

Assessment Strategy Mapping within each course:

YEAR 1			
Module Code	Learning outcomes	Form of assessment, weighting (%)	Learning outcomes being assessed
MK1001 (20 ECTS)	1. Discuss the key concepts and frameworks of marketing. 2. Discuss the application of marketing practices from the point of view of the contemporary consumer. 3. Discuss the application of marketing mix by organisations. 4. Assess the current trends in marketing.	Individual essay, 40%	1,2,3,4
		In-class test, 30%	1,2,3,4
		Group presentation, 30%	1,2,3,4
MK1006 (10 ECTS)	1. Explain fundamental concepts of advertising and marketing communications. 2. Apply theory relating to advertising and promotional communications in a number of product and target group contexts. 3. Evaluate the appropriateness of using advertising or other forms of marketing communications in particular communications contexts.	Media analysis, 40%	1,2,3
		Context analysis and IMC recommendation, 60%	1,2,3

EC1500 (10 ECTS)	<ol style="list-style-type: none"> 1. Formulate arguments using micro and macro-economic concepts and policies covered in the syllabus. 2. Describe instances where economics plays a role in business decision making. 3. Use various methods of presenting economic data. 4. Discuss basic marketing concepts and terminology. 5. Illustrate the application of marketing practices, tools and procedures in a range of contexts. 	Essay, 50%	1,2,3,4,5
		Essay, 50%	1,2,3,4,5
BU1023 (10 ECTS)	<ol style="list-style-type: none"> 1. Understand the core operations of businesses and the business environment. 2. Demonstrate a more informed knowledge of business operations. 3. Gain knowledge around the key elements of business and management. 	Essay, 50%	1,2,3
		Essay, 50%	1,2,3
BU1025 (10 ECTS)	<ol style="list-style-type: none"> 1. Demonstrate a basic understanding of the key activities associated with human resource management. 2. Select and utilise appropriate people management tools and techniques in a number of key people management areas. 3. Identify the challenges involved in people management activities. 4. Demonstrate the ability to reflect on personal skills and attributes and compare these against those identified in successful entrepreneurs. 5. Demonstrate an understanding of the skills and attributes required of an entrepreneur essential for starting a new venture. 	Portfolio containing a write-up on entrepreneur, reflective accounts and justified action plan that develops enterprise skills, 50%	4,5
		Case study analysis/ experiential activity – Group Report, 50%	1,2,3

EF1498 (10 ECTS)	<ol style="list-style-type: none"> 1. Plan, draft and write an effective academic essay based on a clear and precise understanding of the essay question. 2. Interpret and respond to an essay question effectively, accounting for genre and academic conventions. 3. Effectively employ accepted grammatical and lexical features of academic writing. 4. Correctly cite academic sources and avoid plagiarism. 5. Develop oral presentation skills. 	Spoken assessment, 30%	4,5
		Written assessment, 70%	1,2,3,4
YEAR 2			
MK2501 (10 ECTS)	<ol style="list-style-type: none"> 1. Demonstrate an appreciation of the development of marketing management as a business function and its integration with other functional areas. 2. Analyse how a marketing mix is able to meet the needs of identified market segments and appreciate its use as both a strategic and tactical instrument in a competitive environment. 3. Demonstrate the ability to identify and apply a range of theoretical frameworks and concepts appropriate to marketing management. 	Group marketing plan, 30%	2,3
		Case study report, 70%	1
MK2556 (10 ECTS)	<ol style="list-style-type: none"> 1. Evaluate the role of IMC and its importance in helping to achieve business objectives. 2. Demonstrate the ability to plan for and apply relevant communication strategies. 3. Critically analyse the appropriateness of specific IMC techniques in planning for internal and external communications. 	Report on audience profile, 60%	1,2,3
		Paired presentation, 40%	1,2,3

MK2554 (10 ECTS)	<ol style="list-style-type: none"> 1. Explain the concept of CSR and outline how it applies to marketing activity. 2. Define social marketing and outline the main principles associated with this concept. 3. Evaluate current marketing activity by organisations in the context of the principles of CSR. 4. Design a CSR/social marketing intervention in response to a defined marketing problem. 	Essay, 70%	1,2,3
		Group/paired presentation, 30%	1,2,3,4
MK2812 (10 ECTS)	<ol style="list-style-type: none"> 1. Evaluate the role of media management and media use within the media industry. 2. Apply theoretical concepts and emerging trends in media management when engaging with digital marketing. 3. Prepare an engaging and convincing pitch relating to contemporary media management. 	Critical report, 70%	1,2
		Group presentation, 30%	2,3
HR1035 (10 ECTS)	<ol style="list-style-type: none"> 1. Discuss organisations from a number of functional viewpoints. 2. Explain the connections between functional areas. 3. Apply appropriate theory and concepts within specific organisational contexts. 	Applied workshop diary, 70%	1,3
		Integrated poster, 30%	2
HR1037 (10 ECTS)	<ol style="list-style-type: none"> 1. Identify basic techniques involved in the structuring of projects in a specific scenario. 2. Utilise appropriate theoretical frameworks in a specific business and management context. 3. Reflect on a variety of collaborative project activities. 	Individual coursework, 60%	1,3
		Group project, 40%	1,2

YEAR 3

MK2025 (10 ECTS)	<p>1. Develop subject specific and transferable skills to enhance graduate employment opportunities and to incorporate this development within personal development planning (PDP).</p> <p>2. Analyse, evaluate and reflect on their own performance and learning experiences including the achievement of their objectives.</p> <p>3. Demonstrate self-awareness of how they relate to others in a work setting e.g. team role, decision making style including reflecting on what motivates them.</p> <p>4. Demonstrate an understanding of skills and abilities that employers look for and to use this understanding to develop individual action plans.</p>	Individual Academic Report, Learning Action plan, CV and Covering Letter, 80%	1,2,3,4
		Group presentation, 20%	3
MK3556 (10 ECTS)	<p>1. Understand and analyse creative elements within an integrated marketed communication campaign.</p> <p>2. Develop the 'big idea' through creative thinking techniques and craft powerfully written copy for use with integrated marketing campaigns.</p> <p>3. Critically reflect and evaluate activities and tasks when developing new skills and knowledge</p>	Case study of an existing campaign with personal reflection (Individual), 70%	1,3
		A radio advertisement/ IMC campaign (Group) 30%	1,2
MK3111 (10 ECTS)	<p>1. Critically evaluate concepts, theories and models of marketing in the international situation.</p> <p>2. Monitor and critically evaluate developments in the international business environment and apply these to the international marketing situation.</p> <p>3. Criticise a company's current situation and develop ideas for its future international marketing</p>	Essay, 50%	1,2
		Case Study, 50%	1,2,3

MK3503 (10 ECTS)	<ol style="list-style-type: none"> 1. Prepare a social media campaign for a company. 2. Write effective optimised digital media content. 3 Produce recommendations for on-page and off-page optimisation for a company. 	Portfolio, 100%	1,2,3
MK2206 (10 ECTS)	<ol style="list-style-type: none"> 1. Understand, define and evaluate research objectives for given research problems at an appropriate level. 2. Design appropriate research solutions to identified research problems, based on a clear understanding of a range of research approaches and techniques that are practicable for any marketing research project. 3. Provide recommendations to support the decision-making process, based on clear understanding of the information gathered during the research process 4. Analyse and evaluate choices made at each stage in the process 	Research proposal (Individual), 40%	1,2
		Research project (Group Work), 60%	1,2,3,4
MK2204 (10 ECTS)	<ol style="list-style-type: none"> 1. An understanding of behavioural, psychological and sociological aspects of consumer behaviour. 2. Demonstrate knowledge of a range of traditional and contemporary consumer behaviour theories and models. 3. Develop existing skills to apply consumer behaviour theories within marketing strategies. 4. Understand the main factors of the decision-making process. 	Individual essay, 40%	1,2
		Group report, 60%	1,2,3,4
Sandwich Year Modules			
MD3004 (60 ECTS)	<ol style="list-style-type: none"> 1. Relate relevant theories of business and management and practice to the placement organisation. 	Poster, 30%	2

	<p>2. Evaluate their personal and professional development while on placement using appraisals and feedback meetings.</p> <p>3 Critically evaluate relevant career opportunities and the requirements of employers.</p> <p>4. Critically analyse the recruitment process for graduates in their desired pathway on completion of their placement and be able to plan for their career on completion of their studies.</p>	Report, 40%	1,2
		Portfolio, 30%	2,3,4
BC3008 (60 ECTS)	<p>1. Reflect on their own engagement with foreign cultural, behavioural and political issues and explain the extent to which they have established a mature personal standpoint from which the academic content of Year 4 can be better assimilated.</p> <p>2. Maintain an ongoing Reflective Learning Log to make a realistic assessment of their own personal growth throughout the study abroad period.</p> <p>3. Identify and monitor their own development throughout the year abroad, using a framework of recognised graduate attributes. Gain verification of this development from the HE institution at which they are studying.</p>	Portfolio, 100%	1,2,3
YEAR 4			
MK3990 (10 ECTS)	<p>1. Conduct an exploratory review and identify appropriate theoretical and conceptual underpinnings relevant to the issue or business challenge under investigation.</p> <p>2. Demonstrate a critical evaluation of the appropriateness of different research methods for practical and applied research.</p> <p>3. Analyse previous research relevant to their subject area and formulate appropriate research questions, aims and objectives drawing upon this.</p>	Research proposal, 20%	1,2,3,5

	<p>4. Acquire, critically analyse and evaluate relevant information from either or both primary and secondary sources as appropriate.</p> <p>5. Develop a research proposal and dissertation report by selecting appropriate subject relevant literature and research strategies and methods.</p>	Management report, 80%	1,2,3,4,5
MK3025 (10 ECTS)	<p>1. Set clear and achievable objectives in a learning plan for their personal, vocational and academic development. Including the ability to develop and negotiate clear, practical and realistic terms of reference which are then shown to be clearly achieved in the final report.</p> <p>2. Analyse, evaluate and reflect on the performance and learning experiences within the appropriate theoretical frameworks including the achievement of their objectives in a learning report.</p> <p>3. Produce documentary reports appropriate for the needs of the target audience that have clarity and are effective in presenting the outcomes. This will include the application of selected subject knowledge and skills to specific industry situations</p>	Individual client project, 80%	1,2,3
		Individual presentation, 20%	3
MK3040 (10 ECTS)	<p>1. Develop and critically justify strategic solutions in campaign planning to solve identified client problems.</p> <p>2. Critically reflect on their learning.</p>	Live Client Project, 50%	1
		Individual written piece of coursework, 50%	1,2

MK3120 (10 ECTS)	<ol style="list-style-type: none"> Analyse a brand's position in the market in order to identify a key customer insight. Prepare an audience profile for a cluster of target audiences. Identify and assess the value of a wide variety of communications channels for different target audiences. 	Individual written piece of coursework, 70%	1,2,3
		Group or individual Presentation, 30%	1,2,3
PR3111 (10 ECTS)	<ol style="list-style-type: none"> Analyse the role and functions of public relations within an organisation. Identify and assess the range of theories that underpin public relations practice, and critically apply it appropriately. Apply the techniques and practices needed to solve a marketing public relations problem and communicate effectively. 	Academic essay, 50%	1,2,3
		Communication plan, 50%	1,2,3
MK3013 (10 ECTS)	<ol style="list-style-type: none"> Employ services marketing concepts that acknowledge the inherent distinction between (tangible) packaged goods and (intangible) services marketing. Develop strategies which focus on physical evidence, people and process appropriate to the objectives, resources, and environment of either a profit or non-profit service organization. 	Group report, 70%	2,3,4

	<p>3. Critically evaluate theoretical frameworks and make use of terminology drawn from the services marketing literature.</p> <p>4. Detail recommendations for action and prepare and present informed, systematic and effective marketing reports as the basis for marketing decisions.</p>	In-class test, 30%	1
MK3032 (10 ECTS)	<p>1. Review and evaluate the strategic advantages and limitations of on and offline media and tools for direct marketing purposes.</p> <p>2. Apply theoretical concepts of direct and relationship marketing to business problems.</p> <p>3. Plan and propose a strategic integrated direct and digital marketing campaign.</p> <p>4. Work to the campaign or case-study brief(s).</p>	Pair presentation, 30%	1
		Strategic campaign plan, 70%	2,3,4