

Programme specification document
**BA (Hons) Business and
Marketing**

22-23

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1. Programme Overview	
Full programme/award title(s)	BA (Hons) Business and Marketing BA (Hons) Business and Marketing with Integrated Foundation
Short programme title	BA Business and Marketing
Fees	£21,500 (per year, subject to annual increase)
Location of study	Regent's University London campus
Awarding institution	Regent's University London
Institution regulated by:	Office for Students, Quality Assurance Agency
Programme entry points	September, January
Date of initial/previous (re)validation	November 2019
Validated until	Academic year 2025/26
Framework for Higher Education Qualification level of final award	Level 6
Number of credits in award	360 Credits
UCAS code	N100, N120, N121, N200, N300, N500, N800
Underpinning QAA subject benchmark statements	The programme overall is underpinned by the Business and Management 2019 QAA subject benchmarks statement.
Other external and internal references	SEEC Level Descriptors 2016 Management 4.0: developing the next generation of managers and leaders, CMI 2019 UN Principles of Responsible Management Education (PRME) Regent's Strategic Plan 2019-2024 Regent's University London Academic Regulations 2020/21 Regent's University London Learning, Teaching and Assessment Strategy 2015-2020 Regent's University London Assessment and Feedback Framework 2019 Regent's Hallmark Pedagogy and RADAR Framework

Professional, statutory or regulatory body recognition/accreditation	None
Mode of study (FT /PT)	Full Time
Language of study	English

Minimum / Maximum duration of programme for each mode of study	<p>Full time: Minimum – 4 years including the integrated Level 3 foundation; 3 years without the integrated Level 3 foundation Maximum* – 5 years including the integrated Level 3 foundation; 4 years without the integrated Level 3 foundation * in exceptional circumstances only (refer to Regent’s University London Academic Regulations for details)</p> <p>Part time: not applicable</p>
Date of production / revision of this programme specification	April 2021

2. Why study this programme?

BA (Hons) Business and Marketing is part of a fresh, integrative and transformative degree portfolio of business courses that will equip you with the business acumen and crucial skills needed for success in the Fourth Industrial Revolution. You will develop as a leader who can lead, create, innovate, and appreciate the potential impact and opportunities of new technology.

We offer a distinctive, innovative challenge-based curriculum. This experiential and experimental approach presents challenges at each level of the programme which can cut across modules and disciplines. Taking a global perspective, this is a problem-solving syllabus that facilitates teamwork, entrepreneurship and use of education technology.

The Regent’s experience is about more than what takes place in the classroom. We use active and collaborative learning effectively and creatively, enabling you to learn by doing. You will learn from academic and industry experts, interact with classmates from all over the world and build networks with alumni.

We also make use of London itself as part of the learning experience, taking you to company events and visits, engaging with the leading companies and industry speakers from London, and giving you access to employment and entrepreneurial opportunities.

In addition, there are opportunities for you to travel for study abroad and gain access to work placement and enterprise opportunities.

We aim to ensure your academic success and wellbeing are appropriately and individually supported. Your student journey from enrolment to graduation will be personalised, supported by a personal tutor, programme team and a range of student services (see Sections 9-11).

Everyone taking part in this programme has something unique to contribute and together we create a global community at Regent's, where national and cultural diversity is highly celebrated.

3. Programme aims and objectives

This is a guide to what you might achieve if you take full advantage of the learning opportunities provided.

The objective of BA (Hons) Business and Marketing is to create tomorrow's global leaders. It aims to develop you as a confident, collaborative, creative, ethical and enterprising professional, an entrepreneur, influencer or visionary capable of adapting to the uncertainty of the future.

It will give you a solid foundation in core business and marketing principles while maintaining a global perspective.

As part of the business degrees portfolio, this degree will offer you:

- **A distinctive challenge-based curriculum** – you will engage in experiential, experimental and collaborative learning through a variety of challenges each year.
- **A global perspective** – the opportunity to relate what you learn to global developments and to learn from the international perspectives of the cohort.
- **A personalised learning journey and support** – From day one, you will embark on a 'Developing Tomorrow's Global Leaders' programme with coaching and mentoring from a personal tutor.
- **A focus on ethics and sustainability** – you will be challenged to consider the wider responsibilities business has to the environment and society.
- **Core modules and integrated modules for a chosen pathway according to your personal and professional interests** – you will master the fundamentals of business and general management across core modules, followed by choosing a pathway with integrated modules that bring together the essential knowledge and skills for the business and marketing.
- **Electives for broader learning** – you will have access to a range of electives to broaden your knowledge and business acumen based on your particular interests.
- **Common Regent's Elective Modules for Tomorrow's Global Leaders** – you will be able to expand key life and employment skills and other cross-disciplinary modules aimed at developing tomorrow's global leaders.
- **Second language skills** – you can graduate with a second language through Regent's Connect modules.
- **Study abroad, work placement and enterprise project opportunities** – you will have access to study abroad experience, work placement or enterprise project.

Prospective careers

Our holistic and critical approach prepares you to become flexible, informed and proactive manager. This will enable you to pursue a career in a corporate environment or to become an entrepreneur.

Your career options will be varied, and could include:

- Leadership and management positions in sectors including commerce, manufacturing, IT and finance
- Starting your own business or enterprise
- Advising and consultancy
- Growing and diversifying a family business
- Leading innovation teams
- Leading a social enterprise
- Managing and modernising public sector departments

You may also choose to continue your studies at masters' level. Regent's offers a range of leading MA and MSc degrees, such as MA International Business, MA Management, MA Luxury Brand Management, MA Enterprise, MSc Finance & Investment, MSc Digital Marketing & Analytics, MSc Data Science in Business, MA Content Creation, MA User Experience (UX) Design and MSc Marketing Psychology.

4. Relationship to other programmes and awards

Sometimes programmes share modules or have other connections to other programmes. This is a guide to whether this is applicable for your programme.

This degree does not impact or lead to awards elsewhere in the University, however some modules are shared across the business degrees at Regent's. Regent's Elective Modules for Developing Tomorrow's Global Leaders include Regent's Connect Modules and relevant modules from other programmes.

All Level 4 (Year 1) students take Global Perspectives, the Regent's common module, which facilitates interpersonal, intercultural and cross-disciplinary learning.

Regent's Electives are a set of modules offered on undergraduate business degree programmes in addition to the core and elective modules for individual programmes. They cover a wide range of topics in arts, humanities and social sciences.

Regent's Connect is a programme of language, culture and cross-cultural modules available to students on any programme. You can take Regent's Connect languages modules in your first and second year. Languages are offered at various levels of proficiency: from complete beginner (for students with no prior knowledge of the language) to fairly advanced, and from general language classes to more specialist modules. Check the Languages and Culture Hub for the full list of options.

5. Learning outcomes

This is a guide to the more specific knowledge and skills you will gain per level of the programme if you take full advantage of the learning opportunities available to you.

On successfully completing the programme you will be able to:

A. Knowledge and understanding

Level 3

Make connections

A1 Demonstrate knowledge and awareness of the interconnectivity of business functions and in the marketplace.

Take a global perspective

A2 Understand how principles and concepts relate to the global context in which organisations operate and professionals interact.

Apply knowledge and understanding

A3 Analyse a range of information using pre-defined principles, theories or criteria; relate principles and concepts to situations, circumstances or outcomes they observe.

Level 4

Be a pathway specialist

A4 Demonstrate a broad understanding of the knowledge base of the selected pathway specialisation and its terminology; appreciate that areas of this knowledge base are open to ongoing debate and reformulation.

Take a global perspective

A5 Demonstrate increased confidence in handling and understanding the interconnected nature of business; show an awareness of global change and its potential implications for the environment in which organisations operate including stakeholders and sustainability.

Apply knowledge and understanding

A6 Collect and judge information from a variety of authoritative sources, using pre-defined theoretical frameworks, tools and concepts to inform a choice of solutions to problems.

Level 5

Be a pathway specialist

A7 Demonstrate an awareness of different ideas, contexts and frameworks; display detailed knowledge of well-established theories and concepts, and how relationships within the area of specialisation shape the organisation's future direction, governance and stakeholders.

Take a global perspective

A8 Demonstrate coherent understanding of the changing global environment and the implications for organisations, including technological, social, geopolitical, environmental and economic change. Show cultural intelligence and ability to relate and to working effectively across cultures.

Apply knowledge and understanding

A9 Identify, analyse and operate in situations of varying complexity and predictability, requiring the application of frameworks, theories, and concepts. Use a wide range of techniques, information sources and/or digital tools to achieve this.

Level 6

Be a pathway specialist

A10 Demonstrate specialist knowledge and critical understanding of the knowledge base of the chosen pathway and its interrelationship with other fields of study. Appreciate the value of CPD and lifelong learning.

Take a global perspective	A11 Demonstrate critical knowledge and understanding of global dimensions, change and management across cultures. Show confidence in evaluating the implications of change for organisations in terms of ethical decision-making and operational performance.
Apply knowledge and understanding	A12 Synthesise and integrate knowledge at a level of abstraction; critically evaluating from competing perspectives theories and concepts to form critical and reflective understanding of information, and to exercise significant judgment in a range of business situations.
B. Skills	
Level 3	
Lead	B1 Assess own values and capabilities against given criteria and engages in development activity. Use interpersonal skills to clarify tasks and communicate outcomes in given contexts.
Problem-solve	B2 Use defined approaches to investigating problems and communicating solutions.
Be creative and enterprising	B3 Collect and combines information to inform valuable solutions to problems and to identify new opportunities.
Level 4	
Lead	B4 Work collaboratively and effectively with others and recognise the factors that affect team performance. Demonstrate self-awareness, values and self-leadership through planning and reflection.
Problem-solve	B5 Identify a well-defined focus for enquiry; plan and undertake investigative strategies using a defined range of methods; collect data from a variety of sources, and communicate results effectively in an appropriate format; use interpersonal and communication skills to clarify tasks, identify and rectify issues in a range of contexts.
Be creative and enterprising	B6 Combine information to generate new ideas. Identify opportunities to innovate in terms of business solutions and/or propositions through reflection, creativity and technological application.
Level 5	
Lead	B7 Adapt interpersonal and communication skills to a range of situations, audiences and degrees of complexity. Use feedback to adapt own actions in pursuit of desired aim, and reviews impact. Think strategically, ethically and communicate convincingly with others on a common task. Demonstrate ability to reflect and persuade, conscious of ethical considerations and sustainability.
Problem-solve	B8 Undertake research to provide new insights. Use appropriate theoretical models to judge the significance of the data collected, recognising the limitations of the enquiry. Apply problem-solving techniques to determine effective and creative solutions in an uncertain environment.
Be creative and enterprising	B9 Collect, synthesise, and analyse a range of information, comparing alternative methods and techniques to inform a choice of solutions to problems in unfamiliar contexts. Interpret change and uncertainty through originality and insight, identifying opportunities and proposing innovations.
Level 6	

Lead	B10 Accept accountability and take responsibility in professional codes of conduct, ethics, sustainability and social responsibility. Employ ethical leadership behaviours to reflect, think strategically, communicate convincingly and demonstrate adaptability, self-confidence and integrity.
Problem-solve	B11 Demonstrate confidence and flexibility in identifying and defining complex and unpredictable problems, based on critical evaluation and use of appropriate analytical frameworks or tools. Adopt investigative strategies and a wide range of empirical evidence and sources of information to solve problems creatively, confidently and across disciplines.
Be creative and enterprising	B12 See opportunities for enterprise and demonstrate creativity, adaptability and confidence by innovating and cutting across disciplinary norms in a self-directed and ethical manner.

6. Learning and teaching strategy/ assessment methods (non-regulatory)

This is a guide to the academic opportunities available to help you achieve the overall aims and objectives of the programme as listed in Section 3 and the intended learning outcomes in Section 5. It is also a guide to the assessment methods used to test your achievement of the intended learning outcomes. In order to meet the full intended learning outcomes of the programme, you will be expected to study independently, participate in class discussions, ask for support in academic skills if required and engage with your personal tutors.

The University's central mission is to develop tomorrow's global leaders in the 'fourth industrial revolution'. This degree is notable for its clear learning and teaching proposition, with fourth industrial revolution skills woven throughout the curriculum. These not only include technological fluency but also the more human skills of creativity, innovation and adaptability.

A core learning outcome is focused on leadership, which speaks to the University's mission. This is achieved, in part, through the **challenge-based curriculum** that sits at the heart of the programme.

We believe challenge-based learning will lead to transformative sustainability learning by engaging your head, hands and heart. It is an experiential and experimental approach that presents you with real-life and real-world challenges at each level which can cut across modules and disciplines. This allows you to learn by thinking, by doing and by feeling.

It is also an active and collaborative learning experience that facilitates teamwork, entrepreneurship and use of education technology in which you work together with fellow

students and tutors to learn about compelling issues, propose solutions to real problems and take actions.

The challenge-based learning framework is adapted from Nichols' et. al. (2016) three interconnected phases: Engage, Investigate and Act (<https://www.challengebasedlearning.org>). Each phase includes activities that prepare you to move to the next phase. Supporting the entire process is an ongoing process of documentation, reflection and sharing.

We also aspire to the creation of a collaborative community of learning, both within and crucially outside of the traditional classroom setting. In the development and delivery of our pedagogy, you will be both an active partner and learner. The programme's pedagogic approach includes current, large-scale and complex business simulation, high-impact interventions and integration across modules. It is solution-focused in support of global employability and active entrepreneurship. And it espouses assessments for learning that feature co-design, synoptic work, predictive work, group work projects, student choice, and authenticity.

Breakdown of teaching methods by percentage per level

Each week, you will be given a varied guidance and challenge session in a directed learning and practical approach, chiefly to direct your learning and support your understanding. This variety is intended to drive engagement and will typically take the form, as appropriate of:

- Challenge-based tasks
- Seminar work
- Tutorial work
- Short lecture input
- Group research and report work
- Case preparation
- Business simulations
- Assessment preparation and feedback (formative work)
- Technology supported work (chat/e-portfolio etc.)
- Student driven/negotiated sessions
- Guest presentations
- Accompanied/independent visits to venues/experience centres

You are expected to conduct self-directed learning, which includes preparation for class, self-study after class, preparation for assessments and assessments.

The following breakdown is a guide to how much time you will typically spend in learning. The exact amount of time spent in taught, practical/ challenge activities or self-study would depend on the modules you are taking.

Foundation Year		Level 4		Level 5		Level 6	
Directed Learning	30%	Directed Learning	30%	Directed Learning	25%	Directed Learning	25%
Practical/ Challenge	10%						
Self-directed Learning	60%	Self-directed Learning	60%	Self-directed Learning	65%	Self-directed Learning	65%

Programme management and teaching staff

The programme is led by a team consisting of Directors of Content and Course Leaders. Staff are, in general, educated to masters' or doctoral level. Exceptions are where particular specialist skills are required and are covered by fractional posts or visiting lecturers. In addition, most of our staff hold a fellowship of the Higher Education Academy (HEA). We also encourage our teaching staff to undertake the Postgraduate Certificate in Higher Education.

Our lecturers have a high level of academic experience, as well as familiarity with the industry. Staff have worked in a range of fields, including management, consulting, marketing, finance, enterprise, hospitality and events in a variety of roles. We also welcome guest lecturers to provide insight into the latest developments in the industry.

We promote and support research, enterprise and scholarship that underpin our academic programmes and add value to our student's learning experience. We believe it is essential to enhance the vitality of our academic programmes and refresh them by conducting research that is applied, while at the same time producing cutting-edge knowledge and engaging in world-leading scholarship that informs our teaching. Staff on the programme have published in a range of academic journals, authored books and industry publications.

The current programme team is structured as follows:

- 3 x Directors of Content, and,
- 3 Course Leaders

Each student on the programme is allocated a personal tutor, who will meet you on a one-to-one basis at various stages throughout the academic year and offer guidance and advice to support your ongoing personal and professional development throughout your studies at Regent's University London.

Assessment strategy and methods

There is a combination of formative and summative assessments. Formative activities are used for developmental purposes and are designed to help you learn more effectively by giving you feedback on your progress and on how it can be improved and/or maintained. They do not contribute to the award mark.

Summative assessments are used to determine your success in meeting the intended learning outcomes of a module and do contribute to the award.

The assessment methods used across the programme will be varied. The key objective is to ensure that assessment is:

- Engaging, encourages students to interact, develop skills and test their knowledge
- Inclusive, fostering a student-focused approach whereby students can make selections about the topics or formats chosen where possible
- Authentic, based on real world or real-life challenges, cases and situations. Students should see little difference between the problems and tasks set for them on the programme and the challenges they will face subsequently in the business world.

The main assessment vehicles used for both formative and summative assessment reflect current best practice in the business school environment and feature:

- Challenge-based activities
- Reports produced following student investigations in groups or as individuals
- Group or individual presentations to tutor, peers or outside experts
- Examinations
- Events created and delivered by students
- Essays
- Time-constrained tasks or exercises
- Ongoing project work individual or collective
- Case study analysis

Breakdown of assessment by percentage per level

The following breakdown is a guide to the types of assessment you will experience on your programme. The exact amount of each assessment type will depend on the elective modules that you take. The typical assessment breakdown is as below:

Foundation Year		Level 4		Level 5		Level 6	
Written exams	0%	Written exams	25%	Written exams	20%	Written exams	20%
Presentation / Challenge	20%	Presentation / Challenge	15%	Presentation / Challenge	15%	Presentation / Challenge	10%
Coursework	80%	Coursework	60%	Coursework	65%	Coursework	70%

Alternative forms of assessment

Students with student support agreements may be offered an alternative form of assessment. When this is the case, the University's Disability Guidelines for Alternative Forms of Assessment are followed.

Ethical approval of research

All research conducted within and outside the University by students at Regent's University London must be approved by the research ethics committee prior to its commencement. This will include, but is not limited to, all research involving human or other living participants, and all experiments, investigations and procedures involving human or other living participants, or data relating to such living entities.

7. Programme structure

This is a guide to the overall structure of your programme such as term dates, assessment periods and what core modules will be delivered each year.

Your programme is composed of a number of modules that each have a credit value. On successfully passing each of these modules, you will gain credits that count towards the total needed for your degree.

One credit equates to 12 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a module is worth 10 credits, then you would expect to spend 120 hours studying this. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this programme is indicated in the section above.

On an undergraduate degree programme, you can usually expect to study 120 credits per level (or year), with no more than 80 credits per term.

The academic year consists of an Autumn term, typically starting in the end of September and ending in December, and a Spring term, typically starting in the end of January and ending in May.

Classes take place from Monday to Friday, typically between 09:00 and 19:00. Examinations for the Autumn term will take place in January and for the Spring term in May. Autumn term exam resits will take place in the May exam period. Spring term exam resits will take place in July. If you have applied for a term of Study Abroad, you will undertake this in Year 2, term 2. Integrated Foundation students who join the Spring intake in January will undertake an extra Summer term in order to complete the Foundation year by the end of July. All the assessments will be completed by the end of July. There is no exam in Foundation level.

Programme Structure - LEVEL 3 (Foundation year)

Core modules	Credits
ENT301 Enterprise Challenge	24
QUA302 Mastering Foundational Numeracy	24
SKL310 Skills for Impact	24
SKL311 Working with Others	24
BUS301 World of Business	24

Total core module credits	120
Elective modules (subject to availability)	
ESK300 English Skills	N/A
Total credits for Level 3	120
Exit awards and learning outcomes achieved (if appropriate)	
There is no exit award at Level 3. Level 3 is available to students who do not meet the entry requirements of BA (Hons) Business and Marketing. This level enables students to bring their academic standing to an undergraduate level as well as equip them with the necessary knowledge and skills to cope with the demands of higher education. Level 3 credits do not count towards the undergraduate degree credit total.	

Programme structure - LEVEL 4 (Year 1)	
Core modules	Credits
SKL402 Integrated Business Skills	12
QUA401 Analytical Tools for Business and Finance	12
ECO403 Economics for Business	12
HRM401 People-Centric Organisations	12
MKT401 Principles of Marketing in the Digital Era	12
FIN401 Financial and Management Accounting	12
SKL401 Developing Tomorrow's Global Leaders	12
GBL402 Global Perspectives	12
MKT402 Exploring the Fundamentals of Retail and Channel Management	12
Total core module credits	108
Regent's elective modules (subject to availability)	
Regent's Elective/ Connect Modules* (choose 1 from the indicative menu)	12
Total Regent's elective module credits students need to choose	12
Total credits for Level 4	120
Exit awards and learning outcomes achieved (if appropriate)	
Certificate of Higher Education in Business and Marketing: 120 credits	

Programme Structure - LEVEL 5 (Year 2)	
Core modules	Credits
LAW501 Business Law	12
MGT502 Optimising Operations and Change	12
SKL501 Research Methods	12

STM501 Sustainability	12
MKT502 Integrated Marketing Communications	12
MKT504 Entrepreneurial Marketing	12
MKT503 Luxury Brand Management	12
Total core module credits	84
Elective modules (choose 1)	
MKT506 Social and Ethical Marketing	12
EVM503 Experiential Marketing	12
MKT505 Digital Marketing and Web/Mobile Apps	12
Total elective module credits students need to choose	12
Regent's elective modules (subject to availability)	
Regent's Elective/ Connect modules* (choose 2 from the indicative menu)	12
Total Regent's elective module credits	24
Total credits for Level 5	120
Exit awards and learning outcomes achieved (if appropriate)	
Diploma of Higher Education in Business and Marketing: 240 credits	

Programme Structure - LEVEL 6 (Year 3)	
Core modules	Credits
STG602 Strategic Analysis	12
MKT602 Advanced Marketing Strategy and Digital Analytics	24
MKT601 Consumer Behaviour and Services Marketing	24
MKT603 Marketing Pathway Capstone	36
Total core module credits:	96
Elective modules (choose 2)	
MKT604 International Brand Strategy	12
LAW602 Essential Law for Marketers	12
QUA601 Data Visualisation and Analytics for Business	12
MGT602 International HRM	12
ILP603 Independent Learning Project (available subject to the discretion of the Director (Content))	12
Total elective module credits students need to choose:	24
Total credits for Level 6:	120
Exit awards and learning outcomes achieved (if appropriate)	

BA (Hons) Business and Marketing: 360 credits
 BA (Hons) Business and Marketing Top Up: 120 credits

Regent's Elective/ Connect Modules – indicative menu

Regent's Elective Modules (REM) for Developing Tomorrow's Global Leaders

* Regent's Elective/ Connect Module is a free choice for you to pick and have access to life and employment skills and other cross-disciplinary modules aimed at developing you as tomorrow's global leaders. The list includes Global Perspectives (mandatory for all Regent's students), Regent's Connect Modules (languages and culture), and relevant modules from other programmes.

Below is the indicative list of Regent's Elective Modules based on the Competency Framework for Tomorrow's Global Leaders. The list of competency is adapted from our Strategic Plan 2019-2024: 'We will equip our graduates with the skills and attributes that will mark them out as future global leaders in the Fourth Industrial Revolution: critical thinking, problem solving, complex analysis, people skills, creativity, innovation, adaptability and leadership.'

Competency	Indicative REMs	Credit	Level
Leadership and adaptability	SKL403 Brand Identity	12	Level 4
	PLA505 Career Management	12	Level 5
Critical thinking/ problem solving/ complex analysis	PLA503 Independent Placement Project	12	Level 5
	PLA504 Independent Enterprise Project	12	Level 5
Communication	CCS401 Global Communication Skills*	12	Level 4
	Foreign languages* (Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish)	12	Level 4 & 5
	Talking pictures: Advanced Spanish through film*	12	Level 5
Collaboration and cross-cultural understanding	GBL402 Global Perspectives	12	Level 4
	CCS501 Contemporary Intercultural Issues*	12	Level 5
	CCS503 Chinese Culture and Society*	12	Level 5
	CCS502 Latin American Culture and Society*	12	Level 5
Enterprise/ creativity/ innovation	PLA401 Developing a Business Idea	12	Level 4
	SKL404 Creativity, Imagination and Innovation	12	Level 4
	ENT502 Design Thinking for Enterprise	12	Level 5
	PLA506 Starting Up a Business	12	Level 5
Digital literacy	QUA501 Business Analytics	12	Level 5
Ethical capacity	STM502 Green Business	12	Level 5
	BUS501 Business Ethics **	12	Level 5

*Offered under Regent's Connect

** Offered by other programmes

8. Distinctive features of the programme and other key information

This is a guide to anything else you may need to know about your programme including anything that might seem a bit unusual or different to similar programmes in other institutions.

Marketing pathway

The global marketplace is a complex landscape that is constantly being reshaped by new technologies, emerging trends and shifting audiences. To compete in this environment, businesses must have a creative and flexible marketing strategy that meets these challenging demands. The BA (Hons) Business and Marketing (Marketing) offers a holistic approach to management studies with a specific focus on marketing theory and practice. It aims to develop you into a media-savvy marketer with the confidence and capabilities to successfully manage teams and organisations across the globe. You'll have opportunities to challenge the current status quo through understanding traditional, as well as new approaches and technologies to marketing, and develop know-how that enables you to respond to today's constantly evolving marketplace.

Integrated Foundation Programme

The BA (Hons) Business and Marketing with Integrated Foundation is designed for those who do not meet the requirements for direct entry to the BA (Hons) Business and Marketing. It includes one year of studies at foundation level and a further three years at BA level. The Integrated Foundation programme is structured around an entrepreneurial challenge, supported by 'soft' and 'hard' skills modules designed to enable students to make interconnections between the different modules and learn transferable skills.

Study Abroad

The programme includes the opportunity to undertake a term of study abroad at one of our international partner institutions in the second term of Year 2 (Level 5). You must apply and confirm your Study Abroad option by the end of first term of Year 1 (Level 4). The curriculum and credits in the partner institution will be mapped to your modules as required by the degree programme. Your Study Abroad application and learning agreement will be subject to the discretion and approval of your Course Leader. All grades received at an international partner university will be converted to an equivalent Regent's University London grade, in accordance with the institutional grading scale and grade conversion table. The average grade will represent 50% of the overall mark associated with Level 5.

Second language

All students can graduate with a second language other than English. You can take Regent's Connect languages modules in your first and second year. Languages are offered at various levels of proficiency: from complete beginner (for students with no prior knowledge of the language) to fairly advanced, and from general language classes to more specialist modules. Check the Languages and Culture Hub for the full list of options. Students taking three successive modules in the same language will receive a Certificate of Language Achievement upon successful completion of the three language modules.

Global Perspectives

All Level 4 students enrolled on Regent's validated degree programmes will need to complete this Regent's Common Module, which facilitates interpersonal, intercultural and cross-disciplinary learning. The module introduces a range of ideas and ways of thinking based around the University's values, reflected in its learning outcomes. It encourages you to interact with the broader University community, both socially and academically, asking you to cross the physical and intellectual borders of your degree programme. Global Perspectives aims to increase self-awareness and prepares you for your subsequent studies by familiarising you with the resources available to meet your lifelong learning needs.

Pathway Capstone module at level 6

The 'Capstone' is the final and summative module that enables you to bring much of your prior learning together with theoretical understanding and practice-based insights in action research project in your pathway discipline. The Pathway Capstone module has been designed to focus on your ability to shape and demonstrate your independent learning through academic and practical know-how.

Independent Placement and Enterprise Project

You will have the opportunity to undertake a credit-bearing placement or enterprise project in Term 2 at Level 5. The project will allow you to engage with employer or entrepreneur on part time basis, supported by the Careers, Enterprise & Industry team. This optional project must be confirmed in Term 1, Year 2 (Level 5) and approved by the Careers, Enterprise & Industry team.

Extracurricular activities

Regent's is a place where extraordinary things happen. The Regent's experience is about what takes place in and outside of the classroom. You will have the opportunity to engage with extracurricular activities on and off campus organised by staff and students from across the University which will support your learning, development and aspirations. These include prominent guest speakers, presentations, conferences, competitions, university societies, Student Union membership and student representation.

Participation in competitions or engagement with societies and the Student Union is a great way to develop a host of skills and evidence demonstrating a diversity of capabilities that can contribute to an enriched personal development plan.

9. Student support

We want you to make the most of your time at Regent's and we also know that sometimes life at university can be hard. We can give you the support and you need, on academic study, language skills, careers, disabilities, mental health, gender, sexuality, finance and many other issues.

Regent's Student Hub will be the first port-of-call for the majority of your needs. Staff in the Hub can either deal with your enquiry directly or point you to one of our services for more help.

Our support services include:

- Personal tutor scheme
- Student Services

- Academic Skills
- Academic and Professional language and literacies (APLL)
- Careers advice, including placements
- Disability support
- Accommodation
- Student Union

For more information about life at Regent's and the services we offer, visit:

regents.ac.uk/information/student-life/for-current-students

10. Learning support

Regent's offers a variety of different facilities and technologies to support your studies. These include lecture theatres, seminar rooms, the library, IT labs and specialist software.

If you require support or advice with regard to accessing campus facilities, please speak with our disability support officer, so we may address your concerns. regents.ac.uk/information/student-life/for-current-students/disability-information

The Library at Regent's supports teaching and learning at the University. Our relevant and extensive collections, flexible study spaces and knowledgeable staff can help you achieve your academic goals. During term time, the Library is open until late in the evenings. During busy exam periods, it is open 24/7. Most areas are fully accessible to people with disabilities and wherever there are challenges we work with individual(s) to overcome, rearrange or support to facilitate good and safe access.

Regent's uses Blackboard as its virtual learning environment (VLE), where you will find learning materials and content for your modules. You will also submit your coursework online and receive feedback through Blackboard.

MyRegent's is a free app and web dashboard which contains Regent's email, degree programme timetable, module information and more. You will be able to download it for Apple or Android devices or access it at my.regents.ac.uk once you have enrolled with us.

Regent's has IT labs where you can use our computers and there are dedicated areas for you to use your own laptops and tablets. The campus has free Wi-Fi, including most areas of our extensive gardens, so any area can be adapted into a student study space. Regent's is a member of the Eduroam network, so you can connect to this service to access Wi-Fi worldwide.

For more about Regent's learning resources, visit:

regents.ac.uk/about/learning-resources

11. Opportunities for personal development planning

All business degree programmes offer a number of opportunities to foster personal development planning, such as a choice of pathway; the Global Perspective and Regent's Elective modules; the Pathway Capstone module in level 6; and extracurricular activities organised by both academic and professional services on campus.

The programme also offers the following opportunities for personal development planning

- Personal and small group tutorials
- Self-reflection in key modules
- Assessment of personal skills in key modules with subsequent guidance on action planning

Personal and professional development and personal tutoring

From Year 1, you will embark on a personal and professional development module, 'Developing Tomorrow's Global Leaders'. This module aims to guide your understanding and approach to your personal and professional development plan, encouraging you to reflect on your own

strengths, life skills and competencies as a future global leader in the Fourth Industrial Revolution. Your personal tutor will be involved in guiding your reflection and awareness of your personal plans and goals. Your reflection will help you choose the appropriate Regent's Elective Modules aimed at developing your life skills and competencies as tomorrow's global leaders. The module also aims to give you the opportunity to develop your team working and leadership skills within an international and cross-cultural context, and reflect on your engagement and interaction within group-based challenge activities.

Academic and Professional Language and Literacies (APLL)

In order to support the development of your academic language and literacy skills, we have embedded core content which will boost your chances of academic success at each level of your programme. These skills will later transfer to the workplace and help you to thrive in the business world. This means that we will support you to develop your skills in, for example: writing different types/styles of academic assignments (including essays, reports and reflective writing), delivering oral presentations, structuring written and oral work, reading and conducting research, evaluating sources and referencing these accurately, and linking ideas in your academic writing.

Academic and Professional Language and Literacies are embedded as essential skills in your programme so that we can support you in different ways at different levels as you move through your studies, enabling you to develop your skills through to the point of graduation. We will also signpost you to further support (online learning content, workshops, professional writing electives) outside your programme should you wish to pursue those opportunities.

Careers support

All students benefit from an initial consultation with a careers adviser in their first weeks on campus. Based on your individual interests you will, guided by your adviser, develop knowledge and networks in relevant sectors and roles. You will be encouraged to team up with like-minded individuals to build communities centred around shared interests.

You will have access to the vacancies shared by our business relations team on the Student Hub, as well as multiple other resources, and help with making applications for internships and graduate roles in the UK and beyond. Students who have not identified an area of interest are offered guidance consultations to enable decision-making.

A variety of workshops throughout the year will help you succeed at every stage of the selection process, including CV and cover letter writing, interview (including video interviews) and assessment centre preparation, networking, LinkedIn and psychometric testing. Support with individual applications is available.

Students who wish to start their own business will be invited to work in The Hive (see below). Students looking to complete a consultancy project, such as a capstone, receive support in developing practical consultancy skills, as well as help with sourcing suitable projects. This offer is tailored with sector relevant information to reflect subject specialisms (e.g. fashion, design, business).

Each term a number of masterclasses (held by industry specialists), seminars, networking events and meet-ups are organised on campus. They offer an invaluable opportunity to find out about employment prospects in different industries and business sectors and to develop a professional network.

At our hiring breakfasts, employers who currently seek students via the Student Hub vacancy board (internships, placements, or graduate jobs) are introduced to (and given the opportunity to interview onsite) students directly.

In addition to regular face-to-face contact with our expert staff, we offer a wide range of online resources including VoIP (e.g. Skype) appointments to help you in your job search. These include advice sheets, videos and self-assessment tools. All this is accessible on the Student Hub to current students and alumni.

On campus start-up space

Regent's offers current students and alumni a workspace and community, which offers a full suite of services, including start-up advice, masterclasses, careers advice, student consultancy services and a bookable hot desk environment for start-ups. There is also support with graduate entrepreneurship visas if required.

This is a collaborative environment in which careers and enterprise advice happens in a live working environment, allowing knowledge and opportunities to flow between its users. It aims to break down barriers between job seekers and creators, learners and staff, changing the way our learners relate to the University and develop their career skills.

12. Admissions criteria

A Regent's education provides you with a high level of personal attention, and this begins from the moment you apply to study with us. We want to understand who you are and what your skills and interests may be – we are interested in your potential, as well as your prior achievements. We review each application comprehensively and on its individual merit, considering all of your skills, interests and attributes.

We receive applications each year from over 170 countries and are happy to assess all international qualifications.

Level 3 Foundation entry

For applicants entering at Foundation Level 3, we will typically make an offer to a student holding at least 5 GCSEs at grades A-C / 9-4 or international equivalent including Mathematics. We will require proof of English language proficiency, for example we ask for:

- IELTS: Overall score of 5.5, with a minimum of 5.5 in each individual component
- GCSE/IGCSE English, grade C / 4 (for IGCSE certificates, please provide the Supplementary Certifying Statement with the breakdown of component grades)
- On-campus English diagnostic test (for more information contact: admit@regents.ac.uk)

Or equivalent qualification.

Level 4 entry (Year 1, undergraduate)

For applicants entering at Level 4, if you are holding A-levels, we would typically make you an offer at three A-Levels at Grades BBC.

We will also assess your application for proficiency in Mathematics, asking for a GCSE in this subject at grade A-C / 9-4 (or the international equivalent).

We will require proof of English language proficiency, for example we ask for:

- IELTS: Overall score of 6.0, with 5.5 or above in each component (Reading, Writing, Listening and Speaking) (or equivalent qualification)
- On-campus English diagnostic test (for more information contact: admit@regents.ac.uk)

If you have not yet achieved the required award but are expected to, then the admission to the programme would be conditional on achieving the expected award.

We offer a range of courses that can help to improve your English language proficiency. Please see the website for more details:

regents.ac.uk/study/short-courses/english-courses-london

For more information, see the How to Apply tab under each programme on our website.

You can find our Admissions Policy and Admissions Appeals and Complaints Policy at:

regents.ac.uk/about/governance/academic-governance/academic-governance-documents

13. Visas and immigration

At Regent's, you will be part of a truly international community, with the opportunity to make friends and contacts from around the world.

If you require a visa to study in the UK, please visit the Visas and Immigration page on the website:

regents.ac.uk/study/international-students/visas-and-immigration

14. Tuition fees and other costs

For students enrolling on the BA (Hons) Business and Marketing and the BA (Hons) Business and Marketing with Integrated Foundation, the annual fee for the academic level/year in 2022/23 is £21,500 paid in equal instalments over the first two terms.

Students starting the Integrated Foundation programme in January 2023 will be required to take a summer term of teaching, in order to complete the year by July. This means that you will be expected to make 3 payments between January and December 2023 (Two terms of Foundation study and the first term of undergraduate study).

Tuition fees are set by the University's Board of Trustees for each financial year. Therefore, your annual fee will rise each year/level. The maximum increase per year for existing students is based on the Consumer Price Index (CPI) inflation rate, plus a maximum of 3%.

To secure your place at Regent's you will need to pay a deposit. These are currently set at:
Home/EU students advance deposit on tuition fees: £1,000 (non-refundable*)
Non-EU advance deposit on tuition fees: £4,000 (non-refundable*)
Non-EU students in receipt of US Federal Loans: £1,000 (non-refundable*)

Fees are normally payable once a term and are due two weeks before the start of term. They can be paid through our online portal. Payment plans are available for eligible new and returning students. More information is available on our website.

Our current Payment Terms and Conditions are available on our website. There are a number of ways to help fund your studies through scholarships, bursaries and student loans. For more information, visit our Scholarships, bursaries and funding page at:
regents.ac.uk/study/scholarships-funding-and-bursaries

London is an expensive place to live so it is important to ensure that you can afford to stay here for the duration of your studies. In addition to your tuition fees, you will have expenses such as accommodation, food, bills, transport, clothes, socialising, books and other material costs. If you would like to discuss the financial impact of studying at Regent's then please contact us:
regents.ac.uk/about/contact-us

One of your main financial outlays will be your accommodation. We offer limited accommodation on campus at competitive prices, or you could choose private accommodation which we can help you find. For more detail on accommodation please see our website:
regents.ac.uk/study/accommodation

Reading lists will be made available at the start of each module. You are encouraged to borrow materials from the library where possible, or you may choose to purchase materials from external suppliers at your own cost. The estimated cost of purchasing core texts for this programme is £200-300.

If you decide to undertake one term of Study Abroad, you will continue to pay your tuition fees to Regent's. You do not pay fees at the partner institution, but some universities may require you to pay a supplement for language courses, typically related to pre-session or additional courses, and courses outside the exchange learning agreement. You will be responsible for your own travel tickets, visa application expenses if a visa is required, health and travel insurance and other expenses abroad, such as accommodation, food, bills, transport, clothes, socialising, books, and other material costs.

You are eligible to receive an Erasmus grant if you undertake an Erasmus study abroad in European Union (EU) countries. The Study Abroad team will support you in your Erasmus grant application.

* If you decide you no longer wish to study at Regent's, refunds of deposits and fees can only be granted in limited circumstances. For more information, see our Refund Policy (subject to review) at: regents.ac.uk/study/how-to-pay/refunds-policy

15. Assessment and progression regulations

You will be assessed on how well you are achieving the intended learning outcomes at different stages throughout your time of study at Regent's. This will include a variety of methods as described under Section 6 above.

In order to continue with your studies, there are minimum requirements to be met in order to progress to the next level of your programme. The current progression regulations are published within the Academic Regulations on our website at the link below. These are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

regents.ac.uk/about/governance/academic-governance/academic-regulations

You will be provided with guidelines on what you need to achieve in each assessment to ensure you receive a good mark.

16. Award criteria

To qualify for your intended undergraduate award, you will be expected to obtain 360 credits, including 120 credits at Level 4 or higher; 120 credits at Level 5 or higher; and 120 credits at level 6 or higher.

You must also meet the requirements of any specific regulations as stated under Section 15 Assessment and progression regulations.

For further details on award requirements, please see the Academic Regulations, available at on our website at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

regents.ac.uk/about/governance/academic-governance/academic-regulations

17. Methods for evaluating and improving the quality and standards of teaching and learning

All quality assurance policies and procedures are found in the University Academic Regulations. The current versions are available at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

Regent's University London operates a number of institutional processes for ensuring and enhancing its academic quality standards. These include: programme (re)validations, programme modifications, programme monitoring, student feedback systems and external examining.

Programme (re)validations

The University has a formal process to approve a new programme or reapprove an existing programme of study. This involves a panel of academics from within and outside Regent's to ensure that your programme is of appropriate academic standard and of a high quality.

Programme modifications

We listen to your feedback and make changes to your programme as appropriate. You will be consulted on any significant changes to your programme which may affect the outcomes of your study. All changes to programmes or modules are subject to approval through Regent's academic governance structures.

Programme monitoring

In order to ensure programmes continue to meet their academic and professional aims and objectives, Heads of Programme are required to prepare an annual monitoring report (AMR). The reports include module feedback as well as external examiner reports and responses. They are reviewed at faculty and institutional level.

Student feedback systems

Students play a key role in the University's processes for enhancing the quality of its educational provision and broader student experience. There are multiple ways for you to provide feedback on your experiences at module level (e.g. through questionnaires), programme level (through programme managers), through student representatives and at programme committees. Student representatives are elected and sit on institutional committees. Final-year undergraduate students (Level 6) are invited to take part in the National Student Survey (NSS).

External examiner reports

External examiners ensure that Regent's standards and quality processes are appropriate and are of a standard comparable to those of other higher education institutions. There are two types of external examiners. One reviews subject level assessment and the other reviews institutional level processes and attends the progression and finalist boards.

An annual external examiner report is produced at the end of every academic year at levels 5, 6 and 7. These are made available to students through the AMRs which are submitted to programme committees.

18. Curriculum map

This table indicates which study units assume responsibility for delivering and assessing the learning outcomes in Section 5.

	Module	Learning outcomes					
		A1	A2	A3	B1	B2	B3
3	ENT301 Enterprise Challenge	✓	✓	✓	✓	✓	✓
	QUA302 Mastering Foundational Numeracy	✓	✓	✓	✓	✓	✓
	SKL310 Skills for Impact	✓	✓	✓	✓	✓	✓
	SKL311 Working with Others	✓	✓	✓	✓	✓	✓
	BUS301 World of Business	✓	✓	✓	✓	✓	✓

	Module	Learning outcomes					
		A4	A5	A6	B4	B5	B6
4	SKL402 Integrated Business Skills			✓	✓	✓	
	QUA401 Analytical Tools for Business and Finance	✓		✓		✓	✓
	ECO403 Economics for Business	✓	✓	✓	✓	✓	
	HRM401 People-Centric Organisations		✓	✓	✓	✓	
	MKT401 Principles of Marketing in the Digital Era	✓	✓	✓	✓	✓	✓
	FIN401 Financial and Management Accounting	✓		✓	✓	✓	
	SKL401 Developing Tomorrow's Global Leaders			✓	✓	✓	✓
	MKT402 Exploring the Fundamentals of Retail and Channel Management	✓	✓	✓		✓	✓
	SKL403 Brand Identity		✓			✓	✓
	PLA401 Developing a Business Idea		✓	✓	✓	✓	✓
	SKL404 Creativity, Imagination and Innovation		✓	✓		✓	✓

	Module	Learning outcomes					
		A7	A8	A9	B7	B8	B9
5	LAW501 Business Law	✓		✓	✓	✓	✓
	MGT502 Optimising Operations and Change	✓	✓	✓	✓		✓
	SKL501 Research Methods		✓	✓	✓	✓	✓
	STM501 Sustainability	✓	✓	✓	✓		✓

MKT502 Integrated Marketing Communications	✓		✓		✓	✓
MKT504 Entrepreneurial Marketing	✓	✓	✓	✓	✓	✓
MKT503 Luxury Brand Management	✓	✓			✓	✓
EVM503 Experiential Marketing	✓	✓	✓	✓	✓	✓
MKT505 Digital Marketing & Web/Mobile Apps	✓		✓		✓	✓
MKT506 Social and Ethical Marketing		✓	✓	✓		✓
QUA501 Business Analytics	✓	✓	✓	✓	✓	✓
PLA505 Career Management		✓		✓		✓
STM502 Green Business		✓	✓	✓	✓	
PLA506 Starting Up a Business	✓		✓	✓	✓	✓
PLA504 Independent Enterprise Project		✓	✓	✓		✓
PLA503 Independent Placement Project		✓	✓	✓		✓

	Module	Learning outcomes					
		A10	A11	A12	B10	B11	B12
6	STG602 Strategic Analysis		✓	✓		✓	✓
	MKT602 Advanced Marketing Strategy and Digital Analytics	✓	✓			✓	✓
	MKT601 Consumer Behaviour and Services Marketing	✓		✓		✓	✓
	MKT603 Marketing Pathway Capstone	✓	✓	✓	✓	✓	✓
	QUA601 Data Visualisation and Analytics for Business	✓		✓		✓	✓
	MGT602 International HRM		✓	✓	✓	✓	✓
	MKT604 International Brand Strategy		✓	✓		✓	✓
	LAW602 Essential Law for Marketers		✓	✓		✓	✓
	ILP603 Independent Learning Project		✓	✓	✓	✓	✓

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[regents.ac.uk](https://www.regents.ac.uk)