



Undergraduate Programme Specification

Session	2025/26	Last Modified	11/2024
Named Award Title	BA (Hons) Business with Marketing		
Award Title for Each Award	BA (Hons) Business with Marketing BA Business with Marketing Dip HE Business Cert HE Business		
Date of Approval	11/2024		
Details of Cohort Applies to	All students who entered 2025/26 onwards		
Awarding Institution	University of the West of Scotland	Teaching Institution(s)	University of the West of Scotland
Language of Instruction & Examination		English	
Award Accredited by		Chartered Institute of Marketing (CIM)	
Maximum Period of Registration		Refer to Authorised Interruption Guidance Notes (uws.ac.uk)	
Duration of Study			
Full-time	4 years	Part-time	6 years
Placement (compulsory)			
Mode of Study	☒ Full-time ☒ Part-time		
Campus	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley	☐ Online / Distance Learning ☐ Other (specify)
School	Business and Creative Industries		
Divisional Programme Board	Marketing, Innovation, Tourism Events		
Programme Leader	X Guo		

Admissions Criteria

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements:

SQA National Qualifications:

Level 7 entry:

Scottish Highers: BBBB (standard entry requirements)

Scottish Highers: BCCC (minimum entry requirements)

Level 8 entry:

Scottish Advanced Highers: BCC

Or GCE

Level 7 entry:

A-Levels: BCC (standard entry requirements)

A-Levels: CCC (minimum entry requirements)

Level 8 entry:

A-Levels: BBB

Or SQA National Qualifications / Edexcel Foundation

Level 7 entry:

BTEC Extended Diploma: MMM

Level 8 entry:

HNC: in Business, Management, Marketing, Sales and Advertising, Advertising and PR, Public Relations, Retail; graded unit not required

BTEC Extended Diploma: DDM in a relevant subject

Level 9 entry:

HND: in Business, Management, Marketing, Sales and Advertising, Advertising and PR, Public Relations, Retail; graded unit not required

Other Required Qualifications/Experience

Level 7 entry:

Irish Leaving Certificate H1H2H2H2

International Baccalaureate: 24 points

Scottish Wider Access Programme (SWAP): BBB Access to Humanities

Access to HE Diploma: BB

Level 8 entry:

International Baccalaureate: 28 points

Level 9 entry:

DUT: in a business-related subject

Further desirable skills pre-application

University Admissions Criteria apply

General Overview

The BA (Hons) Business with Marketing programme is one of 4 pathways that share a common framework at Levels 7 and 8, as well as a common Research Design & Methods module at Level 9 and a Dissertation/Project module at Level 10.

Students studying a degree in any of the pathways (Business, Human Resources, Finance or Marketing), will follow a common framework at Levels 7 and 8, ensuring a broad range of contextualised business subject areas are explored, providing a robust 'foundational knowledge, skills and competencies that bridge and bond for future studies. Moving to Levels 9 and 10 students will follow a specialist pathway of their choice. Each pathway is developed around a common business framework, but each pathway offers its own distinct core modules which will differentiate them from each other. A key component of the Marketing pathway is that it will offer professional body accreditation. Other pathways will allow students to gain either an accredited body qualification or the opportunity to claim exemption(s) from key institute examinations. The programme also benefits students by having a Digital / AI theme embedded across all levels, ensuring students are kept up to date with advancements in transformational technologies that are revolutionising how we work, learn and live. This digital skillset is contextualised to your chosen pathway.

On completion of an Honours degree, graduates may follow a variety of routes at post-graduate level both within the University and elsewhere. Many may pursue professional qualifications in their chosen specialist area of study.

Modules explore current issues that impact the world we live in e.g., sustainability, green consumption, poverty, social corporate responsibility, ethics and leadership etc. As such the programme is proud to embed UN SDGs throughout our modules.

Our study content and assessments will normally offer a blend of lectures, tutorials, presentations, practical sessions, or/and workshops. Assessment methods include academic essays, formal reports, seminar discussion and debates, digital profiles, digital content creation and preparation of business and project plans, research projects and more. Both educational content and assessments are aligned with industry requirements, focusing on developing skills that will help students take practical, digital and higher order skills in industry.

The BA (Hons) Business with Marketing programme offers students the opportunity to customise their studies to align with their career ambitions. Accredited by the Chartered Institute of Marketing (CIM), this programme provides a pathway toward CIM qualification, enhancing students' professional standing in marketing.

Throughout the course, students will engage in core business and specialised marketing modules designed to build a strong foundation in both fields. Subjects include Introduction to Marketing, Introducing People Management, Entrepreneurial Thought and Action, Foundations of AI in Business, Global Marketing, Contemporary Consumer Behaviour, Digital Marketing and Analytics, Marketing Communications Mix, Marketing Strategy Theory, Brands and Branding, and many more.

The programme is designed to equip students with specialised skills and up-to-date knowledge to thrive in the marketing sector, making them competitive in the graduate employment market. University of the West of Scotland (UWS) collaborates with local and national organisations, ensuring that teaching and assessments reflect current industry challenges. Through real-world case studies and critical-thinking exercises, students gain hands-on experience in addressing contemporary marketing issues, preparing them for success in dynamic business environments.

Note: Students on this programme may not be eligible for compensation in certain modules due to accreditation requirements of the Chartered Institute of Marketing (CIM)

Typical Delivery Method

The BA (Hons) Business with Marketing programme is delivered on campus, providing an immersive and engaging learning environment. Full-time students can expect to have 3 hours of contact time per module each week, with three modules typically taken each term. This structure allows students to build strong foundational knowledge and engage with course content in depth, supported by face-to-face interactions with faculty and peers. The on-campus delivery ensures students benefit from a collaborative learning experience and immediate access to campus resources, enhancing their understanding and application of key business and marketing concepts.

Any additional costs**Graduate Attributes, Employability & Personal Development Planning**

Learning outcomes throughout the programme have been designed to ensure that, in addition to the development of knowledge and understanding of the business and its components, students will have the opportunity to develop these skills and attributes that are most valued by employers. The programmes have employability embedded into the core curriculum, thereby ensuring that all students are exposed to the development of their key skills and have the opportunity to reflect on their own personal development. Employability skills development is continually reinforced throughout the programme.

While PDP is embedded into the curriculum, it is also proposed that Personal Development Planning should be supported by students reflection on key points within the programme. A diagnostic on-line toolkit will be used to enable students to self diagnose abilities in areas such as numeracy, languages, study skills, writing skills, time management skills etc.

Work Based Learning/Placement Details

There are no formal arrangements for work-based learning and/or placement opportunities currently embedded into the programme. However, we do list or share relevant opportunity information on the programme site and support our students in obtaining relevant work experience. Our teaching team are actively involved in KTP projects and students have opportunities to engage with practical assessment and consultancy experience working with real live industry clients across pitching real ideas and real solutions to current marketplace issues.

Attendance and Engagement

In line with the [Student Attendance and Engagement Procedure](#), Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this programme, academic engagement equates to the following:

Students should also reference the 'BCI Guidance on Implementation of the Revised Student Attendance and Engagement Procedure' which details the School attendance and engagement requirements and how this will be monitored for attendance.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

The subject area and teaching / delivery approach supports the principles of EDI. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where

required. This personalised approach and innovative use of technology ensures that all students can succeed, regardless of their background or circumstances.

Programme structures and requirements, SCQF level, term, module name and code, credits and awards ([Chapter 1, Regulatory Framework](#))

Learning Outcomes	
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SCQF LEVEL 7	
Learning Outcomes	
Knowledge and Understanding	
A1	Develop and demonstrate knowledge and understanding of concepts, theories and skills appropriate for business
A2	Demonstrate learning skills appropriate for business
A3	Understand the multidisciplinary nature of business including, accounting and finance, marketing, human resource management and business management in a global context
A4	Recognise the evolving nature of business in a globalised society
A5	N/A
Practice - Applied Knowledge and Understanding	
B1	Use Information and communications technology as appropriate to business
B2	Apply and practice relevant business and management information to a range of business situations
B3	Apply knowledge to a range of concepts, values, and principles of business
B4	N/A
B5	N/A
Communication, ICT and Numeracy Skills	
C1	Use appropriate communication, information technology and numeracy skills
C2	Develop professional presentation and reporting techniques for working in industry
C3	Utilise a wide range of skills for the gathering, basic analysis and presentation of routine information, ideas and concept
C4	N/A
C5	N/A
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	List and use problem-solving approaches relevant to the pathway sector
D2	Implement basic evaluation techniques relevant to the pathway sector
D3	N/A
D4	N/A
D5	N/A
Autonomy, Accountability and Working with Others	
E1	Exercise some initiative and independence in carrying out defined activities independently or as part of a team under guidance
E2	Work with others to support development of active learning, reflective practice and personal development planning

E3	Accept responsibility for learning and engage in self and peer reflection
E4	N/A
E5	N/A

Level 7 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
7	MARK07006	Introduction to Marketing	20	☒	☐	☐	
7	BUSN07054	Understanding Organisations in Business and Society	20	☐	☒	☐	
7	BUSN07XXX	Entrepreneurial Thought and Action	20	☒	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							
Students on this programme may not be eligible for compensation in certain modules due to accreditation requirements of the Chartered Institute of Marketing (CIM)							

Level 7 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
7	HURM07001	Introducing People Management*	20	☒	☐	☐	
7	ACCT07XXX	Fundamentals of Finance*	20	☐	☒	☐	
7	BUSN07XXX	Foundations of AI in Business*	20	☐	☒	☐	
7	BUSN07055	Professional Development Experience Level 7	20	☒	☒	☒	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							
Those modules marked as * are the recommended optional modules BA (Hons) Business with Marketing students.							
Students on this programme may not be eligible for compensation in certain modules due to accreditation requirements of the Chartered Institute of Marketing (CIM)							

Level 7

Criteria for Progression and Award

Please refer to [UWS Regulatory Framework](#) for related regulations

To progress to the next level of study (i.e. SCQF level 8), students are expected to complete the full 120 credit points each year. However, a student who has not earned passes in up to 40 credits points-worth of modules may be allowed to progress to the next level of study 'with deficit' in accordance with reg. 3.13 of UWS Regulatory Framework.

In line with reg. 1.21 of the UWS Regulatory Framework, students who complete 120 credit points at SCQF Level 7, including all core modules at this level, will be eligible for a Certificate of Higher Education (CertHE) in Business exit award. Students who complete 120 credit points at SCQF Level 7 without completing at least one core module at that level, will be eligible for a Certificate of Higher Education (CertHE) in Combined Studies exit award (see reg. 1.61 of the UWS Regulatory Framework). Awards shall be made with distinction in line with regs. 3.25-3.26 of the UWS Regulatory Framework.

For further information, please refer to the UWS Regulatory Framework and the Student Experience Policy Statement.

SCQF LEVEL 8	
Learning Outcomes	
Knowledge and Understanding	
A1	Understand the contribution of government policies and initiatives on business, which may include legal framework and financial controls.
A2	Demonstrate knowledge and understanding of types of business and their objectives, the impact on environmental factors on business, organisation structures and key business functions including marketing research techniques.
A3	Understand the main areas and features of study in related business disciplines which may include project planning, consumer behaviour.
A4	N/A
A5	N/A
Practice - Applied Knowledge and Understanding	
B1	Determine and apply the appropriate market structures relevant to a business based upon the demand patterns, competition and barriers.
B2	Demonstrate understanding of the various organisational cultures appropriate for organisational sector and structure.
B3	Demonstrate an ability to apply business & marketing concepts/functions which impact organisational success.
B4	Practice operational skills required in the business & marketing environment which may include business management and marketing.
B5	N/A
Communication, ICT and Numeracy Skills	
C1	Use a range of communication skills and some advanced and specialised skills to convey complex information to a range of audiences and for a range of purposes.
C2	Use a range of routine skills and techniques in more complex situations.
C3	Use interpersonal skills of effective listening, persuasion and presentation.
C4	N/A
C5	N/A
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Develop an outline knowledge and understanding of management research and academic processes.
D2	Undertake analysis, evaluation and synthesis of basic business concepts, information and arguments relevant to the pathway studied.
D3	Select and use problem-solving techniques to critically investigate and evaluate the operation of a business.
D4	N/A
D5	N/A
Autonomy, Accountability and Working with Others	
E1	Exercise autonomy and initiative in some activities with appropriate guidance.

E2	Take continuing account of own and others' roles, responsibilities and contributions in carrying out and evaluating tasks.
E3	Systematically identify and address own learning needs in current areas, associated with the research and critical analysis of the pathway studied.
E4	N/A
E5	N/A

Level 8 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
8	MARK08XXX	Social Media Marketing	20	☒	☐	☐	
8	BUSN08062	Creating Sustainable Business	20	☒	☐	☐	
8	BUSN08XXX	Operations Management	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules Students on this programme may not be eligible for compensation in certain modules due to accreditation requirements of the Chartered Institute of Marketing (CIM)							

Level 8 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
8	HURM08001	Organisational Behaviour*	20	☒	☐	☐	
8	BUSN08061	Digital Workplaces*	20	☐	☒	☐	
8	BUSN08XXX	AI Innovation and Business Analytics*	20	☐	☒	☐	
8	BUSN08068	Professional Development Experience Level 8	20	☒	☒	☒	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules Those modules marked as * are the recommended optional modules BA (Hons) Business with Marketing students. Students on this programme may not be eligible for compensation in certain modules due to accreditation requirements of the Chartered Institute of Marketing (CIM)							

Level 8

Criteria for Progression and Award

Please refer to [*UWS Regulatory Framework*](#) for related regulations

To progress to the next level of study (i.e. SCQF level 9), students are expected to complete the full 120 credits each year. However, a student who has not earned passes in up to 40 credits-worth of modules may be allowed to progress to the next level of study 'with deficit' in accordance with reg. 3.13 of UWS Regulatory Framework.

In line with reg. 1.21 of the UWS Regulatory Framework, students who complete 240 credit points, including at least 90 credits points at SCQF Level 8 or above, including all core modules at this level, will be eligible for a Diploma of Higher Education (DipHE) in Business exit award. Students who complete 240 credit points, including at least 90 credits points at SCQF Level 8 or above, without completing at least one core module at this level, will be eligible for a Diploma of Higher Education (DipHE) in Combined Studies exit award (see reg. 1.61 of the UWS Regulatory Framework). Awards shall be made with distinction in line with regs. 3.25-3.26 of the UWS Regulatory Framework.

For further information, please refer to the UWS Regulatory Framework and the Student Experience Policy Statement.

SCQF LEVEL 9	
Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Demonstrate knowledge of a substantial range of major concepts, values and principles relating to business & marketing.
A2	Demonstrate knowledge and understanding of a broad range of business & marketing activities.
A3	Demonstrate knowledge and understanding of personal development within the business context.
A4	N/A
A5	N/A
Practice - Applied Knowledge and Understanding	
B1	Apply knowledge and understanding of relevant and up-to-date theories and apply practice to undertake independent research.
B2	Reflect critically on own learning.
B3	N/A
B4	N/A
B5	N/A
Communication, ICT and Numeracy Skills	
C1	Effectively interpret, use and evaluate numerical and graphical data.
C2	Use a range of IT applications to support and enhance work.
C3	Use a range of communication skills and some advanced and specialised skills to convey complex information to a range of audiences for a range of purposes.
C4	N/A
C5	N/A
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Use knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to clearly define problems of a generally routine nature.
D2	Identify and address own learning needs within defined contexts and to undertake independent learning with limited guidance.
D3	N/A
D4	N/A
D5	N/A
Autonomy, Accountability and Working with Others	
E1	Exercise a degree of independence and initiative in carrying out more complex activities which are sometimes set in challenging contexts.
E2	Identify learning needs through reflection based on tutor, self and peer evaluation of performance in the more complex activities set in challenging contexts.
E3	Develop coping strategies of operating effectively within a team on complex activities in challenging contexts.

E4	Be aware of and deal with ethical issues of relevance to Business & Marketing professions.
E5	N/A

Level 9 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9	MARK09021	Digital Marketing and Analytics	20	☒	☐	☐	
9	MARK09XXX	Contemporary Consumer Behaviour	20	☒	☐	☐	
9	MARK09016	Marketing Communications Mix	20	☒	☐	☐	
9	BUSN09082	Research Design & Methods	20	☐	☒	☐	
9	MARK09XXX	Global Marketing	20	☐	☒	☐	
9	MARK09023	Marketing in Action	20	☐	☒	☐	
Footnotes for Core Modules							
Students on this programme may not be eligible for compensation in certain modules due to accreditation requirements of the Chartered Institute of Marketing (CIM)							

Level 9 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 9

Criteria for Progression and Award

Please refer to [UWS Regulatory Framework](#) for related regulations

To progress to the next level of study (i.e. SCQF level 10), students are expected to complete the full 120 credits each year. However, a student who has not earned passes in up to 20 credits-worth of modules may be allowed to progress to the next level of study 'with deficit' in accordance with reg. 3.14 of UWS Regulatory Framework.

In line with reg. 1.21 of the UWS Regulatory Framework, students who complete 360 credit points, including at least 90 credits points at SCQF Level 9 or above, including all core

modules at this level, will be eligible for a Bachelor's Degree (BA) in Business and Marketing exit award. Students who complete 360 credit points, including at least 90 credits points at SCQF Level 9 or above, without completing at least one core module at this level, will be eligible for a Bachelor's Degree (BA) in Combined Studies exit award (see reg. 1.61 of the UWS Regulatory Framework). Awards shall be made with distinction in line with regs. 3.25-3.26 of the UWS Regulatory Framework.

For further information, please refer to the UWS Regulatory Framework and the Student Experience Policy Statement.

SCQF LEVEL 10	
Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Demonstrate critical understanding of the principle areas, features and boundaries, terminology and conventions of the Business and Marketing disciplines.
A2	Demonstrate critical understanding of a defined business & marketing related research project or investigation.
A3	Systematically identify and address their own learning needs both in current and new areas, making use of research, development and professional materials, including those related to the forefront of Human Resource Management developments.
A4	N/A
A5	N/A
Practice - Applied Knowledge and Understanding	
B1	Analyse problems in terms of business & marketing related concepts and apply appropriate principles to propose solutions.
B2	Interpret and explain complex business & marketing related concepts.
B3	Retrieve, interpret and manipulate primary and secondary information from a variety of sources including electronic sources.
B4	Identify accurately the issues which require researching
B5	Maintain the skills of enquiry, investigation, analysis, evaluation and judgement necessary to undertake a sustained piece of individual research on a chosen topic with minimal guidance.
Communication, ICT and Numeracy Skills	
C1	Communicate effectively and appropriately orally and in writing.
C2	Make use of and evaluate numerical and statistical information.
C3	Distinguish between alternative opinions on the basis of evidence presented in coherent and logical arguments.
C4	Make effective use of information retrieval systems and use information technology applications to present documents in an appropriate form.

C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Maintain expertise in the skills of enquiry, investigation, analysis, evaluation and judgement necessary to undertake a sustained piece of individual research on a chosen topic.
D2	Engage in discourse in relation to business related studies and associated ethical issues.
D3	Give reasons for opinions and identify flaws in arguments in relation to a business related discipline.
D4	Adopt an evaluative approach to the study of business subjects.
D5	Bring together information from a variety of sources, including research publications.
Autonomy, Accountability and Working with Others	
E1	Work effectively together with others in groups or teams, taking a leadership role where appropriate.
E2	Systematically identify and address own learning needs both in current and in new areas, making use of research primary source materials as appropriate.
E3	Demonstrate the ability to learn independently with minimum guidance.
E4	N/A
E5	N/A

Level 10 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
10	MARK10016	Marketing Strategy Theory (MST)	20	☒	☐	☐	
10	MARK10010	Brands and Branding	20	☒	☐	☐	
10	MARK10XXX	Honours Project	40	☒	☒	☐	
10	MARK10XXX	AI & Marketing	20	☐	☒	☐	
10	MARK10XXX	Customer Experiences & Relationships	20	☐	☒	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Level 10 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	

				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 10

Criteria for Award

Please refer to [UWS Regulatory Framework](#) for related regulations

In line with reg. 1.21 of the UWS Regulatory Framework, students who complete 480 credit points, including at least 90 credits points at SCQF Level 10 or above, including all core modules at this level, will be eligible for a Bachelor's Degree with Honours (BA (Hons)) in Business with Marketing exit award. Students who complete 480 credit points, including at least 90 credits points at SCQF Level 10 or above, without completing at least one core module at this level, will be eligible for a Bachelor's Degree with Honours (BA (Hons)) in Combined Studies exit award (see reg. 1.61 of the UWS Regulatory Framework). Awards shall be made with distinction in line with regs. 3.25-3.26 of the UWS Regulatory Framework.

For further information, please refer to the UWS Regulatory Framework and the Student Experience Policy Statement.

Regulations of Assessment

Candidates will be bound by the general assessment regulations of the University as specified in the [University Regulatory Framework](#).

An overview of the assessment details is provided in the Student Handbook and the assessment criteria for each module is provided in the module descriptor which forms part of the module pack issued to students. For further details on assessment please refer to Chapter 3 of the Regulatory Framework.

To qualify for an award of the University, students must complete all the programme requirements and must meet the credit minima detailed in Chapter 1 of the Regulatory Framework.

Combined Studies

There may be instances where a student has been unsuccessful in meeting the award criteria for the named award and for other more generic named awards existing within the School. Provided that they have met the credit requirements in line with the SCQF credit minima (please see Regulation 1.21), they will be eligible for a Combined Studies award (please see Regulation 1.61).

For students studying BA, BAcc, or BD awards the award will be BA Combined Studies.

For students studying BEng or BSc awards, the award will be BSc Combined Studies.

Version no: 1

Change/Version Control

[illegible]