

# Marketing

<b>Final award</b>	B.A.(Hons)
<b>Intermediate awards available</b>	Cert HE, Dip HE
<b>UCAS code</b>	N500
<b>Details of professional body accreditation</b>	Chartered Institute of Marketing (pending)
<b>Relevant QAA Benchmark statements</b>	General Business and Management
<b>Date specification last up-dated</b>	September 2013

## Profile

### The summary - UCAS programme profile

#### **BANNER BOX:**

A marketing degree at UEL makes 'selling you' a lot easier!!!

#### **ENTRY REQUIREMENTS**

For admission to undergraduate business and management programmes, applicants normally need to have either:

- 280 Tariff points with at least two A2 passes or equivalent
- 25 points (pass) International Baccalaureate
- Pass in a recognised Access Course or International Foundation Programme

In addition to the above, we require GCSE Maths grade C and English grade C or equivalents, unless competency is part of the qualification gained.

We also welcome mature student applicants and those with relevant professional and vocational qualifications, and these will be dealt with on an individual basis and may require an interview.

In the case of applicants whose first language is not English, then IELTS 5.5 (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.

#### **ENTRY REQUIREMENTS - AKMI Metropolitan College**

Entry Requirements for students wishing to study at AKMI Metropolitan College, Athens and Thessaloniki, Greece:

- For students entering level 1 - the Greek Secondary School diploma (Apolytirion of Lykeio) with particular attention given to subject specific modules.

- Non-Greek nationals who have obtained this qualification through attendance in the Greek schooling system are eligible for admission on the same basis as Greek nationals.
- Greek nationals who have been schooled overseas may be admitted to the programme on demonstrating that:
  - They hold a qualification recognised by UEL for admission to undergraduate programmes in business.
  - They have demonstrated command of the Greek language through possession of an appropriate qualification recognised by the Greek educational authorities

## **ABOUT THE PROGRAMME**

### **Why BA Marketing?**

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. As such it is an exciting field with unlimited potential as it is involved in almost every aspect of life. Its career opportunities are endless and have wide range of opportunities for creativity and innovation.

The BA Marketing Programme at UEL is designed to provide students with a specialist, rigorous and holistic grounding in marketing theory and practice. It explores marketing management from a dual socio-cultural and managerial perspective, and has a strong emphasis upon the practical application of academic theory and employability. Students will study marketing from a production and consumption perspective, drawing upon interdisciplinary literatures on the topic and extracting value from each field of study.

The programme content examines the role of strategic thinking in global marketing, relationship marketing, small and medium enterprises marketing, service marketing, and brand management and their interrelationship with integrated marketing communications, digital marketing and consumer behaviour, and the co-creative role of the consumer in marketing and branding management and communication processes and practices.

The programme is designed for candidates interested in a marketing career or in starting their own business. Candidates with interest not just in business but also in its impact on societies and the way societies influence businesses and marketing decisions especially consumers will find the programme interesting, stimulating and fulfilling. Also the programme is most suitable for those who are working in business roles seeking to develop their knowledge and skills within a marketing management role.

The programme is applying for professional accreditation from Chartered Institute of Marketing (CIM) for its London delivery, and all assessments have been mapped against CIM criteria. Students will gain conceptual and practical knowledge about marketing, and develop qualitative and quantitative analytical skills that will be vital for a marketing management role. The programme has practical skill building and employability at the core of its academic strategy.

### **Marketing at UEL**

The programme delivered at UEL's Docklands campus is distinct from similar programmes offered elsewhere. The distinctive features of the programme are,

Firstly, the programme is delivered by a dedicated and enthusiastic team of permanent and guest lecturers who are experts in their fields. They draw on their experience from a wide range of countries.

Secondly, our students come from a variety of ethnic backgrounds which enhances classroom discussion and interaction as they contribute their views and experiences from a wide range of countries and cultures.

Thirdly, in addition to discussing the overarching guiding principles and practice of marketing students will be exposed to their application in specific growth sectors such as digital marketing, relationship marketing and SME marketing.

Fourthly, where the programme is taught at the Royal Docks Business School's state-of-the-art Docklands Campus within easy reach of the City of London and Canary Wharf. This gives us the opportunity to incorporate field trips to companies, advertising agencies, and department stores that cater for local, regional, national and international customers as well as taking advantage of the School's location in the vicinity of several business-related developments such as London City Airport, the ExCel exhibition centre, the O2 arena and the Olympic Park.

Fifthly, students who are taught in English are able to gain international experience and exposure through our study abroad programmes in Europe, Asia and the Americas.

### **Programme structure**

The BA (Hons) Marketing is offered as a Single Honours, Joint, Major or Minor award and is normally completed in three years full-time study. A part-time option over four-and-a-half to five years is also available but only few modules are taught in the evening. It is possible to switch between full-time and part-time mode, subject to timetabling constraints although it is recommended that students speak with the school in depth about this due to the change in funding. At our overseas partners students will need to refer to their institution to check which modes of study are available to them. Please also note that overseas partners only offer single honours programmes.

In line with all RDBS undergraduate degrees, students undertake eighteen 20 credit modules to complete their degree. A small number of modules are shared with related business degrees such as Business Management, broadening the student experience and knowledge base by exposing students to new and alternative viewpoints in related fields of study.

The core modules introduce, evaluate and discuss management principles that are applied to the context of marketing and are founded in the literature pertaining to several relevant disciplines, such as business, economics, psychology and social sciences. The optional modules only available at Docklands include: volunteering; work-based learning; languages; a project and other business and management subjects are available in Years 2 and 3.

The programme incorporates a range of field trips, guest speakers and case studies that highlight the practical application of the theoretical concepts covered in class. To further students' skills in the workplace, an optional placement of 9-12 months' duration is available

between Years 2 and 3. However, at our overseas partners students will need to refer to their institution and Programme Leader for information on how the programme is delivered.

Details of the programme structure for Single Honours students are outlined below. Details for Combined Honours students can be found in the section ‘ What you will study and when’.

### **Level 1**

Marketing Principles and Practice

Marketing Communication

Managerial Skills Module - Marketing

Global Business Environment

Economics Markets and Enterprise

Accounting and its Regulatory Framework

### **Level 2**

Relationship and Service Marketing

Understanding Consumers

E-commerce and Digital Marketing

Fundamentals of Finance

Research in Business and Management

Option (students will receive advice on recommended options)

### **Level 3**

Brand Management

Global Marketing

SME Marketing

Strategic Management

The Business Professional

Option (students will receive advice on recommended options)

### **Learning environment**

The programme is delivered at our Docklands campus where you can take advantage of our modern lecture theatres and seminar rooms, contemporary and well-stocked library and wireless networking facilities. We will teach students how to maximise their potential and benefit from these powerful resources. Student learning is supported by our virtual learning environment which has the added benefit of improving your technology skills.

We take great pride in assisting students to develop their academic and professional skills including researching, professional writing, team working and presentation techniques. Our programme encourages students not only to develop theoretical knowledge about marketing but we also emphasise the practical application of that knowledge. Therefore we offer a range of field trips, invite industry guest speakers and discuss case studies to truly base students learning in the 'real world' so that students can demonstrate a broad range of skills when they enter employment.

We also provide the opportunity to add an international dimension to the degree. Students can choose to study for one semester in Europe, Asia or the Americas as part of their degree and gain first-hand experience in a foreign learning and work environment. For students who are studying the programme at one of our overseas partners they will need to refer to their local teaching institution for information on whether this is available to them.

### **Assessment**

A range of assessment methods will be used to evaluate students' learning and progress on the programme. The majority of assignments will be completed individually but some group work will also be undertaken to simulate the requirements of the work environment. Assessment formats include exams, presentations, reports, essays, case analyses, business plans, critical reviews of academic literature and business reports, and moderated online discussions.

Each module is assessed separately, and assessment requirements and marking criteria are communicated to students at the start of each module.

### **Work experience/placement opportunities**

Students have the opportunity to undertake a placement year between Years 2 and 3. They can also choose to undertake a volunteering module or a work-based learning module as an option at Level 3. However, at our overseas partners students will need to refer to their local teaching institution for information on whether this is available to them.

### **Project work**

In their final year of study, students have the opportunity to undertake a research project under the supervision of a member of staff. This allows them to produce an extended piece of work that is based on independent research in an area that is of particular interest to the student.

### **Added value**

The programme incorporates a distinctive skills curriculum that is specifically designed to develop students' skills for work and life and to improve their employment prospects after graduation.

To further enhance their attractiveness to future employers, students have the opportunity to obtain academic credits for practical work in a marketing-related volunteering activity or workplace. This is not available where the programme is taught by one of our overseas partners.

Students can choose to learn a foreign language and /or study overseas for one semester. However, at our overseas partners students will need to refer to their local teaching institution for information on whether this is available to them.

Students will discuss current issues of marketing in the UK and beyond with classmates from a wide a range of cultural backgrounds under the guidance of lecturers and tutors who have worked in various countries.

At Docklands you benefit from extensive library resources that are available 24 hours a day, 7 days a week onsite and online.

## **IS THIS THE PROGRAMME FOR ME?**

### **If you are interested in...**

- marketing businesses, products and services, or individuals
- the influence marketing has on economic development, social change and the environment
- how marketing build unique relations between brands and consumers and keep customers loyal for a life time and for generations
- designing and communicating a socially responsible marketing messages that delivers the promise and fulfil stakeholders needs, wants and desires

### **If you enjoy...**

- the challenges of understanding, synthesising and applying ideas, models and principles from a range of different disciplines;
- the challenge of reading, evaluating and discussing concepts, theories and practical applications from different subject areas, such as strategy, economics, finance and business research
- listening to and working with others
- finding viable solutions to business problems
- communicating and working with people from different countries and cultural backgrounds
- evaluating interactions and relationships between public, private and not-for profit organisations

### **If you want...**

- to work in a global industry that offers opportunities for cultural exchange and be prepared to find employment in marketing in the public, private or not-for profit sector, then this programme is for you.
- to combine Marketing (only available at Docklands) with another programme, please see the UEL Combined Honours site at <http://www.uel.ac.uk/combined/programmes/index.htm> for details. Marketing can be combined as a Major, Joint or Minor programme, subject to availability and timetabling. Typical combinations include International Tourism Management, Event Management, Advertising, Business Management, Human Resource Management, Sociology and Journalism.

## **Your future career**

The Marketing programme is designed to support future careers in Marketing in any sector. The programme provides a broad understanding of marketing and the opportunity to focus on specific areas including e-commerce and digital marketing, brand management, marketing communication, service marketing, global marketing, and SME marketing. It prepares graduates for employment in a wide range of public, private and not-for profit organisations in any industry.

Marketing is a recognised profession globally and marketing skills continue to be in great demand especially after the recent recession as creative marketing skills are needed more than ever before to help businesses to survive. Thus many job opportunities in the UK and abroad ranging from marketers, account managers, product developers, researchers, advertising agents, marketing consultants, brand managers, public relations, sales representative and much more are on offer.

## **How we support you**

### Academic

- A personal tutor will be allocated to you for the duration of your degree who can advise you on academic and personal development matters.
- Module leaders and seminar tutors provide feedback on your progress in each module to assist with your learning.
- The programme leader can help if you have any programme-related issues.
- At Docklands the subject librarian is available for any queries regarding the use of library resources for your research and can advise you on locating sources for relevant materials.
- The student representatives who study Marketing in the same year as you can raise any concerns regarding the programme or individual modules with the teaching team on behalf of your student cohort.

### Administrative

- The staff at the Royal Docks Business School Helpdesk will be able to answer the queries you may have about the operation of your degree. Overseas partners will have an equivalent dedicated person to refer to. Students at an overseas partner should refer to their institution for the local arrangements.
- At Docklands the Student Services team can assist with financial matters, health and wellbeing as well as offering support for students with a disability.

### Employability

- The School offers a range of opportunities to engage with industry through its lecture series.
- The Royal Docks Business School offers a mentoring scheme where you can benefit from the experience of a personal business mentor.
- Our employability team will recommend opportunities for work placements and volunteering positions, assist with writing your CV and advise you on your interview skills and technique.

## **Bonus factors of studying with us in London**

### **The Docklands Campus**

The Royal Docks Business School is located at our state of the art Docklands campus near London City Airport and the ExCel exhibition centre. The campus boasts a large range of brand new student facilities including modern lecture theatres, IT labs and library.

### **Library**

Our library is open 24 hours a day, 7 days a week during the semester, allowing you to undertake your guided and independent research and reading when it is most suitable for you. We hold a wide range of Marketing, Business and Management journals that enable you to engage with relevant materials for your degree and beyond, thus supporting you in developing an extensive knowledge base. Many of the Marketing journals and books are available electronically, so that you do not have to rely on hardcopies being available to borrow from the library and you can undertake your studies from home or anywhere you have access to the internet.

### **Field Trips**

Some modules offered on the programme will include field trips to department stores and companies in and around the London area. These trips will be used to highlight aspects of marketing practice and serve as examples of the application of marketing related concepts. London is known for offering a great shopping experience with the majority of global brands operating in the UK. London is also known to host many of the most influential marketing and advertising agents worldwide and continue to inspire the world. You will be able to experience and discuss issues that are relevant for domestic and international marketing.

### **Study Abroad**

During your second year you can study in Europe, Asia or the Americas. We have links to universities that offer their programmes in English and you will study modules which we have previously agreed. The grades obtained abroad will count towards your degree classification at UEL.

## **Outcomes**

### **Programme aims and learning outcomes**

## **What is this programme designed to achieve?**

This programme is designed to give you the opportunity to:

- Demonstrate an understanding of future career options as well as progress towards achieving them as either an employee; an owner manager; or entrepreneur in either business and/ or the non-profit sector or within further study within the academic community;
- Develop academically so they have a detailed knowledge of marketing and management practices, as well as being able to critically evaluate that knowledge and apply it in complex situations, which may be characterised by contested and contradictory information in the public domain;
- Acquire relevant transferable and practical skills so that they can manage their own learning and are confident in applying these transferable and practical skills in real-life contexts;
- Develop an appreciation of the basics of marketing – from the fundamental concepts and tools, through the marketing communications processes including brand management and digital marketing; to how these may be readily applied to contemporary situations;
- Identify and appraise the key factors influencing consumer behaviour and develop meaningful marketing strategies through in-depth evaluation and interpretation of various models and theories in these areas; and finally to
- Evaluate and analyse the complexities in global marketing and apply standard methods and procedures of a marketing organisation – ranging from marketing planning, research, and strategy formulation in international contexts, as well as the development of a robust awareness of contemporary issues such as multiculturalism, ethnicity, diversity and globalisation.

## **What will you learn?**

All learning outcomes are covered in the programme's single honours route and where Maj, J and/or Min is shown against a learning outcome, this confirms that the learning outcome is covered in the Major, Joint and/or Minor routes offered.

### **Knowledge**

You will be able to

- explain and comment critically upon the concepts and techniques in the multi-disciplinary business and management subjects;
- identify the problem situation for which the relevant marketing concepts and techniques were developed; Maj, J, Min
- apply the relevant marketing concepts and techniques to resolve multi-faceted marketing problems or issues; Maj, J, Min
- develop an in-depth knowledge of marketing and of the techniques associated with the field. Maj, J

### **Thinking skills**

You will be able to

- critically evaluate the relevance of diverse theories and concepts for the marketing and management of businesses in different industries and in both SMEs and MNCs. Maj
- apply these theories and concepts in practical marketing and management situations. Maj, J, Min
- discuss the relationship between the wider economic context, government policies and marketing strategic planning and development on both domestic and global level. Maj, J, Min
- compare, contrast and evaluate management and marketing principles employed by different types of businesses and organisations. Maj, J
- analyse, evaluate and apply theories and models related to marketing management and operations. Maj, J, Min

### **Subject-Based Practical skills**

You will be able to

- prepare and present solutions to Marketing based problems or issues through an evaluation of effective case study analyses. Maj, J
- identify and interpret sources of information that will assist them in solving business problems and making management decisions in the particular sphere of marketing. Maj
- critically evaluate challenges and opportunities to develop and manage markets and products. Maj, J, Min
- design effective marketing strategies for organisations in the public, private and not-for-profit sector whether they provide products or services. Maj, J, Min
- develop and justify a feasible marketing plan and a marketing communication plan for new or existing product or service in domestic or international market. Maj, J

### **Skills for life and work (general skills)**

You will be able to

- work effectively both as a team player and as an individual meeting strict deadlines and targets. Maj, J, Min
- develop high level skills in identifying problem parameters and selecting and implementing solution(s) to marketing dilemmas. Maj, J, Min
- identify gaps in their own knowledge and proactively undertake steps to fill these. Maj, J
- realise that their Marketing degree from UEL is just the beginning of their lifelong learning. Maj, J
- identify, interpret and synthesise a range of theoretical and empirical data to develop a sophisticated and reasoned argument. Maj, J, Min
- have confidence in explaining, defending and summarising their views to their peers on complex multidisciplinary issues and problems; Maj, J, Min
- communicate effectively in written and oral form to specialist and non-specialist audiences. Maj, J, Min

# Structure

## The programme structure

### Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

### Credit rating

The overall credit-rating of this programme is 360 credits.

### Typical duration

The expected duration of this programme is three years when attended in full-time mode or four and one half - five years in part-time mode. It is possible for UK/EU students to move from a full-time mode of study to a part-time mode of study and vice-versa, to accommodate any external factors such as financial constraints or domestic commitments, although it is recommended that they speak with the school in depth about this due to the change in funding. Many of our students make use of this flexibility and this may impact on the overall duration of their study period. However, at our overseas partners students will need to refer to their local teaching institution for arrangements.

### How the teaching year is divided

The teaching year begins in September and ends in June but some programmes also allow students to join at the start of Semester B, in February.

A typical student, in full-time attendance mode of study, will register for 120 credits in an academic year. A student in a part-time mode of study may register for up to 80 credits in any academic year.

### What you will study when

This programme is part of a modular degree scheme. A student registered in a full-time attendance mode will take six 20 credit modules per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3.

It is possible to bring together modules from one field with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

Single 120 credits at levels one, two and three

Major 80 credits at levels one, two and three

Joint 60 credits at levels one, two and three

Minor 40 credits at levels one, two and three.

Modules are defined as:

Core Must be taken

Option Select from a range of identified module within the field

University Wide Option Select from a wide range of university wide options

The following are the core and optional requirements for the single, major, joint and minor routes for this programme

LEVEL	UEL MODULE CODE	TITLE	SKILLS MODULES (Insert Y where appropriate)	CREDITS	STATUS SINGLE	STATUS MAJOR	STATUS JOINT	STATUS MINOR
1	FN1029	Global Business Environment		20	Core			
1	MK1010	Marketing: Principles and Practice		20	Core	Core	Core	Core
1	SG1018	Developing as a Manager	Y	20	Core	Core	Skills Option	
1	FN1024	Introduction to Economics		20	Core		Option if skills module not taken	
1	MK1016	Marketing Communication		20	Core	Core	Core	Core
1	AC1010	Accounting and its Regulatory frameworks		20	Core	Core		
2	MK2042	Relationship & Service Marketing		20	Core	Core	Core	Core
2	MK2041	Understanding Consumers		20	Core	Core	Core	Core

2	HR2020	Research in Business and Management	Y	20	Core	Core	Skills Option	
2	FN2035	Fundamentals of Finance		20	Core			
2	MK2043	Digital Marketing and Social Networks		20	Core	Core	Option if skills module not taken	
2		Option  Core module from other programmes that students have the prerequisite for		20	Option			
3	SG3027	Strategic Management		20	Core			
3	MK3043	Brand Management		20	Core	Core	Core	Core
3	HR3034	The Business Professional	Y	20	Core	Core	Skills Option	
3	MK3044	Global Marketing		20	Core	Core	Core	Core
3	MK3045	SME Marketing		20	Core	Core	Option if skills module not taken	
3		Option		20	Option			

**The Skills Modules listed in the Joint Route are Core, unless the equivalent Skills Modules are taken in your other combined subject.**

Please note that at our overseas partners no combined honours routes are available and optional modules are limited. Therefore students will need to refer to their local teaching institution for arrangements.

### **Requirements for gaining an award**

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher

In order to gain an Associate Certificate you will need to obtain a minimum of 20 credits at level one or higher

### **Degree Classification**

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

The arithmetic mean of the best 100 credits at level 3  $\times 2/3$  + The arithmetic mean of the next best 100 credits at levels 2 and/or 3  $\times 1/3$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

- 70% - 100% First Class Honours
- 60% - 69% Second Class Honours, First Division
- 50% - 59% Second Class Honours, Second Division
- 40% - 49% Third Class Honours
- 0% - 39% Not passed

## **Assessment**

### **Teaching, learning and assessment**

#### **Teaching and learning**

#### **Knowledge is developed through**

- Class participation
- Guided, directed and general reading
- Guided and independent primary and secondary research

#### **Thinking skills are developed through**

- Preparation of tasks for lectures, seminars and workshops
- Seminar discussions
- Group work and peer learning
- Online discussions on set topics
- Completion of written and oral assignments

**Practical skills are developed through**

- Case study analysis
- Problem Solving Exercises
- Use of information technology

**Skills for life and work (general skills) are developed through**

- Developing and defending ideas and arguments in class and assessments in different formats including essays, reports and presentations
- Managing time by meeting deadlines for ongoing work throughout the semester and assignments

**Assessment**

Assessments may be conducted individually or in groups.

	Knowledge is assessed by	Thinking skills are assessed by	Practical skills are assessed by	Skills for life and work (general skills) are assessed by
Exams	x	x		
Essays	x	x	x	x
Reports	x	x	x	x
Critical review of academic literature and business documents	x	x		x
Business/Marketing plan	x	x	x	x
Presentations	x	x	x	x
Case Study Analyses	x	x	x	x
Guided and moderated online discussion	x	x		

**Quality**

**How we assure the quality of this programme**

## **Before this programme started**

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

## **How we monitor the quality of this programme**

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole Subject Area is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

## **The role of the programme committee**

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

## **The role of external examiners**

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

### **Listening to the views of students**

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Student representation on programme committees

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- providing details on the programme notice-board

### **Listening to the views of others**

The following methods are used for gaining the views of other interested parties:

- Annual Student Satisfaction Questionnaire
- The Royal Docks Business School Advisory Board

## **Further Information**

### **Alternative locations for studying this programme**

<b>Location</b>	<b>Which elements?</b>	<b>Taught by UEL staff</b>	<b>Taught by local staff</b>	<b>Method of Delivery</b>
Stamford College, Malaysia (no longer recruiting)	Entire Programme	No	Yes	Full-time
AKMI Metropolitan College, Athens and Thessaloniki, Greece	Single honours programme only with restrictions on the availability of option modules	No	Yes	Full-time and part-time in the Greek language

### **Where you can find further information**

Further information about this programme is available from:

- The UEL web site <http://www.uel.ac.uk>
- The programme handbook  
<http://www.uel.ac.uk/programmes/business/undergraduate/marketing.htm>
- Module study guides (available on Moodle)
- UEL Manual of General Regulations and Policies <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- UEL Guide to Undergraduate Programmes <http://www.uel.ac.uk/courses/index.htm>
- Royal Docks Business School web pages (<http://www.uel.ac.uk/business/>)