, designed for learning in accordance with our students' availability, without a fixed timetable. In other words, LSDM's students can define when or where they can access our contents and carry out the evaluation assignments. Only the final assignments and specific presentations will be scheduled in a fixed timetable, which will be reported in due time to LSDM's students.

Structure of the Course:

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Level 4	Term 1 (16 weeks)															
	Marketing Principles 10 credits								Business Management 10 credits							
	Research Methods 10 credits								Market, Ideology and Culture 10 credits							
	Marketing Lab A 20 credits								Marketing Lab A							
Level 4	Term 2 (16 weeks)															
	Strategic and Operational Marketing 10 credits								Consumer Behaviour 10 credits							
	Managerial Economics 10 credits								Descriptive Statistics 10 credits							
	Marketing Lab B 20 credits								Marketing Lab B							
Level 5	Term 1 (16 weeks)															
	Product Management 10 credits								Communication Management 10 credits							
	International Business and Economics 10 credits								Market Research 10 credits							
	Marketing Lab C 20 credits								Marketing Lab C							
Level 5	Term 2 (16 weeks)															
	Price Management 10 credits								Sales Management 10 credits							
	Integrated Marketing Communication 10 credits								Channel Management 10 credits							
	Marketing Lab D 20 credits								Marketing Lab D							

Key

Assessment Formative Feedback

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Level 6	Term 1 (16 weeks)															
	Managing the Marketing-Mix 10 credits								Human Resources Management 10 credits							
	Managing Services in Marketing 10 credits								Financial Management 10 credits							
	Marketing Plan 40 credits								Marketing Plan							
Level 6	Term 2 (16 weeks)															
	Final Major Project 40 credits								Final Major Project							

Key

Assessment Formative Feedback

Teaching and learning methods used in this course:

- Taught in English, Spanish and Portuguese;
- Maximum of 3 units at the same time and a final project;
- The unit's content is asynchronous and organised by weekly topics;
- Our Tutor Centre functions as a support and interaction tool for our students;
- Online resources (such as lectures, seminars and discussions, tutorials and feedback sessions, forums facilitation, online discussion groups and practical exercises).

OVERALL METHODS OF ASSESSMENT

Overall Methods of Assessment	Written Exams	Practical Exams	Coursework
Stage 1	44,2 %	0 %	55,8 %
Stage 2	28,3 %	0 %	71,1 %
Stage 3	0 %	10 %	90 %
Overall Learning & Teaching hours	Scheduled	Independent	Placement
Stage 1	30% - 360 hours	70% - 840 hours	0% - 0 hours
Stage 2	30% - 360 hours	70% - 840 hours	0% - 0 hours
Stage 3	25% - 300 hours	75% - 900 hours	0% - 0 hours
Mode of Study	Online Learning		
Language of Study	English / Spanish / Portuguese		

COURSE OUTCOMES

KNOWLEDGE

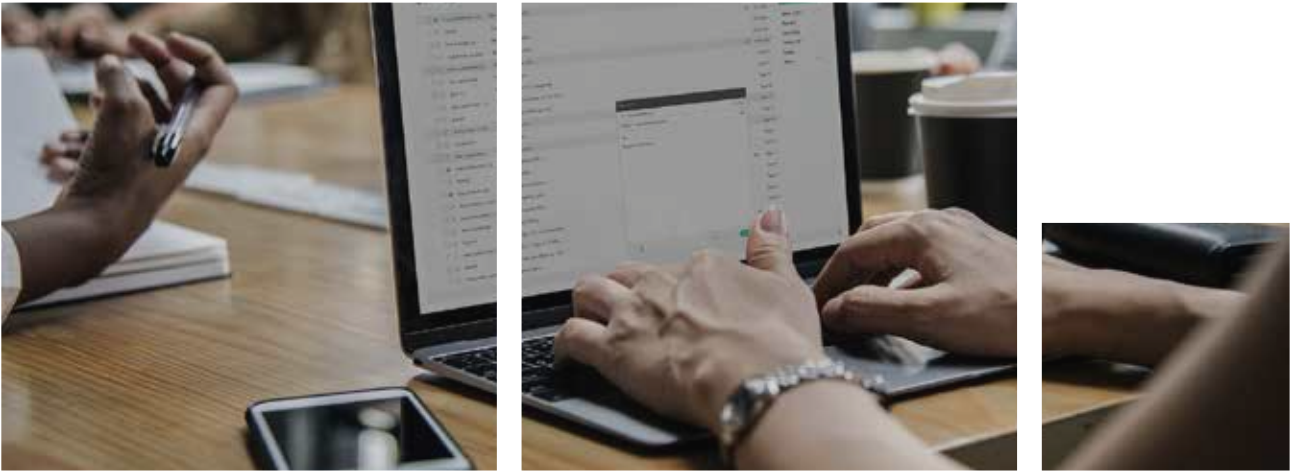
- Demonstrate comprehensive knowledge and understanding of contemporary marketing practice and business environments.
- Reveal critical thinking, combined with theoretical and practical skills pertinent to marketing and business management.

UNDERSTANDING

- Evaluate the role of marketing within business environments.
- Distinguish communication of macro and micro environmental issues as they apply to marketing and management.

APPLICATION

- Create a framework of management and marketing strategies, processes and techniques of analysis and evaluation to professionally apply in domestic and international markets.



ENTRY REQUIREMENTS

Candidates can apply for a Bachelor's Degree in Marketing through the following application options:

VIA SECONDARY EDUCATION

Applicants must have concluded Secondary Education in their country of origin attested by a certificate legally issued.

Documents:

- Copy of the Identification Card (ID) or Copy of the Passport
- CV
- Secondary Education Certificate (bearing the Hague Apostille or equivalent)

*Language Certificate (required only for students wishing to attend the course in a language that is non-native).

VIA PROFESSIONAL EXPERIENCE

Applicants must have relevant professional experience demonstrating their ability to study a Bachelor's degree in Marketing, subject to the approval of LSDM based on the affinity and relevance of the student's basic education, training and projects' experience. A portfolio will be asked to the candidate revealing their professional experience in the area of Marketing.

Documents:

- Copy of the Identification Card (ID) or Copy of the Passport
- CV and Motivation Letter
- Portfolio: Recommendation Letters and any other evidence of the applicant's professional experience in marketing.

*Language Certificate (required only for students wishing to attend the course in a language that is non-native).



Students with Special Needs can also apply. An analysis will be carried out between the student and the responsible for the LSDM's student support regarding the specific needs of each case.

Mature students can also apply. There will be an analysis to the applicant's professional career, similar to the process carried out in the applications Via Professional experience.

LANGUAGE REQUIREMENTS

Language certificates are only requested for the students who wish to attend the course in a language other than their own. If a student wishes to attend the course in his own native language, he doesn't need to prove he masters the language. For non-native students who wish to attend the course in a different language, a certificate must be provided:

English - You must provide the IELTS Certificate with a grade equal to, or higher than, 6.

Spanish - You must provide the Cervantes Certificate (DELE).

Portuguese - You must provide the Camões Certificate (PLE of CAPLE).

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