



**University of
Leicester**

MINOR Pathway Specification (Undergraduate)

Created: 8.9.15. Last amended: 07.03.2018 for students who entered in 2017/18

1. Minor Pathway Title(s):

Minor in Marketing

2. Awarding body or institution:

University of Leicester

3. a) Mode of study

Full-time

b) Type of study

Campus-based

4. Registration periods:

The normal period of registration is three years

The maximum period of registration is five years

5. Typical entry requirements:

Not applicable. No entry requirements for the minor.

6. Accreditation of Prior Learning:

Not applicable

7. Programme aims:

The Minor in Marketing aims to:

- Develop a critical understanding of modern marketing analysis, ideas and practices and their relevance to a variety of institutional and organisational contexts;
- Increase a graduate's marketability by: encouraging intellectual development, critical ability, research skills, communication skills and confidence in problem recognition, formulation and solution; and by promoting awareness of current marketing issues.

8. Reference points used to inform the programme specification:

Reference points used to inform the programme specification:

- University of Leicester Senate Regulations:
<http://www2.le.ac.uk/offices/sas2/regulations/general-regulations-for-taught-programmes>
- University of Leicester Learning & Teaching Strategy:
<http://www2.le.ac.uk/offices/sas2/quality/learnteach>
- QAA Subject Benchmark Statement for Business and Management:
<http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf>
- QAA Frameworks for Higher Education Qualifications:
<http://www.qaa.ac.uk/publications/information-and-guidance/publication/?PubID=2718#.VfKdF5e3ExJ>
- Annual Developmental Review
- External Examiners' reports

- Student Feedback (formally through questionnaires and Staff-Student Committees; informally, for example, through student contact with module tutors, personal tutors, and programme leaders)
- The requirements of the UK Race Relations Act 2000
- The requirements of the UK Special Education Needs and Disability Act 2001
- The University of Leicester's Widening Participation Strategy
- The University's Equal Opportunities Statement

9. Programme Outcomes:

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
(a) Discipline specific knowledge and competencies		
(i) Mastery of an appropriate body of knowledge		
Demonstrate mastery of key subjects within marketing as a field of study and of the body of knowledge associated with this range of subjects	Lectures, seminars, exercises, groupwork, directed reading and independent study	Essay assignments, examinations, problem-based exercises and case study work
(ii) Understanding and application of key concepts and techniques		
Demonstrate understanding of principles and concepts, and their limitations, of marketing across the range of subjects referred to above. Ability to engage in critical debates on contemporary issues. Demonstrate the ability in each subject area to apply concepts and theories in practice	Lectures, seminars, exercises, groupwork, directed reading and independent study	Essay assignments and examinations
(iii) Critical analysis of key issues		
Ability to apply understanding of concepts and techniques with independence, rigour and reflexivity. Ability to understand contextual influences on the generation and application of marketing concepts and techniques over time. Ability to reflect critically upon the nature of Marketing as a discipline.	Lectures, seminars, exercises, groupwork, directed reading and independent study	Essay assignments and examinations
(iv) Clear and concise presentation of material		
Ability to use a variety of written formats to present issues and arguments related to marketing. Ability to organise and present material in a way that is appropriate to the medium being used. Ability to distinguish between relevant and non-relevant material.	Lectures, seminars, exercises, groupwork, directed reading and independent study	Essay assignments and examinations
(v) Critical appraisal of evidence with appropriate insight		

Intended Learning Outcomes	Teaching and Learning Methods	How Demonstrated?
Ability to read, analyse and reflect critically upon marketing texts and other source materials, both theoretical and empirical.	Lectures, seminars, exercises, groupwork, directed reading and independent study	Essay assignments and examinations
(vi) Other discipline specific competences		
Critical analysis and synthesis across more than one marketing topic or theme	Lectures, seminars, directed reading and independent study	Examinations
(b) Transferable skills		
(i) Oral communication		
Ability to make oral presentations and to respond effectively to questioning	Lectures, seminars, directed reading and independent study	Oral presentations
(ii) Written communication		
Ability to use language in a written format in a manner appropriate for the required audience. Ability to be clear, fluent and coherent in written expression of marketing issues and debates.	Seminars, independent research.	Essay assignments and examinations
(iii) Information technology		
Ability to source, analyse and present materials clearly and effectively using appropriate IT resources, including but not limited to Blackboard, search databases etc.	Lectures, group work and independent research	Essay assignments
(iv) Numeracy		
Ability to construct, analyse and interpret quantitative data	Lectures, group work and independent research	Essay assignments and examinations
(v) Problem solving		
Ability to identify and locate relevant data and source material. Ability to use material to address problem and come up with answers or solutions.	Group problem-solving exercises, case studies and presentations.	Essay assignments
(vi) Information handling		
Ability to locate, organise and marshal evidence and relevant data, report on findings, analyse complex ideas/ knowledge and understand critical arguments.	Lectures, exercises directed reading and independent study	Essay assignments
(vii) Skills for lifelong learning		
Demonstrate intellectual independence through successfully conducting independent study and research tasks.	Lectures, exercises group work, directed reading and independent study.	Essay assignments and examinations

10. Excluded combinations and course transfers

a) Excluded combinations

Management Studies major – overlap in modules

HRM major – overlap in modules

b) Course transfers

Our policy is to accept student transfers into our BA Management Studies programme where they have successfully completed a first year on a similar programme at another university. We will vary this slightly for students wishing to transfer into this minor, so that they will need to have successfully completed modules elsewhere which map to Foundations of Management and Introduction to Marketing. Any transfers will be done on a case by case basis and obviously are also numbers dependent

11. Criteria for award and classification

As defined in [Senate Regulation 5](#): Regulations governing undergraduate programmes of study.

12. Progression points:

As defined in [Senate Regulation 5](#): Regulations governing undergraduate programmes of study.

13. Key/extra features:

Not applicable

14. Indications of programme quality

External Examiners Reports

First Destination careers statistics

 **15. Summary of programme/pathway delivery and assessment:**

The primary teaching methods are lectures and seminars across this minor, to provide foundational material via lectures and allow students to discuss, analyse, expand on and query this material in seminars. The modules comprise a range of assessment methods to enable students to demonstrate mastery of module content in various ways.

Appendix 1: Programme structure (programme regulations)

MINOR IN MARKETING

FIRST YEAR MODULES

SEMESTER 1

Core Modules		Credits
MN1000	FOUNDATIONS OF MANAGEMENT	20
Semester Total		20

SEMESTER 2

Core Modules		Credits
MN1002	INTRODUCTION TO MARKETING	20
Semester Total		20
		Total 40

SECOND YEAR MODULES

SEMESTER 1

Core Modules		Credits
MN2104	ORGANIZATIONAL BEHAVIOUR	20
Semester Total		20

SEMESTER 2

Core Modules		Credits
MN2112	INTERNATIONAL MARKETING COMMUNICATIONS	10
Semester Total		10
		Total 30

THIRD YEAR MODULES

SEMESTER 1

Core Modules		Credits
MN3100	STRATEGY	20
Semester Total		20

SEMESTER 2

Optional Modules		Credits
MN3106	ONE 10-CREDIT OPTIONAL MODULE FROM: CONSUMER CULTURE: GLOBALIZATION, MATERIALISM AND RESISTANCE	10
MN3130	CULTURAL PRODUCERS OF TASTE	10
Semester Total		10
		Total 30

Appendix 2: Module specifications

See module specification database <http://www.le.ac.uk/sas/courses/documentation>

Appendix 3: Skills matrix

See attached