



UNIVERSITY OF LINCOLN

Programme Specification

Title:

Advertising and Marketing

Final Award: **Bachelor of Arts with Honours (BA (Hons))**

With Exit Awards at:

Certificate of Higher Education (CertHE)

Diploma of Higher Education (DipHE)

Bachelor of Arts with Honours (BA (Hons))

To be delivered from: 1 Sep 2016

Level	Date
Level 1 or Certificate of Higher Education (CertHE)	2019-20
Level 2 or Diploma of Higher Education (DipHE)	2020-21
Level 3 or Bachelor of Arts with Honours (BA (Hons))	2021-22

Table Of Contents

1. Introduction	3
2. Basic Programme Data	4
3. Programme Description	5
3.1 Overview	5
3.2 Aims and Objectives	5
3.3 Variations to Standard Regulations and Guidance	6
4. Programme Outcomes	7
4.1 Knowledge and Understanding	7
4.2 Subject Specific Intellectual Skills	7
4.3 Subject Specific Practical Skills	7
4.4 Transferable Skills and Attributes	8
5. Learning, Teaching and Assessment Strategies	9
5.1. Learning and Teaching Strategy	9
5.2. Assessment Strategy	10
6. Programme Structure	11
Appendix I - Curriculum Map	12
Appendix II - Assessment Map	15
Appendix III - Benchmark Analysis	21
Appendix IV - Benchmark Statements(s)	23

1. Introduction

This document describes one of the University of Lincoln's programmes using the protocols required by the UK National Qualifications Framework as defined in the publication *QAA guidelines for preparing programme specifications*.

This programme operates under the policy and regulatory frameworks of the University of Lincoln.

2. Basic Programme Data

Final Award:	Bachelor of Arts with Honours (BA (Hons))
Programme Title:	Advertising and Marketing
Exit Awards and Titles	Certificate of Higher Education (CertHE) Diploma of Higher Education (DipHE) Bachelor of Arts with Honours (BA (Hons))
Subject(s)	Advertising Marketing
Mode(s) of delivery	Full Time
Is there a Placement or Exchange?	Yes
UCAS code	PN25
Awarding Body	University of Lincoln
Campus(es)	Lincoln Campus
School(s)	Lincoln Business School
Programme Leader	Sabine Gerlach (sgerlach)
Relevant Subject Benchmark Statements	
Professional, Statutory or Regulatory Body Accreditation	
Programme Start Date	2019-20

3. Programme Description

3.1 Overview

Studying Advertising and Marketing at Lincoln provides you with the experience and skills to develop and implement advertising and marketing strategies based on given briefs and cases. Particular attention is paid to exciting topics, such as contemporary advertising and marketing theory and developing advertising through brands alongside other marketing disciplines. This ensures that your studies are at the forefront in the field and that you can apply your knowledge to a wide range of areas. Bringing theory and practice together in individual and group work activities replicates real-world work environments. There is an international focus on contemporary developments, such as the emergence of new technologies (including digital marketing), product and service innovations, and the evolving role of the marketing and advertising professional. In addition, you can work with clients on a consultancy project in the third year.

QAA Subject Benchmark Statement:

There are no subject benchmarks which relate specifically to Advertising and Marketing, but the programme has been informed by the principles which underlie the General Business and Management benchmark standards.

Students who successfully progress from the optional Professional Practice Module, will receive the award title BA (Hons) Advertising and Marketing (with Professional Practice)

3.2 Aims and Objectives

Educational aims of the programme:

The BA (Hons) Advertising and Marketing aims to provide students with:

- A working knowledge of contemporary advertising and marketing theory and practice
- The essential tools and frameworks to build a comprehensive understanding of advertising and marketing and their role in business and wider society
- The ability to evaluate, to creatively develop and to implement effective advertising and marketing strategies
- The skills to explore and analyse new and unfamiliar issues and concepts
- The ability to engage in reflective debate and practice

BA (Hons) Advertising and Marketing aims to provide students with an education and learning experience that will equip them to operate on graduation in an influential role in the advertising, marketing or media industries or take advantage of a broad range of business career opportunities. Through their studies students acquire a comprehensive picture of the role of advertising and marketing in business and society, understand how the industries operate, be able to evaluate, to develop and to implement advertising and marketing strategies, and appreciate some of the theoretical and practical possibilities and limitations of the disciplines. The programme also offers to develop professional and transferable skills in a wide range of methods, techniques and practices appropriate for advertising and marketing professionals.

The BA (Hons) Advertising and Marketing programme is distinctive as it provides students the opportunity to assimilate key advertising and marketing skills and apply them through a variety of 'live' business environments. This presents them with the opportunity to demonstrate their academic knowledge in a practical and creative way. The importance of digital marketing is acknowledged and the programme provides the opportunity for students to develop skills in digital marketing.

Lincoln International Business School subscribes to the Principles of Responsible Management Education (PRME), which establishes a set of principles to guide our educational endeavour to address global challenges and create a better future for society. This is embedded in our programmes through the notion of The Lincoln Responsible Management Graduate:

"Through educational experiences at Lincoln our students develop as people who understand their responsibilities as global citizens, as entrepreneurs, as managers of people, money and resources, as stewards of the economy and the environment and as self-reflective leaders setting future agendas for organisations."

3.3 Variations to Standard Regulations and Guidance

None

4. Programme Outcomes

Programme-level learning outcomes are identified below.

Refer to *Appendix I – Curriculum Map* for details of how outcomes are deployed across the programme.

4.1 Knowledge and Understanding

On successful completion of this programme a student will have knowledge and understanding of:

- 1 Demonstrate knowledge and critical understanding of advertising and marketing within the context of business decision making
- 2 Explain and critically evaluate the wider societal impact of advertising and marketing.
- 3 Describe, critically evaluate and apply the central models and theories that relate to advertising and marketing at the operational and strategic level
- 4 Demonstrate an understanding of the environment in which advertising and marketing and business operates
- 5 Understand the contemporary developments and issues in advertising, marketing, society and business
- 6 Demonstrate knowledge and understanding of the key functions of business, including business finance, business planning and forecasting and organisational behaviour

4.2 Subject Specific Intellectual Skills

On successful completion of this programme a student will be able to:

- 7 Critically evaluate the dynamics of the advertising, marketing, media and communications industries
- 8 Understand a range of research methods and be able to effectively collect advertising and marketing data on customers, competitors and the wider business environment
- 9 Critically evaluate theories and arguments relating to how advertising works and the implications for practitioners of advertising
- 10 Understand the importance of stakeholders and the concept of corporate social responsibility in marketing decision making

4.3 Subject Specific Practical Skills

On successful completion of this programme a student will be able to:

- 11 Construct theoretically sound and realistically practicable advertising and marketing campaigns in a global context
- 12 Demonstrate skills of analysis criticism and synthesis in dealing with operational and strategic marketing and advertising issues
- 13 Contribute effectively to the design, development, implementation, control and evaluation of

marketing and advertising plans and strategies

4.4 Transferable Skills and Attributes

On successful completion of this programme a student will be able to:

- 14 Present, defend and evaluate own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions
- 15 Demonstrate competency in digital skills appropriate to given tasks (research, data manipulation, communication)
- 16 Work independently and under supervision
- 17 Function effectively as member of a team
- 18 Respond to and benefit from constructive feedback
- 19 Communicate succinctly to a range of audiences (orally or in writing) using rational and reasoned arguments
- 20 Produce appropriately referenced work to a given format, brief and deadline
- 21 Evaluate the need for continuing professional development and lifelong learning
- 22 Adopt a professional approach in fulfilling work tasks

For details of each module contributing to the programme, please consult the module specification document.

5. Learning, Teaching and Assessment Strategies

5.1. Learning and Teaching Strategy

The teaching and learning strategy adopted reflects the Business School's commitment to self-directed, research engaged and independent student-centred learning. We will emphasise and support the development of applied analytical skills and of creativity within a business context, both of which support the aims of "Student as Producer", as part of our overarching aim to create independent and self-motivated learners. Moreover, in the context of PRME, there are three connected levels of knowledge and skills for responsible management:

- a. The scope of responsibility: an understanding of the interconnections between individuals, organisations and a better world.
- b. Necessary knowledge to practice responsibility and have effect.
- c. A learning process (pedagogy) that develops the above and embodies values of:
 - i. First learning to learn, to have responsibility for self and immediate others and develop an understanding of global issues
 - ii. Second, to learn to apply knowledge in reasoning and in action to have effect, to comprehend the responsibility that comes with professional status and power and to widen and deepen their perspective on responsibility with regard to their subject area.
 - iii. Third, to be able to critique and create knowledge in concept and in practice that embeds responsibility, to seek to change society for the better and to develop a greater depth of understanding of the complexity and inter-relatedness of global challenges.

Furthermore, the programme has been developed to reflect staff research interests and expertise, facilitating both research informed teaching and research engaged learning. The range of teaching and learning methods described in the module outlines is matched by a varied diet of assessment methods designed to achieve a balanced student experience. Thus, learning situations are varied within the programme, reflecting the diversity of learning resources and the integration of learning and teaching processes. Staff attempt to develop appropriate and supportive learning materials that are suitable for students with a variety of backgrounds.

The Business School's students include many from overseas for whom English is not a first language. An extensive network of support measures for international students has been put into place, including language tuition, peer-to-peer mentoring, small group tuition in mixed groups, project-based learning, and an international social programme designed to enhance cultural awareness. The School's Internationalisation agenda and support for international students continues to develop and is reflected in a curriculum which is international and not UK or Europe-centred.

Whilst 'The Marketing Professional' module has been designed to facilitate the acquisition of transferable skills and contextualise the notion of the 'responsible' manager, students will also be supported through the personal tutoring framework. Personal tutoring will not only provide pastoral support but a further space within which students can develop as reflective learners.

A range of teaching and learning methods are used in the programme. Lectures are designed to introduce students to key themes and perspectives, to generate enthusiasm for further enquiry and research, to provide illustrative examples and case studies, and to signpost important issues such as sustainability and responsible behaviour in business. All lectures and seminars are supported by additional materials on the module Blackboard sites; the use of this resource includes provision of

course materials, notices, study guides, email centre and conferencing, off-campus learning, supportive learning packages, use of blogs and wikis facilitate collaboration and group communication. Visiting speakers provide specialist expertise and current application of knowledge in a range of units and cross-unit areas. Seminars, workshops and projects offer students interactive learning opportunities and are aimed at deepening critical understanding and analysis. Sessions include tutor and student-led discussions, presentations, and problem solving exercises. The format adopted by each module is detailed in the module booklets where topics, tasks and assessment methodologies are clearly articulated.

One-to-one support is available to all students to aid understanding and support learning. Feedback on progress is available at each stage and is used to resolve any particular learning difficulties.

5.2. Assessment Strategy

The assessment strategy adopted within the programme follows the principle within the Lincoln International Business School that a range of types of assessment should be offered. Within this context, it is imperative that all assessments contribute in a balanced way to the learning outcomes at programme level, as well as providing assessments of outcomes specific to each module. Moreover, in line with QAA principles, assessment is effectively integral to teaching and learning strategy. Therefore, the programme team views assessment as an integral part of the learning process, and it is considered to be instrumental in the achievement of successful learning in all programmes.

The programme adopts a range of formative and summative assessment strategies. The variety in assessment reflects both the broad span of learning outcomes appropriate to the programme and the varying learning styles of our students. The strategy for assessment for the programme includes the use of 'formative' assessments to provide a key element of the learning experience. It is also designed to stagger the submission dates to provide a balanced study workload throughout the terms. The programme operates an appropriate overall assessment 'load' per student per module. At level 1 this is determined to be a nominal 2500 words per 15 CATs, increasing to 3500 at levels 2 and 3. Where students submit written work it is submitted electronically via Blackboard and subject to 'similarity' checks via Turnitin. Feedback on written assessment is often delivered electronically.

Lincoln International Business School has agreed group work protocols and guidelines which manage the extent and appropriateness of group assessment at programme and module level. These are consistent with those established by CERD/EDEU (2010), are designed to ensure congruity between learning outcomes and group assessment, provide guidelines, for dealing with group processes, (including group formation, monitoring, review, peer assessment and process failure) and ensuring these are documented in Programme Handbooks and Module Guides. These guidelines are subject to annual monitoring and review.

Overall, the objective of the assessment strategy is to ensure that intended learning outcomes of the programme are tested appropriately through the assessment process. The details of the form of assessments together with the weightings for each component, are included in the individual module descriptors.

6. Programme Structure

The total number of credit points required for the achievement of Certificate of Higher Education (CertHE) is 120.

The total number of credit points required for the achievement of Diploma of Higher Education (DipHE) is 240.

The total number of credit points required for the achievement of Bachelor of Arts with Honours (BA (Hons)) is 360.

Level 1

Title	Credit Rating	Core / Optional
Principles of Microeconomics 2019-20	15	Core
Analysis of Business Data 2019-20	15	Core
The Marketing Professional 2019-20	15	Core
Principles of Marketing 2019-20	15	Core
Introduction to Business Finance 2019-20	15	Core
Organisational Behaviour 2019-20	15	Core
Introduction to Advertising 2019-20	15	Core
Social and Sustainability Marketing 2019-20	15	Core

Level 2

Title	Credit Rating	Core / Optional
The Advertising Process 2020-21	30	Core
Strategic Marketing Planning 2020-21	15	Core
Research and Consultancy Methods 2020-21	15	Core
Media Planning for Advertising 2020-21	15	Core
Corporate Reputation and Public Relations 2020-21	15	Core
Buyer Behaviour 2020-21	15	Core
Services Marketing 2020-21	15	Core
Professional Practice 2021-22	0	Optional

Level 3

Title	Credit Rating	Core / Optional
Entrepreneurial Marketing 2021-22	30	Core
Dissertation (Business) 2021-22	30	Optional
Consultancy Project (Business) 2021-22	30	Optional
Developing Brands Through Advertising 2021-22	30	Core
Marketing Communications 2021-22	30	Optional
Global Marketing Strategy 2021-22	30	Optional

Appendix I - Curriculum Map

This table indicates which modules assume responsibility for delivering and ordering particular programme learning outcomes.

Key: Delivered and Assessed Delivered Assessed

Level 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Analysis of Business Data 2019-20												<input checked="" type="checkbox"/>
Introduction to Advertising 2019-20			<input checked="" type="checkbox"/>							<input checked="" type="checkbox"/>		
Introduction to Business Finance 2019-20						<input checked="" type="checkbox"/>						
Organisational Behaviour 2019-20				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>						
Principles of Marketing 2019-20			<input checked="" type="checkbox"/>									
Principles of Microeconomics 2019-20			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>						
Social and Sustainability Marketing 2019-20		<input checked="" type="checkbox"/>								<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
The Marketing Professional 2019-20				<input checked="" type="checkbox"/>								

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22
Analysis of Business Data 2019-20					<input checked="" type="checkbox"/>					
Introduction to Advertising 2019-20					<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		
Introduction to Business Finance 2019-20				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Organisational Behaviour 2019-20		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			
Principles of Marketing 2019-20					<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		
Principles of Microeconomics 2019-20										
Social and Sustainability Marketing 2019-20										
The Marketing Professional 2019-20				<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

Level 2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
--	-----	-----	-----	-----	-----	-----	-----	-----	-----	------	------	------

Buyer Behaviour 2020-21	✓		✓					✓			
Corporate Reputation and Public Relations 2020-21			✓					✓		✓	
Media Planning for Advertising 2020-21					✓		✓		✓		✓
Professional Practice 2021-22											
Research and Consultancy Methods 2020-21								✓			✓
Services Marketing 2020-21		✓			✓						
Strategic Marketing Planning 2020-21	✓		✓	✓							
The Advertising Process 2020-21		✓					✓				✓

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22
Buyer Behaviour 2020-21			✓	✓				✓		✓
Corporate Reputation and Public Relations 2020-21		✓			✓					
Media Planning for Advertising 2020-21										
Professional Practice 2021-22										
Research and Consultancy Methods 2020-21			✓					✓	✓	✓
Services Marketing 2020-21					✓	✓				
Strategic Marketing Planning 2020-21	✓				✓					✓
The Advertising Process 2020-21	✓						✓			✓

Level 3

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Consultancy Project (Business) 2021-22	✓		✓		✓			✓				
Developing Brands Through Advertising 2021-22	✓				✓		✓		✓			
Dissertation (Business) 2021-22	✓		✓	✓				✓	✓			✓
Entrepreneurial Marketing 2021-22		✓		✓				✓		✓		✓
Global Marketing Strategy 2021-22		✓		✓			✓				✓	
Marketing Communications 2021-22	✓	✓	✓				✓		✓		✓	

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22
Consultancy Project (Business) 2021-22								✓	✓	✓
Developing Brands Through Advertising 2021-22					✓				✓	
Dissertation (Business) 2021-22				✓				✓		✓
Entrepreneurial Marketing 2021-22			✓				✓	✓		
Global Marketing Strategy 2021-22	✓			✓				✓		
Marketing Communications 2021-22	✓	✓					✓		✓	

Appendix II - Assessment Map

This table indicates the spread of assessment activity across the programme. Percentages indicate assessment weighting.

Level 1

	01	02	03	04	05	06	07	08	09	10	11	12
Analysis of Business Data 2019-20												
Introduction to Advertising 2019-20												
Introduction to Business Finance 2019-20										10		
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20												
Principles of Microeconomics 2019-20					25					25		
Social and Sustainability Marketing 2019-20												
The Marketing Professional 2019-20									50			50
	13	14	15	16	17	18	19	20	21	22	23	24
Analysis of Business Data 2019-20										66		
Introduction to Advertising 2019-20								40				
Introduction to Business Finance 2019-20												
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20												
Principles of Microeconomics 2019-20	50											
Social and Sustainability Marketing 2019-20												
The Marketing Professional 2019-20												
	25	26	27	28	29	30	31	32	33	34	35	36
Analysis of Business Data 2019-20			34									
Introduction to Advertising 2019-20				60								
Introduction to Business Finance 2019-20			50								40	
Organisational Behaviour 2019-20		60						40				
Principles of Marketing 2019-20			40									60

Principles of Microeconomics 2019-20													
Social and Sustainability Marketing 2019-20				60					40				
The Marketing Professional 2019-20													
	37	38	39	40	41	42	43	44	45	46	47	48	
Analysis of Business Data 2019-20													
Introduction to Advertising 2019-20													
Introduction to Business Finance 2019-20													
Organisational Behaviour 2019-20													
Principles of Marketing 2019-20													
Principles of Microeconomics 2019-20													
Social and Sustainability Marketing 2019-20													
The Marketing Professional 2019-20													
								49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)
Analysis of Business Data 2019-20													
Introduction to Advertising 2019-20													
Introduction to Business Finance 2019-20													
Organisational Behaviour 2019-20													
Principles of Marketing 2019-20													
Principles of Microeconomics 2019-20													
Social and Sustainability Marketing 2019-20													
The Marketing Professional 2019-20													

Level 2

	01	02	03	04	05	06	07	08	09	10	11	12
--	----	----	----	----	----	----	----	----	----	----	----	----

Buyer Behaviour 2020-21												20
Corporate Reputation and Public Relations 2020-21					40		10					
Media Planning for Advertising 2020-21										20		
Professional Practice 2021-22												
Research and Consultancy Methods 2020-21												
Services Marketing 2020-21												
Strategic Marketing Planning 2020-21												
The Advertising Process 2020-21								20				

	13	14	15	16	17	18	19	20	21	22	23	24
Buyer Behaviour 2020-21				80								
Corporate Reputation and Public Relations 2020-21				50								
Media Planning for Advertising 2020-21	40	40										
Professional Practice 2021-22												
Research and Consultancy Methods 2020-21												
Services Marketing 2020-21									25			
Strategic Marketing Planning 2020-21												
The Advertising Process 2020-21												

	25	26	27	28	29	30	31	32	33	34	35	36
Buyer Behaviour 2020-21												
Corporate Reputation and Public Relations 2020-21												
Media Planning for Advertising 2020-21												
Professional Practice 2021-22												
Research and Consultancy Methods 2020-21	30				30						40	
Services Marketing 2020-21		75										
Strategic Marketing Planning 2020-21	20								80			
The Advertising Process 2020-21	50			30								

	37	38	39	40	41	42	43	44	45	46	47	48
--	----	----	----	----	----	----	----	----	----	----	----	----

Buyer Behaviour 2020-21													
Corporate Reputation and Public Relations 2020-21													
Media Planning for Advertising 2020-21													
Professional Practice 2021-22													
Research and Consultancy Methods 2020-21													
Services Marketing 2020-21													
Strategic Marketing Planning 2020-21													
The Advertising Process 2020-21													

								49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)
Buyer Behaviour 2020-21													
Corporate Reputation and Public Relations 2020-21													
Media Planning for Advertising 2020-21													
Professional Practice 2021-22													
Research and Consultancy Methods 2020-21													
Services Marketing 2020-21													
Strategic Marketing Planning 2020-21													
The Advertising Process 2020-21													

Level 3

	01	02	03	04	05	06	07	08	09	10	11	12
Consultancy Project (Business) 2021-22							10					
Developing Brands Through Advertising 2021-22												
Dissertation (Business) 2021-22												

Entrepreneurial Marketing 2021-22												50
Global Marketing Strategy 2021-22												
Marketing Communications 2021-22										40		
	13	14	15	16	17	18	19	20	21	22	23	24
Consultancy Project (Business) 2021-22									50			
Developing Brands Through Advertising 2021-22	30											
Dissertation (Business) 2021-22												100
Entrepreneurial Marketing 2021-22										30		
Global Marketing Strategy 2021-22	50											
Marketing Communications 2021-22												
	25	26	27	28	29	30	31	32	33	34	35	36
Consultancy Project (Business) 2021-22		40										
Developing Brands Through Advertising 2021-22			70									
Dissertation (Business) 2021-22												
Entrepreneurial Marketing 2021-22		20										
Global Marketing Strategy 2021-22				50								
Marketing Communications 2021-22				60								
	37	38	39	40	41	42	43	44	45	46	47	48
Consultancy Project (Business) 2021-22												
Developing Brands Through Advertising 2021-22												
Dissertation (Business) 2021-22												
Entrepreneurial Marketing 2021-22												
Global Marketing Strategy 2021-22												
Marketing Communications 2021-22												
							49	50	51	52	EP 1 (Wk)	EP 2 (Wks)

					16)	33, 34, 35)
Consultancy Project (Business) 2021-22						
Developing Brands Through Advertising 2021-22						
Dissertation (Business) 2021-22						
Entrepreneurial Marketing 2021-22						
Global Marketing Strategy 2021-22						
Marketing Communications 2021-22						

Appendix III - Benchmark Analysis

This table maps programme learning outcomes to relevant QAA subject benchmark statements or PSRB guidelines.

Knowledge and Understanding

	BAM01	BAM02	BAM03	BAM04	BAM05	BAM06	BAM07
PO1	✓		✓			✓	
PO2			✓	✓			
PO3	✓	✓		✓			✓
PO4	✓		✓	✓			
PO5	✓						✓
PO6	✓		✓	✓		✓	

Subject Specific Intellectual Skills

	BAM01	BAM02	BAM03	BAM04	BAM05	BAM06	BAM07
PO7			✓		✓		✓
PO8		✓			✓	✓	
PO9	✓		✓		✓		
PO10		✓		✓			

Subject Specific Practical Skills

	BAM01	BAM02	BAM03	BAM04	BAM05	BAM06	BAM07
PO11		✓					
PO12		✓			✓		
PO13		✓					

Transferable Skills and Attributes

	BAM01	BAM02	BAM03	BAM04	BAM05	BAM06	BAM07
PO14							✓
PO15		✓			✓		
PO16						✓	
PO17		✓					
PO18						✓	
PO19					✓		
PO20		✓					
PO21							✓
PO22		✓					

Appendix IV: Benchmark Benchmark Statement(s)

BAM01 - *Students will have knowledge and understanding of the key areas of business and management, the relationship between these and their application*

BAM02 - *Students will demonstrate competence within the range of subject-specific and generic skills and attributes*

BAM03 - *Students will have a view of business and management which is predominantly influenced by guided learning with a limited critical perspective*

BAM04 - *Students will typically have a wide knowledge and understanding of the broad range of areas of business and management and the detailed relationship between these and their application to practice*

BAM05 - *Students will typically consistently demonstrate a command of subject-specific skills as well as proficiency in generic skills and attributes*

BAM06 - *Students will typically have a view of business and management which is influenced by a wide range of learning sources, based on a proactive and independent approach to learning*

BAM07 - *Students will typically be distinguished from the threshold category by their enhanced capacity to develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore alternative solutions, to demonstrate...*