



Programme Handbook

BA (Hons) Marketing Management

2024/2025

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Sources of Additional Information

The Canvas Online Learning Environment

Information and learning materials for your modules will be provided on the Canvas Learning Management System. Please check the announcements regularly and any other communication methods used for your programme. Canvas will form an important part of your learning experience. Please let your Module Leader know if you encounter any problems accessing this material.

Student Handbook

The Student Handbook contains essential information to support your success and the enjoyment of your study at British University Vietnam. Therefore, it is highly recommended that you read this handbook carefully. If there is any unclear information, kindly reach out to our university staff for clarification. Student Handbook is available for access on your Canvas Learning Environment, under tab Student Resources.

Module Handbooks

Your programme is comprised of several individual modules, each with its own detailed information provided in a separate module handbook. All module handbooks are available for you to access via the Canvas Learning Environment, under the **Student Resources** tab.

Student Support

For general information relating to support services, kindly contact our Student Information Office at:

Email: studentservice@buv.edu.vn

Hotline: 0936 376 136

For wider information about the Student Services available to you, visit [student pages on SU website](#). You can also use the [Report and Support pages](#) available for students to both report incidents and to find different avenues of support, both internally and externally.

Welcome

An Introduction to British University Vietnam

We are proud to announce that our university is the first British university to be established in Vietnam, and the only university anywhere in the world to offer the British Ambassador's Scholarship. In August 2022, BUV was officially announced as the first university in Vietnam to be awarded a **5-star Excellent University** rating from the internationally acknowledged QS organisation. Specifically, the University was awarded 5 stars on the following criteria: **Teaching, Employability, Academic Development, Facilities, Social Responsibilities, and Inclusiveness.**

As an undergraduate student at British University Vietnam (BUV), you have access to all benefits a recognised British University's degree can offer, along with a unique and 100% British learning experience, without having to leave your home country. The quality of your courses, the standard of academic excellence, together with the teaching and learning style are on the same level as other courses in any British university.

Your undergraduate degree will be awarded by Staffordshire University, one of our institutional partners in the UK. Staffordshire University has been working closely with the academic staff at British University Vietnam to ensure that your learning experience and the overall quality of your graduate degree are identical to those of students who are studying in the UK. It means you will not only study the entire course in English, but also learn to develop your own independent skills in writing argumentative essays, delivering persuasive presentations, collaborating in teams and contributing in group discussion. You will be required to manage your time effectively, while continuing to be an active learner and constantly contribute to your own personal development.

An Introduction to Staffordshire University

Staffordshire University (SU) is named after its home county, Staffordshire in Central England. The university possesses a long and rich history of over 120 years in education and has been recognised globally for its top-quality courses in various majors. Today it continues to support more than 17,800 students in two main campuses Stoke-in-Trent and Stafford in the UK.

Staffordshire University has many special characteristics that make it unique. However, the one that stands out the most is its strong commitment to improve the quality of higher education across the world. As part of this commitment, the University has offered a large number of learning opportunities in many countries including Spain, France, Greece, India, Sri Lanka, Oman, China, Malaysia and of course, Vietnam. There are over 6,000 students studying with Staffordshire University in different partner institutes over the world.

SU's strong commitments and great reputation in top-quality higher education courses have matched our mission and vision perfectly and make it an ideal educational partner for BUV. Both institutions are committed to work side by side to ensure that the quality of your study and learning experience is on the same level with what experienced by the students at Staffordshire University in the UK.

A message from the Dean

Welcome to British University Vietnam (BUV), partnering within Staffordshire University to deliver and award your degree. At BUV we are really proud that our world-class programmes have a global reach, and we are proud to work in partnership with Staffordshire University. As we say, a BUV degree is a British Degree!

At BUV we are committed to ensuring that our programmes are relevant and contemporary; and that our staff are highly qualified, internationally educated, experts in their fields. We are confident that you will have an excellent experience studying with us and will be advocates of BUV's mission and values as you progress through your studies and become our alumni. To embody these values, your degree and its accompanying Professional and Social Growth Programme (PSG) will focus on developing the following Graduate Attributes:

Empathetic and Ethical - Demonstrates professional integrity, while at the same time valuing diversity, emotional intelligence and respect for the values and perspectives of others.

Confident and Professional - Self-confident, yet mindful of professional, social and cross-cultural norms that shape behavioural expectations in the workplace.

Collaborative - The ability to identify and build teams in the workplace with people who are cross-disciplinary in language, skills and background

Innovative Problem Solvers - Adept ideators, employing a positive disposition and resilience to the collective creation of innovative ideas and solutions.

Sustainability Mindset - Demonstrating careful consideration of the social, cultural and environmental issues that are impacting Vietnam and the world.

Lifelong Learners - Employing reflexive thinking and learning how to relearn for continuous personal and professional growth.

Career Ready - Demonstrate the ability to apply current knowledge, skills and experience to future career choices and opportunities.

Should you ever need help in developing these attributes, pursuing your own goals, or understanding your programme in any way, I encourage you to reach out to our faculty who will be happy to help you! I wish you the very best of luck in your studies.

Dr. Jason MacVaugh

Dean (Higher Education)

University Contact Points

The official communication channels in every course are **Student emails and Canvas LMS**. Students are expected to use Student emails to contact and communicate with the Academic Team throughout the course.

For any module related matters, it is recommended that all communications should be done via Canvas LMS. For any other supports related to Academic Administration, your first point of contact should always be the **Student Information Office** located at the **Student Information Counter** on level 2, BUV Campus.

Admission Office Provides support and guidance for inquiries relate to all Admissions procedure including pre-arrival inquiries.	admissions@buv.edu.vn
Course Office Provides support and guidance for inquiries relate to Timetable, Class Arrangement, Status changes, Course Operations, Programme and Module Administration.	courseoffice@buv.edu.vn
Student Information Office Provides support and guidance for inquiries relate to Attendance Records and the first point of contact for any other general inquiries and meeting bookings.	studentservice@buv.edu.vn
Student Academic Support Office Provides support and guidance for inquiries relate to all academic supports including Student Tutor Programme and Faculty Learning Support.	academic-support@buv.edu.vn
Student Engagement Provides general support and guidance for student activities, student life and employability activities.	se@buv.edu.vn
Student Engagement - Career Services Organises employability skill trainings and industry exposure activities; provides personalised support and guidance on career navigation, career planning, internships, and other career related inquiries	se-careers@buv.edu.vn

Student Engagement- Student Life Provides support and guidance for inquiries related to student life on campus including student activities and student clubs.	se-studentlife@buv.edu.vn
Well-being and Psychological Counselling Provides support and guidance student's well-being matters, including psychological counselling services.	student-wellbeing@buv.edu.vn
Learning Resources Centre Provides support and guidance for inquires relate to Student Ipad, Learning Resources Facilities including On-campus Library.	buv-lrc@buv.edu.vn
Canvas Learning Management System Provides support and guidance for inquires relate to Canvas Learning Management System.	buv-lms@buv.edu.vn
Exam Office Provides support and guidance for inquires relate to Exam Timetable, Exam regulations.	examoffice@buv.edu.vn
Academic Compliance Office Provides support and guidance for inquires relate to Academic Misconduct, Academic Regulations and Exceptional Circumstances.	aca.compliance@buv.edu.vn
Central of Academic Information Services - CAIS Provides support and guidance for inquiries relate to Exam Results, Student Records, Transcripts and Academic records.	cais@buv.edu.vn
International Office Provides support and guidance for inquires relate to Global Mobility, including Exchange and Transfer Programmes and International Study Tours.	international@buv.edu.vn
BUV welcomes feedback on all aspects related to your study and overall experience at the University. Your feedback is strictly confidential and will be reviewed/ assessed by members of the University's Senior Management Team for further actions if required.	
General feedback	feedback@buv.edu.vn

Academic Contact Points

Appointment	Name	E-mail address
Dean (Higher Education)	Associate Professor Jason MacVaugh	dean@buv.edu.vn
Head of Centre for Research and Innovation	Associate Professor Mike Perkins	mike.p@buv.edu.vn
Head of Academic Quality	Dr. Jyotsna Bijalwan	jyotsna.b@buv.edu.vn
Head of Post-Graduate Studies	Dr. Simon Kimber	simon.k@buv.edu.vn
Discipline Lead - Business (University of London)	Mark Harris	mark.h@buv.edu.vn
Discipline Lead - Business (Accounting, Finance & Economics)	Dr. Dong Manh Cuong	manhcuong.d@buv.edu.vn
Programme Lead - Accounting and Finance	Maredi Lamet	maredi.l@buv.edu.vn
Discipline Lead - Business (Management and Marketing)	Dr. Ashvari Subramaniam	kumarashvari.s@buv.edu.vn
Programme Lead - International Business Management	Don Hickerson	don.h@buv.edu.vn
Programme Lead - Marketing Management	Dr. Tingting Xie	tingting.x@buv.edu.vn
Discipline Lead - Computing & Innovative Technologies	Dr. Ali Al-Dulaimi	ali.d@buv.edu.vn
Programme Lead - Computer Games Design and Programming/ Games Art	David Holloway	david.h@buv.edu.vn
Programme Lead - Cyber Security/ Cloud Technologies	Dr. Hamza Mutaher	hamza.a@buv.edu.vn
Discipline Lead - Communication and Creative Industries	Dr. Paul D.J. Moody	paul.m@buv.edu.vn
Programme Lead - Contemporary Creative Practices	Richard Childs	richard.c@buv.edu.vn
Discipline Lead - Tourism and Hospitality Management	Dr. Maren Viol	maren.v@buv.edu.vn
Programme Lead - Event Management	Lee McMillan	lee.m@buv.edu.vn

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	Yulia Tregubova (Dr.)	yulia.t@buv.edu.vn

Equality, Diversity and Inclusion

We are committed to promoting and enabling a positive culture where staff, students and visitors are confident to be their authentic selves. We focus on inclusion as a way to ensure equality of opportunity for all our people and to demonstrate our commitment to Equality, Diversity and Human Rights. This commitment is reflected in our [Student Equal Opportunities and Diversity Policy](#) and SU's [Equality, Diversity and Inclusion Statement and Framework](#), which underpin our course development and delivery.

Support and Guidance

We endeavour through our support systems to support you in all relevant areas of your programme – whether relating to professional, academic and/or personal development.

Academic support

At BUV, we are committed to providing comprehensive academic support beyond the classroom to ensure your success throughout your educational journey. Our Student Academic Support (SAS) Office is the central point of contact whenever you require guidance or assistance in achieving your academic goals. We strongly encourage you to make full use of these valuable resources to enhance your learning experience, overcome challenges, and excel academically.

If you have any questions or need support, please do not hesitate to contact us at academic-support@buv.edu.vn.

Support and wellbeing

At British University Vietnam, we are committed to supporting all our students and there are a wide range of services available to you.

Student Support

For general information relating to support services, kindly contact our Student Information Office at:

Email: studentservice@buv.edu.vn

Hotline: 0936 376 136

Student Well-being Support

At BUV, we understand it is totally normal to feel overwhelmed and crushed sometimes, and we want you to know that we are here for you. Reach out to us and talk to us whenever you feel lost or unsure. Simply email our Student Wellbeing and Psychological Counsellor at student-wellbeing@buv.edu.vn, we will arrange a private and confidential meeting for you to express all your concerns and worries with an expert to find the best way for you to thrive in your current circumstance.

Student Association Committee (SAC)

SAC is the official representative body of the undergraduate students' interests and concerns. They have 07 members with clear responsibilities that support the BUV Student Community. You can reach out to them if you need any help during your study and student life journey via:

Fanpage: [BUV Student Association Committee](#)

Instagram: [@sacbuy](#)

Email: sac@st.buv.edu.vn

An Introduction to your Programme

This programme aims to create a learner-centred success philosophy which will:

- Provide students with the opportunity to innovate and develop creative solutions for digital marketing challenges.
- Demonstrate how digital marketing channels have revolutionised business operations. Our degree programme will equip students with the skills and experience that employers demand of modern marketing professionals and they will graduate with experience in digital marketing analytics and strategy, search engine optimisation, social media marketing and digital content creation.
- Emphasises ethical business and sustainability which will position students to create long-lasting value for your organisation and they will learn the practical skills needed to become a responsible business leader. At Staffordshire Business School students will study the full spectrum of contemporary digital and social media marketing.
- Provide an approach that focuses on individual skills and will develop student's expertise as an autonomous learner, creative thinker and problem solver, preparing them for a fast-paced, focused career in digital and social media marketing.
- Develop student's ability to have a critical awareness of business issues, making them able to articulate this awareness with respect for others, whilst being willing and able to embrace change and are focused on their achievements.
- Foster an academic community which promotes lifelong learning, supported by research infused, practical and problem based informed teaching and learning.
- Support flexible learning with innovative digital technologies to reflect and anticipate student needs.
- Provide stimulating and challenging learning opportunities and work-related experiences to enable full simulation and/or utilise students existing or previous experience.
- Provide an opportunity for full time students to have a real experience through a managed and supported year-long work placement programme or shorter work experience through application of principles, models and theories within real-life settings.

Programme Outcomes

Your award has a set of written learning outcomes (known as Programme Outcomes) that describe what you should be able to do by the end of the course.

These are designed to help you understand what you need to do to pass your course and receive your award. The outcomes for your course can be found in Appendix A of this handbook.

Module Learning Outcomes

Each module you study has separate learning outcomes which join together to enable you to demonstrate that you have achieved the overall learning outcomes for your award. The learning outcomes for your modules can be found in your Module Handbooks and Module Descriptors, access available on your Canvas page.

The 'University 8' at Staffordshire University

The specific learning outcomes for your award and modules have been matched to eight university-wide learning outcome statements:

- knowledge and understanding
- learning enquiry
- analysis
- problem solving
- communication
- application
- reflection

These statements describe the abilities and skills all Staffordshire University students should demonstrate in order to pass their course. They have been designed to meet national expectations contained within the [Framework for Higher Education Qualifications](#).

This ensures that the learning outcomes for your course are equivalent to similar courses at other UK universities and colleges. Appendix A shows how the Programme Outcomes for your course have been mapped to the University 8.

The Structure of your Programme

Programme Title: BA (Hons) Marketing Management

Level 4

TB1	Digital Content Creation	Advertising and Marketing Communications	Marketing in the Business Environment
TB2	Social Media Strategy	Digital Marketing Techniques	Monitoring and Measuring in Digital Environments

Level 5

TB1	Digital Marketing Strategy	Data Analysis and Visualisation	Managing Global Digital Brand Responsibility
TB2	Sustainable Business Development	Consumer and Organisational Behaviour	Digital Customer Experience

Level 6

TB1	Corporate Reputation and Ethics	Strategic Marketing Management	Marketing Research
TB2	Innovative Change Management	Consultancy Project	

Learning, Teaching and Assessment on your Programme

Learning and Teaching

There is an emphasis on practice-based learning in a professional environment. As a result, there is a need for additional learning environments, such as independent learning and taking responsibility for personal development will be expected. The learning-by-doing approach is designed to supplement the more traditional approaches of lectures, guest speakers, tutorials, workshops, and seminars and a virtual learning environment (VLE) will complement and enhance traditional, face-to-face learning experiences. Knowledge and skills will be developed through case studies, role-plays, simulations, presentations, projects (work-based and academic), reflective portfolios and the extended use of technology-supported activities.

Our L&T Strategy also supports the delivery of the University's vision by:

- Providing students with the opportunity to develop skills to be life-long and life-wide learners
- Building strong expectations about students successful-future-selves.
- Promotes self-reflection and awareness of a student's journey throughout, by creating opportunities for co-creation.
- Utilising/building/critiquing the application of digital technologies.
- Building on innovative pedagogies that enhance student's social mobility, promotes confidence-building and belonging as key pre-requisites that enhance resilience.
- Including student employment/employability opportunities as an integral part of the course.

The University's key graduate competencies are reflected in our approach to learning and teaching and are integrated into our curriculum, i.e. (i) Managing / embracing change and difference; (ii) Life wide learning skills; (iii) Digital fluency and adaptability; (iv) Problem solving and risk taking; (v) Self-reflection and managed self-development and (vi) Skilled collaborator.

The curriculum will develop and evolve so that knowledge and skills learned in modules will be transferred, re-applied and developed in related modules at higher levels. Learning and teaching will foster student's critical intellectual development and the business capabilities required to engage in contemporary organisations. The following themes will be embedded throughout the curriculum to reflect the University's Academic Strategy:

- Digital skills
- Entrepreneurship (and intrapreneurship)
- Society, ethics and community
- Sustainability and climate change
- Research methods and inquiry

Assessment

There is a focus on employability throughout the award. The modules at Level 4 cover careers talks, visits and guest speakers from industry along with the opportunity for students to take up a role within the team on live projects throughout their course. At Level 5 students will develop their reflective practise when they are assessed on their employability skills that complement the business skills they have developed. At Level 6 students will apply their skills whilst researching a topic in a 'consultancy' based module. Students will have the opportunity to explore the development of their own business.

We have integrated into our programmes opportunities for formative assessment and feedback and encourage students to reflect and evaluate their contribution and development. Our assessment strategies are based on an integrative approach which addresses the elements of assessment for learning, accessibility, diversity and efficiency. Assessment will enable students to make increasingly effective and confident judgements within their course of study and within professional and employment contexts.

Throughout the course, summative assessments are usually case study-based simulations or linked to real-life business challenges, developed through close interactions with a developing network of businesses that engage with the School.

There is a balance of assessment types across the award, to ensure that students have the opportunity to demonstrate their abilities across a range of assessments. It also ensures that students have an equitable opportunity to undertake assessments that suit their particular strengths as well as any weaknesses.

Feedback will be an integral part of the assessment process and the nature, extent and timing of feedback for each assessment task will be made clear in advance.

How to Submit Assessments

Submitting Assignments Online

Online assignments will be submitted through Canvas, using one of a number of methods that would be explained to you via a Canvas training session hosted by the Exam Office before your first submission at BUV. All assignments are marked anonymously.

Anonymous Submission

Note that most assignments are marked anonymously, and that you are asked to not include your name in submitted work unless specifically requested in the assessment document.

For online submissions, we will use the tools available in Canvas and our grading system Turnitin to ensure anonymity wherever possible.

Keeping a Backup

It is good practice to keep a hard or (backed-up) electronic copy of any assignment you submit, whether that assignment is submitted on paper or electronically. Should the assignment you submit get lost, then you will have the receipt to prove that you handed it in, and a copy to replace what has been lost.

Exceptional Circumstances

You must submit all pieces of assessment required for each module on or before the submission date for each piece of assessment. Failure to do so is likely to result in failure of the module overall. There may be occasions when you are unable to submit or undertake a piece of assessment due to circumstances beyond your control.

Feedback on your Work

Seven principles of good feedback

Good feedback should:

- Be an interactive process involving student-tutor and student-student dialogue.
- Facilitate the development of self-assessment and reflection.
- Clarify for students and staff, through dialogue, what good or bad performance actually is in the assignment or task.
- Be developmental, progressive and transferable to new learning contexts.
- Be ongoing and embedded in the learning process.
- Motivate, build esteem and confidence to support sustainable lifelong learning.
- Support the development of learning groups and communities.

Submission and Feedback

All assignments should be submitted via Canvas. Feedback for the assignment will be provided after the approval and permission from the relevant Examinations Board.

Furthermore, feedback on your performance is provided in a variety of ways -throughout your study period, you will be receiving informal feedback on your performance, via your discussions with teaching staff in tutorials for instance. Feedback should help you to self-assess your work as you progress through the module and help you to understand your subject better.

Feedback is not just the marks at the end of the module - it could be regular verbal advice about your work, perhaps as you develop a portfolio of work; comments made by tutors or fellow students in group discussions; or the written comments on your work.

External Examiners appointed to your Programme

External examiners help the University to ensure that the standards of your course are comparable to those provided by other universities or colleges in the UK. More information on the role performed by external examiners can be found in our External Examiner Policy.

Kindly note: It is not appropriate for you to make direct contact with your external examiner. Please direct any queries for your External Examiner through your Programme Leader.

Course Specific Regulations

Your course is delivered and assessed according to the University's Academic Award Regulations. Please visit our [Regulations webpage](#) for more information.

BUV Student Voice

During the course you will have the opportunity to share your views and opinions on your modules, course and the University. Your feedback is key to ensuring that we get an accurate picture of what it is like to be a student at British University Vietnam and enables us to enhance the learning experience for current and future students.

Student feedback is welcomed, valued and considered by the senior management of the University. All learners have the opportunity to provide their individual views through module surveys. In addition, students in each cohort are asked to elect two Representatives to collate and represent their views in the Student Staff Liaison Committee meeting held in the middle of each semester. Cohort's representatives are asked to feedback to their peers' issues and decisions from the Student Staff Liaison Committee meetings.

Students may also write at any time direct to the Dean by email to dean@buv.edu.vn for academic feedbacks or to feedback@buv.edu.vn for generic feedbacks. All feedbacks are anonymous and your identity is always kept confidential.

BUV will use this information to inform the improvement and enhancement of the learning experience and University life in general for both current and future students.

BUV Student Association Committee (SAC)

BUV Student Association Committee (SAC) is a committee that represents the BUV student community. The committee act as the voice for BUV fellows, listen and collect concerns from all students and act upon their favour to create the best operating and learning environment at BUV.

The term of the SAC members is one year with new voting season happens in May annually. Students from all cohorts of SU, FE, IHM in all levels as well as a representative from the

University of London Programme (UoL), can apply with no restrictions and limitation. Anyone from BUV student community can vote for any candidates they trust to choose seven best representatives. The final elected SAC members would be informed via an official email sent by BUV Student Experience Department

Every student has the opportunity to become a course/class/cohort representative. This voluntary position makes you the key contact point between staff and students, where you will listen to your peer's feedback to understand everyone's experiences, speak to your staff about ways to further enhance your learning & teaching and share the positive outcomes and impacts for learners.

Personal and Social Growth Programme

The Personal and Social Growth (PSG) Programme is a unique initiative of British University Vietnam (BUV) to encourage students' well-rounded development and enable them to acquire essential skills, qualities, and qualifications for future success. It is one of three key drivers of BUV, along with the accredited British and international higher education degrees in Vietnam, as well as a 5-star university campus with state-of-the-art learning spaces and dedicated support services.

Going parallel with and complementing the academic degree programmes, the PSG Programme with a vast pool of activities outside the classroom can cater to students' unique aspirations and facilitate their personal, social, professional, and academic growth in four aspects: Work & Career Readiness; University & Community Engagement; Social, Cultural and Emotional Development; and Academic Excellence.

To document students' PSG journey, BUV awards PSG points in proportion to the efforts and achievements that the students make in different impactful activities. Upon successful completion of the PSG Programme, students will be awarded a PSG certificate and a detailed transcript with activities and points accumulated throughout their time at BUV. The PSG certificate is a competitive advantage for students to confidently seize opportunities in the real world.

BUV Career Guidance and Employability

BUV Career Services & Industry Relations Team consist of dedicated and experienced career consultants, career services officers, and industry relations officers who can help you with internship applications, personal career guidance, equipping employability skills and the most updated career options, as well as meeting up real-life professionals, experts, and

managers in careers & employability activities. The team offers several internship opportunities on BUV Job Portal, CV review and feedback, job interview practice, career consultation, career test debrief, introduction letters, and reference letters.

The best way to get started is to:

- Visit the SE Lounge on Level 1, right next to the bus entrance and talk to a member of staff.
- Write an email to BUV Career Services & Industry Relations Team via the email address: SE-Careers@buv.edu.vn.

Or book a session with a career consultant by make an appointment via the link below: <https://buvse.simplybook.asia/v2/>.

Global Connections

During your course you will be encouraged to think globally and consider issues from a variety of perspectives, ensuring you have the knowledge and skills necessary to build your future career in an increasingly connected world.

We are committed to supporting students who wish to undertake study, work or volunteering placements abroad. In business programmes, students will conduct research in real-life international case studies to gain a global perspective. Students on specialised programmes such as International Hospitality Management and Tourism Management have the opportunity to attend international study trips to gain in-depth understanding on the international tourism context. If you would like to explore these opportunities, please contact the University's dedicated International Office (international@buv.edu.vn) to make an enquiry and book a virtual appointment.

Policies & Procedures

A full suite of BUV [Academic Policies and Procedures](#) can be found on your Canvas page, under tab Student Resources/ University Policies.

In the event of any issues arising during your course, please speak to your Programme Leader or Learning Support Team as soon as possible. Should you not be able to resolve the issue, please visit our '[Appeals, Complaints and Conduct](#)' webpage for information.

For full details of SU regulations, explaining what good academic conduct is and how SU will deal with allegations of academic misconduct, please see the University's [Academic Conduct Procedure](#). You will be able to find our comprehensive set of policies and regulations here.

Appendix A - Programme Outcomes

Level 4		Mapped Modules	
<p>Programme Outcome: Demonstrate knowledge and understanding of the underlying concepts and principles associated with general and digital marketing, together with professional requirements</p> <p>Benchmark Statements:</p>	University Outcomes (tick/mark)	Marketing in the Business Environment Digital Marketing Techniques Digital Content Creation Social Media Strategy Advertising and Marketing Communications Monitoring and Measuring in Digital Environments	
	Knowledge & Understanding		x
	Learning		
	Enquiry		
	Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
<p>Programme Outcome: Develop lines of argument and make sound judgments in accordance with basic theories and concepts of general and digital marketing, including skills associated with the marketing and digital marketing profession.</p> <p>Benchmark Statements:</p>	University Outcomes (tick/mark)	Marketing in the Business Environment Digital Marketing Techniques Social Media Strategy Advertising and Marketing Communications	
	Knowledge & Understanding		
	Learning		x
	Enquiry		
	Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
<p>Programme Outcome: Develop the ability to research, evaluate and interpret information showing an awareness of the key principles of information literacy.</p> <p>Benchmark Statements:</p>	University Outcomes (tick/mark)	Digital Marketing Techniques Digital Content Creation Monitoring and Measuring in Digital Environments	
	Knowledge & Understanding		
	Learning		
	Enquiry		x
	Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		

<p>Programme Outcome: Evaluate and interpret concepts and principles associated with the digital environments.</p> <p>Benchmark Statements:</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td>x</td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis	x	Problem Solving		Communication		Application		Reflection		<p>Marketing in the Business Environment Digital Marketing Techniques Digital Content Creation Social Media Strategy Advertising and Marketing Communications Monitoring and Measuring in Digital Environments</p>
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis	x																	
Problem Solving																		
Communication																		
Application																		
Reflection																		
<p>Programme Outcome: Evaluate the appropriateness of different approaches to solve problems to respond to the demands of the business sector using digital marketing channels.</p> <p>Benchmark Statements:</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td>x</td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving	x	Communication		Application		Reflection		<p>Digital Marketing Techniques Digital Content Creation Social Media Strategy Advertising and Marketing Communications Monitoring and Measuring in Digital Environments</p>
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis																		
Problem Solving	x																	
Communication																		
Application																		
Reflection																		
<p>Programme Outcome: Use a range of methods to convey the results of their study and /or work accurately, reliably and with structured and coherent arguments.</p> <p>Benchmark Statements:</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td>x</td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving		Communication	x	Application		Reflection		<p>Digital Marketing Techniques Digital Content Creation Social Media Strategy Advertising and Marketing Communications Monitoring and Measuring in</p>
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis																		
Problem Solving																		
Communication	x																	
Application																		
Reflection																		

		Digital Environments																
<p>Programme Outcome: Develop new skills and utilise appropriate resources and techniques to create successful digital marketing solutions in a structured and managed environment.</p> <p>Benchmark Statements:</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td>x</td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving		Communication		Application	x	Reflection		Marketing in the Business Environment Digital Marketing Techniques Digital Content Creation Social Media Strategy Advertising and Marketing Communications Monitoring and Measuring in Digital Environments
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis																		
Problem Solving																		
Communication																		
Application	x																	
Reflection																		
<p>Programme Outcome: Demonstrate qualities and transferable skills necessary for employment and/or further study in the area of digital marketing, including exercising some personal responsibility for learning and development.</p> <p>Benchmark Statements:</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td>x</td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving		Communication		Application		Reflection	x	Marketing in the Business Environment Monitoring and Measuring in Digital Environments
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis																		
Problem Solving																		
Communication																		
Application																		
Reflection	x																	

Level 5			Mapped Modules
Programme Outcome: Demonstrate knowledge and critical understanding of the well-established concepts, principles and their development in digital and social media marketing, together with professional requirements. Benchmark Statements:	University Outcomes (tick/mark)		Digital Marketing Strategy Data Analysis and Visualisation Managing Global Digital Brand Responsibility
	Knowledge & Understanding	x	
	Learning		
	Enquiry		
	Analysis		
	Problem Solving		
	Communication		
	Application		

	<table><tr><td>Reflection</td><td></td></tr></table>	Reflection		Consumer and organisational Behaviour Digital Customer Experience														
Reflection																		
Programme Outcome: Recognise the limits of their knowledge and how this influences analysis and interpretations based on that knowledge in the context digital and social media marketing, together with needs of professional marketing. Benchmark Statements:	University Outcomes (tick/mark) <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td>x</td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning	x	Enquiry		Analysis		Problem Solving		Communication		Application		Reflection		Managing Global Digital Brand Responsibility Consumer and organisational Behaviour Digital Customer Experience
Knowledge & Understanding																		
Learning	x																	
Enquiry																		
Analysis																		
Problem Solving																		
Communication																		
Application																		
Reflection																		
Programme Outcome: Display knowledge of the main methods of enquiry relating to digital and social media marketing, through a range of research and practical activities, and demonstrate investigative skills suitable for identifying marketing opportunities. Benchmark Statements:	University Outcomes (tick/mark) <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td>x</td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry	x	Analysis		Problem Solving		Communication		Application		Reflection		Digital Marketing Strategy Data Analysis and Visualisation Digital Customer Experience
Knowledge & Understanding																		
Learning																		
Enquiry	x																	
Analysis																		
Problem Solving																		
Communication																		
Application																		
Reflection																		
Programme Outcome: Use a range of established techniques to initiate and undertake critical analysis of information relating to digital and social media marketing. Benchmark Statements:	University Outcomes (tick/mark) <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td>x</td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis	x	Problem Solving		Communication		Application		Reflection		Digital Marketing Strategy Data Analysis and Visualisation Managing Global Digital Brand Responsibility Consumer and organisational Behaviour
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis	x																	
Problem Solving																		
Communication																		
Application																		
Reflection																		

		Digital Customer Experience																
<p>Programme Outcome: Evaluate critically the appropriateness of different approaches to solving problems and potential solutions, arising from the analysis of diverse information of the digital and social media marketing sectors.</p> <p>Benchmark Statements:</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td>x</td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving	x	Communication		Application		Reflection		Digital Marketing Strategy Data Analysis and Visualisation Managing Global Digital Brand Responsibility Digital Customer Experience
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis																		
Problem Solving	x																	
Communication																		
Application																		
Reflection																		
<p>Programme Outcome: Communicate effectively information and arguments in a variety of forms, to specialist and non-specialist audiences. Deploy key techniques of the discipline effectively for the purposes of promotion, discussion, information, explanation and presentation..</p> <p>Benchmark Statements:</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td>x</td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving		Communication	x	Application		Reflection		Managing Global Digital Brand Responsibility Consumer and organisational Behaviour Digital Customer Experience
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Learning																		
Enquiry																		
Analysis																		
Problem Solving																		
Communication	x																	
Application																		
Reflection																		
<p>Programme Outcome: Apply underlying concepts and principles of digital and social media marketing outside their theoretical context, by undertaking projects that require independent planning and innovative thinking, whilst fulfilling industry standard requirements.</p> <p>Benchmark Statements:</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td>x</td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving		Communication		Application	x	Reflection		Digital Marketing Strategy Data Analysis and Visualisation Managing Global Digital Brand Responsibility Consumer and organisational Behaviour Digital Customer Experience
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis																		
Problem Solving																		
Communication																		
Application	x																	
Reflection																		

<p>Programme Outcome: Demonstrate the ability to be an independent learner, exercise initiative, personal responsibility and demonstrate the learning ability, qualities and transferable skills necessary for employment or further training of a professional nature in digital and social media marketing. Consider reflective tools when evaluating the options of academic and vocational pathways, and the strategies to enhance personal progression opportunities.</p> <p>Benchmark Statements:</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td>x</td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving		Communication		Application		Reflection	x	<p>Data Analysis and Visualisation Digital Customer Experience</p>
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis																		
Problem Solving																		
Communication																		
Application																		
Reflection	x																	

Level 6		Mapped Modules																
<p>Programme Outcome: Demonstrate a systematic understanding and critical evaluation of key aspects of digital and social media marketing, including how existing and emerging digital marketing concepts inform decision making in the marketing professions response to domestic and global developments.</p> <p>Benchmark Statements: 3.1; 3.2; 3.7; 3.8; 3.9; 4.1; 4.2</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td>x</td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding	x	Learning		Enquiry		Analysis		Problem Solving		Communication		Application		Reflection		<p>Corporate Reputation and Ethics Strategic Marketing Management Marketing Research Consultancy/ Management Project in Specialism</p>
Knowledge & Understanding	x																	
Learning																		
Enquiry																		
Analysis																		
Problem Solving																		
Communication																		
Application																		
Reflection																		
<p>Programme Outcome: Carry out inquiry-based learning, critical analysis and evaluation, and creative strategic thinking to provide opportunities and solutions for success in digital and social media marketing, whilst applying ethical reasoning to issues facing contemporary organisations.</p> <p>Benchmark Statements: 3.1; 3.3; 3.4; 3.5; 3.7; 3.9; 3.10; 4.3; 4.4</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td>x</td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning	x	Enquiry		Analysis		Problem Solving		Communication		Application		Reflection		<p>Strategic Marketing Management Marketing Research Consultancy/ Management Project in Specialism</p>
Knowledge & Understanding																		
Learning	x																	
Enquiry																		
Analysis																		
Problem Solving																		
Communication																		
Application																		
Reflection																		

<p>Programme Outcome: Justify and apply appropriate and ethical approaches to research and investigation in the pursuit of new business solutions and opportunities in the areas of digital and social media marketing.</p> <p>Benchmark Statements: 3.1; 3.2; 3.5; 3.6; 3.8; 4.2; 4.4; 4.5</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td>x</td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry	x	Analysis		Problem Solving		Communication		Application		Reflection		Marketing Research Consultancy/ Management Project in Specialism
Knowledge & Understanding																		
Learning																		
Enquiry	x																	
Analysis																		
Problem Solving																		
Communication																		
Application																		
Reflection																		
<p>Programme Outcome: Critically evaluate digital and social media marketing theories applied to decision making and in the judgement of management decisions. Demonstrate creative thinking to analytical decision making in the context of digital and social media marketing.</p> <p>Benchmark Statements: 3.1; 3.4; 3.5; 3.6; 3.7; 3.10; 4.4; 4.5; 4.6</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td>x</td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis	x	Problem Solving		Communication		Application		Reflection		Corporate Reputation and Ethics Strategic Marketing Management Marketing Research Consultancy/ Management Project in Specialism
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis	x																	
Problem Solving																		
Communication																		
Application																		
Reflection																		
<p>Programme Outcome: Demonstrate a range of approaches to solving complex and interrelated problems relating to digital and social media marketing, displaying judgement of appropriate perspectives and knowledge. Within this process demonstrate an understanding of ethical issues.</p> <p>Benchmark Statements: 3.2; 3.4; 3.5; 3.6; 3.7; 3.8; 3.9; 3.10; 4.1; 4.2</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td>x</td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving	x	Communication		Application		Reflection		Marketing Research Consultancy/ Management Project in Specialism
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis																		
Problem Solving	x																	
Communication																		
Application																		
Reflection																		

<p>Programme Outcome: Communicate complex information, ideas, problems and solutions, through a variety of media, and display confidence in communication and presentational abilities, including the ability to network and interact.</p> <p>Benchmark Statements: 3.2; 3.3; 3.5; 3.6; 3.8; 3.9; 4.8; 4.4; 4.9</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td>x</td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving		Communication	x	Application		Reflection		<p>Strategic Marketing Management Marketing Research Consultancy/ Management Project in Specialism</p>
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis																		
Problem Solving																		
Communication	x																	
Application																		
Reflection																		
<p>Programme Outcome: Apply, with reasoned judgement, skills, problem-solving techniques, digital and social media marketing knowledge, to organisation problems, complex scenarios and opportunities, whilst demonstrating capabilities consistent with marketing professionals.</p> <p>Benchmark Statements: 3.1; 3.2; 3.3; 3.4; 3.5; 3.6; 3.7; 3.8; 3.9; 4.3; 4.5; 4.6</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td>x</td></tr><tr><td>Reflection</td><td></td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving		Communication		Application	x	Reflection		<p>Strategic Marketing Management Marketing Research Consultancy/ Management Project in Specialism</p>
Knowledge & Understanding																		
Learning																		
Enquiry																		
Analysis																		
Problem Solving																		
Communication																		
Application	x																	
Reflection																		
<p>Programme Outcome: Demonstrate a high level of competence in personal development, employability and understanding of the roles in a globalised economy, through highly developed skills of personal awareness and critical review, compatible with the digital and social media marketing professions.</p> <p>Benchmark Statements: 3.2; 3.3; 3.6; 3.8; 3.9; 4.7; 4.8; 4.9</p>	<p>University Outcomes (tick/mark)</p> <table><tr><td>Knowledge & Understanding</td><td></td></tr><tr><td>Learning</td><td></td></tr><tr><td>Enquiry</td><td></td></tr><tr><td>Analysis</td><td></td></tr><tr><td>Problem Solving</td><td></td></tr><tr><td>Communication</td><td></td></tr><tr><td>Application</td><td></td></tr><tr><td>Reflection</td><td>x</td></tr></table>	Knowledge & Understanding		Learning		Enquiry		Analysis		Problem Solving		Communication		Application		Reflection	x	<p>Consultancy/ Management Project in Specialism</p>
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