



London School
of Marketing



BA (Hons) in Marketing

Inclusive of the Extended Advanced Professional Diploma in
Business & Marketing Management

COURSE PROSPECTUS



Local Access Point
Removing the Boundaries to Education



Recognised International
Business Development Partner
of London School of Marketing

About the Programme

This Marketing programme is aimed at producing graduates who are empowered with essential marketing tools and knowledge sought by employers in today's dynamic global workplace. This BA (Hons) in Marketing Top-Up qualification, inclusive of the Extended Advanced Diploma in Business and Marketing Management, is designed to give you a comprehensive in-depth understanding of the key skills and practices used by marketing executives and their organisations to make informed marketing decisions that are vital to the success of any business.

STUDY RESOURCES

Blended learning is ideal for students who are unable to get access to a physical classroom but are still seeking structure, support and quality learning materials. To help you gain the most from your studies, we have created a range of valuable resources.

We offer:

- ➔ Dedicated one-to-one online tutor support
- ➔ Live webinars per module from subject experts
- ➔ Access to the state-of-the-art Learning Platform (LP)
- ➔ A comprehensive e-library with access to Mintel



ENTRY REQUIREMENTS

1. Secondary Education equivalent to three GCSEs and two A-Levels
2. Level 5 Advanced Diploma/Higher National Diploma OR 3-5 years marketing experience (evaluated on a case by case basis) recognised equivalents) PLUS
3. A good command of English (IELTS Level 6.0 for students requiring a Tier 4 Visa, or recognised equivalents)

About London School of Marketing

London School of Marketing offers academic and professional courses in the business and marketing field, validated and approved by industry leading professional bodies including EduQual, CIM (The Chartered Institute of Marketing) and DMI (Digital Marketing Institute).

We are trusted by the world's leading brands to educate their employees. Over 3,500 corporate companies have chosen us to provide the necessary skills their employees need to succeed including Barclays, Adidas, BBC and Apple, to name just a few. London School of Marketing courses are typically studied online over one to three years of full-time study.

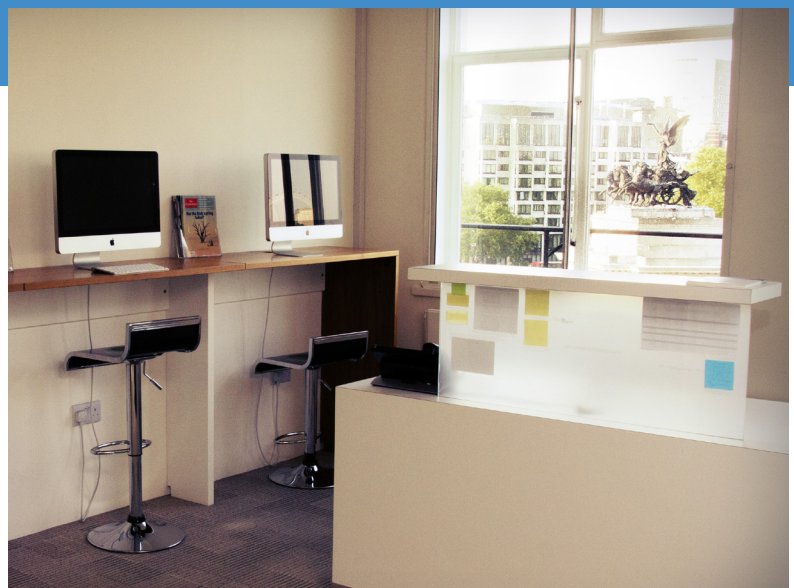
OUR MISSION

Product mission - To develop, design, publish and offer both academic and professional courses in partnership with well established institutions using technology as the forefront of delivery.

Social mission - to operate the company in a way that recognises the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally and internationally.

Economic mission - To operate the company on a sustainable financial basis of profitable growth, increasing value of our shareholders and expanding opportunities for development and career growth of our employees and associates.

Those studying for a qualification using LSM's award winning learning platform, are offered a structured process to learn. Students come away from our courses with an understanding of both the practical and theoretical aspects of their qualification.



Student Reviews

At LSM, we guarantee a satisfying study experience. Over the years, we have helped over 10,000 students to achieve their dreams. Our competent staff and our experienced faculty will make sure that you leave LSM with a smile. Find out what our past students say about us:

The London School of Marketing's Learning Platform provided me a unique experience of studying on a purely virtual mode, while allowing me to carry on with my job. Yet, I had the worry to get the right text books to study and for reference purposes, but I was once more pleased with the plethora of virtual offers in the e-Library, that offered a multitude of reading materials to understand the modules better and to help in the preparation of the assignments.

DEBESH BEEDASY

LSM is very supportive and all the staff are extremely helpful. The support of the mock exams and assignments are excellent as not every school provides these.

EILEEN DONAGHEY

I really enjoyed my study experience with LSM so far. The tutors were exceptionally helpful and were always there for a reply or clarification whenever i needed it. They were quite knowledgeable and pleasant to work with. The resources, especially the EPK and workshop manuals were really great in helping understand assessment requirements. Not to mention the course material were comprehensive and easy to understand. I look forward to a new term with London School of Marketing.

SANDUNI BHAGYA WICKREMASINGHE



Course Information

The BA (Hons) in Marketing and Extended Advanced Professional Diploma in Business and Marketing Management programme is designed for recent school-leavers, and more mature applicants without a marketing qualification, but holding marketing experience and wishing to obtain a recognised degree in order to enhance their career prospects in marketing.

This honours degree programme helps to equip you for a career in the marketing field, providing a range of practical and theoretical skills that are transferrable to the marketing function of any business sector. The global focus of this programme will develop your ability to strategically analyse complex business situations and enhance your awareness of the various factors that are currently shaping the demands of businesses and consumers in a local and global context.

Extended Advanced Professional Diploma in Business and Marketing Management

AWARDED BY EDUQUAL
(9-12 Months Duration)

1. Business Management
2. International Marketing Management
3. Human Resource Management
4. Business Finance
5. Business Strategy and Entrepreneurship
6. Marketing Communications
7. Customer Behaviour
8. Operations Management

Upon successful completion of this stage, students will receive the Extended Advanced Professional Diploma in Business and Marketing Management awarded by EduQual, UK.

BA (Hons) in Marketing Top-Up

DELIVERED IN PARTNERSHIP WITH
ANGLIA RUSKIN UNIVERSITY
(6-9 Months Duration)

1. Strategic Management Analysis
2. International Marketing
3. Marketing Consultancy
4. Sustainable Management Futures
5. Retail Marketing
6. Organisational Transformation in Practice
7. Undergraduate Major Project

Students who have successfully completed the Extended Advanced Professional Diploma in Business and Marketing Management will be able to gain entry to BA (Hons) in Marketing "top-up" stage, which forms Part 2 of this qualification. The BA (Hons) top-up stage is delivered in partnership with LSM, and students will be following this stage via LSM's award winning Learning Platform.

Extended Advanced Professional Diploma in Business and Marketing Management



MODULE DETAILS

01. Business Economics

UNIT DESCRIPTION

This module integrates the key elements of business analysis as economic theory, enabling students to have an overall understanding of key business skills.

The module begins by reviewing various techniques for collecting and presenting data. Some important measures and techniques for making sense of raw data are then introduced which are widely used by businesses when analysing both their internal and external environments. Careful attention will also be paid throughout the module to the interpretation and application of the various quantitative methods and techniques to the solution of real-world business problems. Secondly, this module also focuses on the internal environment of the individual business and the ways in which this can influence its operations. Practical business examples and up-to-date case study materials will be used to illustrate the impacts of the external environment on real-world business decision-making and strategic direction.

LEARNING OUTCOMES

1. Assess the usefulness of key numerical, graphical and statistical indicators of business activity
2. Demonstrate how various quantitative indicators can be used to inform their decision-making
3. Assess the ways of allocating resources in different economic units
4. Understand the likely impacts of various types of 'market failure' on business activity
5. Understand how macroeconomic variables are measured and their possible impacts on business activity
6. Apply business principles to actual business situations in the context of the real world



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MODULE DETAILS

02. International Marketing Management

UNIT DESCRIPTION

This module introduces students to the important area of international business; build a platform of marketing knowledge and skills to give students a firm base in marketing. It begins by identifying some important patterns and trends in international business activity where the factors influencing the firm's decision regarding the degree of internationalisation and the methods adopted are considered. External challenges to the international firm are examined, such as those in the economic, political, cultural, ethical and legal fields. Possible internal responses to these challenges are evaluated, including strategic, human resource, marketing, accounting and logistical responses.

The module also focuses on marketing aspects where the concept of marketing as a key functional area of business and management will be identified. Alternative approaches in the use of the marketing mix will be discussed, analysed and evaluated, looking at short and long-term organisational and market demands.



LEARNING OUTCOMES

1. Identify international business activity trends
2. Explain the theoretical underpinnings of the globalisation process
3. Evaluate possible internal firm responses to the external influences
4. Apply the analytical underpinnings of international business to real world and case-study business decision-making.
5. Understand the position of marketing in management of the modern firm
6. Evaluate the company position within a market sector & identify marketing strengths, weaknesses, opportunities & threats
7. Define appropriate objectives - SMART in nature



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MODULE DETAILS

03. Human Resource Management

UNIT DESCRIPTION

This module aims to equip the student to function effectively as an independent self-learner within the higher education learning environment, with specific reference to the area of business and management. Students will be introduced to the learning context and the responsibilities of the individual learner will be communicated to encourage them to develop practical skills such as time-management, reading and note-taking, essay and report writing, referencing, the use of IT and associated software packages, presentational skills and problem-solving, both individually and in groups.

They will be introduced to learning theories and learning styles. The module would focus and analyse the changes to organisational structure, architecture and the evolution from self-contained structures to boundary-less organisations. The methods of forming groups and teams and motivation will also be examined to reflect on theories of motivation and apply them to real-life situations and case study scenarios.

LEARNING OUTCOMES

1. Explore theories developed to aid the understanding of human behaviour, reflecting on their learning experiences and career development
2. Obtain and manage data from a variety of sources, using appropriate technology
3. Evaluate the underlying principles and concepts of the nature of organisation
4. Understand and appreciate the contribution of managing people effectively
5. Apply a range of theories and concepts on organisational design, structure and management in the analysis of managing employees



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MODULE DETAILS

04. Business Finance

UNIT DESCRIPTION

This module aims to give students a sound grasp of the basics of financial reporting (context, purposes, and regulatory framework). It introduces the principal concepts of financial accounting and principal financial statements will also be prepared. The module is designed to introduce students to key management accounting skills necessary to support decision-making, and will emphasise the acquisition and application of skills and knowledge necessary to inform managers responsible for planning, decision-making and control. It will also provide the underpinning skills and knowledge required for more advanced study.

Moreover, fundamentals of cost data collection, analysis and allocation of costs, costing of products and services using absorption and marginal costing techniques, short term decision making - Cost Volume Profit analysis, budgeting and budgetary control will be analysed.



LEARNING OUTCOMES

1. Understand the context within which financial information is prepared and used
2. Describe and understand the key management accounting techniques and their role in a range of decision-making scenarios
3. Recognise and explain fundamental financial and management accounting terminology
4. Identify and apply appropriate planning and decision-making techniques to management problems involving organisational resources



The focus of this programme will ensure that graduates are equipped with unique and powerful skills that will add value to the day-to-day activities of a marketing professional.



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MODULE DETAILS

05. Business Strategy and Entrepreneurship

UNIT DESCRIPTION

This module will integrate the knowledge surrounding entrepreneurship (including behaviours, skills) and the factors which affect the general business behaviour in a constantly changing global environment.

Firstly, this module will involve developing an understanding of the key elements of designing and running the entrepreneurial organisation. Careful attention will be given to review the environment in which enterprising individuals and organisations operate and the cultures and societies which support and inhibit enterprise and entrepreneurship.

The main objectives of firms will be investigated and the strategic importance of pricing, advertising and product development emphasised. Moreover, the importance of corporate alliances for a company's development will be discussed and the concept of corporate social responsibility investigated as well.



LEARNING OUTCOMES

1. Identify and assess the challenges and opportunities associated with designing and running an entrepreneurial venture
2. Analyse the personal traits and behaviours required to design and run an entrepreneurial venture
3. Critically appraise their own level of knowledge, learning and understanding
4. Identify and assess the factors which affect general business behaviour in a constantly changing global environment
5. Apply economic analysis to current business-related controversies and topics which often dominate the business press



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MODULE DETAILS

06. Marketing Communications

UNIT DESCRIPTION

This module is designed to give students an overall understanding of the role of marketing communications in business success and specific issues involved in strategic business-to-business (B2B) marketing, which is a significant part of the marketing industry at present. The module begins by reviewing the tools and techniques used in marketing communications. It then explores the role of the internet and e-commerce in developing marketing strategies to complement and strengthen traditional marketing approaches and techniques. Further, the promotional planning process at the strategic, tactical and operational levels is identified and examined.

Secondly, the module focuses on the national and international background of B2B marketing, the products, services offered and the comparison of B2B marketing from business to consumer (B2C) marketing, in organisational decision-making, along with studies of business issues related to it.



LEARNING OUTCOMES

1. Critically evaluate the role of promotion in marketing and sustaining competitive advantage using the marketing mix
2. Identify and evaluate the role of internet marketing methods and other uses of information technology in gaining and upholding competitive advantages
3. Analyse the elements of the promotional mix and, critically evaluate the role that each can play in Integrated marketing communications using practical examples
4. Illustrate how to analyse the target market needs & plan, implement & control marketing communication strategies in an ever-changing national and global marketplace
5. Examine and evaluate how marketing is used in the B2B sector in the commercial, not-for-profit and public sector

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MODULE DETAILS

07. Customer Behaviour

UNIT DESCRIPTION

The main aim of this module is to help students understand consumer behaviour in business-to-consumer (B2C) market. Thus, the module will focus on behaviour of consumers and the psychological and environmental influences. Here, the influences will be explored with an emphasis on a behavioural sciences perspective by examining the following areas; attention, perception, memory, learning, attitude, motivation, sociocultural influences, life-style perspectives and the consumer decision-making process.

Moreover, the role of marketing will be constantly discussed demonstrating the importance of the customers in effective consumer marketing. Furthermore, a range of theoretical perspectives will be discussed and applied to practical examples demonstrating the relationship between theory and practice in a market environment.

LEARNING OUTCOMES

1. Understand the psychological and environmental variables that influence consumer behaviour
2. Understand the consumer decision-making process
3. Understand the relationship between consumer behaviour and the marketing concepts with regard to shaping the marketing activities
4. Understand and apply consumer behaviour to analyse the development and implementation of marketing activities



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MODULE DETAILS

08. Operations Management

UNIT DESCRIPTION

The module introduces the role of systems and operations management and its integration into efficient and effective running of a business, and highlights the important role of teams in organisations and their impact upon individual, team and organisational performance.

The module starts off with a focus on understanding the soft systems approach of SSM to systems development, which will be used to analyse and define business requirements. People and management issues will be reviewed with emphasis on communication, teamwork and effective leadership. It is focused on the value of building strong inter-personal and relationship skills, working with others one-to-one & in group and team environments, where students are made to understand this with a practical example. Moreover, using case studies; the module will develop the students' awareness and understanding the impact of high-performing teams on organisational success, which will be set against a real/simulated strategic learning.



LEARNING OUTCOMES

1. Assess the role of systems and operations management in an organisation and its integration within the business
2. Examine the main issues involved in quality management and business excellence
3. Analyse the people and management issues in organisations
4. Evaluate the role of Soft Systems Methodology (SSM) in analysing and defining business requirements
5. Apply organisational behaviour and learning theory to the business context
6. Critically analyse the factors influencing individual behaviour in teams
7. Demonstrate effective management practice and behavioural skills in a team environment

01. International Marketing

UNIT DESCRIPTION

This module is designed to provide students with an understanding of marketing from an international perspective. The increased access to new markets across the world means that both opportunities and threats face marketers in the global context. Overcoming cultural issues remains a key challenge, along with the ability to communicate effectively to perhaps a very different target audience. Although the module examines a range of case examples and international markets, special attention is given to the Chinese market.

Rapid economic growth, government support and WTO accession means China is an attractive market to many potential investors. But it still remains a largely unknown market. Given the huge number of multi-national firms now operating in China e.g. Siemens, Ikea & BP, many employers now expect international marketers to have knowledge outside Europe. The lectures will enable students to analyse marketing issues in an international context by providing a range of theoretical frameworks and practical examples.



LEARNING OUTCOMES

1. Demonstrate a full understanding of the environmental challenges facing international marketers
2. Show how an international marketing mix can be applied to real case examples
3. Distinguish between the range of market entry methods
4. Construct an international marketing plan



MODULE DETAILS

02. Marketing Consultancy

UNIT DESCRIPTION

This module will give students the opportunity to undertake an in-depth marketing project for a client organisation or to undertake a case study consultancy project. Students will work in groups and be given a live project for which they will be expected to work towards a solution to a 'need' that the client and students will have identified.

The course lecturer will act as a consultant/facilitator and be available to advise the student group(s) at the times indicated on the timetable and at any other time as necessary, this being agreed with the group leaders. The project will entail the students visiting the organisation and discussing problem areas identified by clients of the organisation. A specific marketing 'need' will be identified, agreed between the student consultants and the client and a solution.



LEARNING OUTCOMES

1. Recognise & critically evaluate advantages to be gained by working together in groups on a 'live' time-constrained project and be aware of the difficulties this will involve
2. Explore and evaluate the business and marketing information needed when working with external clients on a live marketing project
3. Demonstrate information collection, classification, prioritisation and analysis skills as well as problem-identification skills and relate this to marketing theories and concepts.
4. Working as a group, present a commercially credible proposal to an outside client, using an oral as well as a written presentation



MODULE DETAILS

03. Sustainable Management Futures

UNIT DESCRIPTION

This module is a core module on all of AIBS Pathways. It is a capstone module that takes a futures perspective on management, organisations and the changing nature of business and enterprise models. It is both a forward-looking and integrative module that aims to bring together our students' understanding of the evolving context of sustainable management.

The module takes a dimensions-based view of the notion of sustainable management futures by introducing the 'people, planet and profit lenses' for understanding sustainable management. Our aim is to introduce students to the idea and value of developing a 'futures mindset' from a number of perspectives, including ethical and entrepreneurial; tolerant and innovative; and responsible and responsive.



LEARNING OUTCOMES

1. Develop an understanding of the complexity of the dynamics concerning sustainable management in its three dimensions: planet, people and profit
2. Critically evaluate individual and organisational actions and behaviour against a framework for sustainable management practices
3. Examine the various types of corporate 'failures' and evaluate the policy responses available together with the case for sustainable management
4. Apply sustainability theories and principles to case study examples of business behaviour reflecting on the roles and responding to the challenges of sustainability



MODULE DETAILS

04. Undergraduate Major Project

UNIT DESCRIPTION

The Major Project module allows students to engage in a substantial piece of individual research and/or product development work on a selected topic within the broad business and management field, as appropriate to their interests and background.

The project's topic will be assessed for suitability to ensure sufficient academic challenge and satisfactory supervision by an academic member of staff. The chosen topic will require the student to identify/formulate problems and issues, conduct literature reviews, evaluate information, investigate and adopt suitable development methodologies, determine solutions, develop hardware, software and/or media artefacts as appropriate, process data, critically appraise and present their finding using a variety of media. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills.



LEARNING OUTCOMES

1. Choose and define the scope of an appropriate area for structured investigation/design/development
2. Collect, organise, understand and interpret information from a variety of appropriate resources, acting autonomously, with minimal supervision
3. Identify, select and justify the use of appropriate techniques, methods and development strategies
4. Critically evaluate evidence to justify and support conclusions/recommendations
5. Communicate effectively in a form appropriate to the topic chosen and audience identified and produce detailed and coherent work



MODULE DETAILS

05. Organisational Transformation in Practice

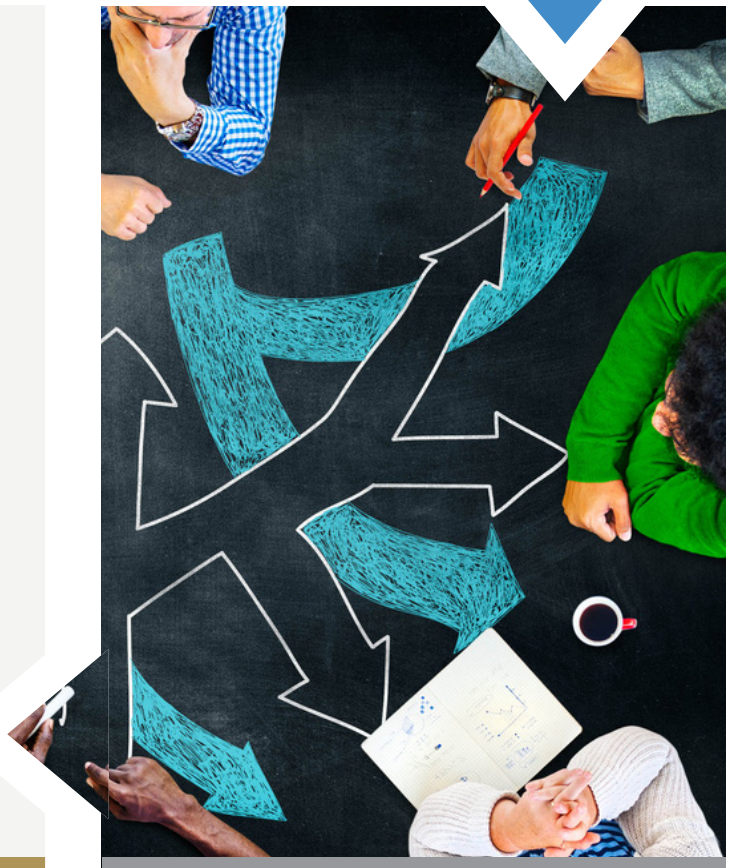
UNIT DESCRIPTION

This module provides the opportunity for students to engage with the leadership and organisational challenges of major transformational change in organisations, communities and societies. This is presented through case examples to illustrate the nature of the attitude, values and behavioural change issues required for successful employee engagement in an organisation's change agenda.

In the management and leadership field much is written and discussed about behaviour, skills and talents, belief systems, values, identity (both in personal terms and as 'brand' in the context of organisations), vision and purpose. Using various tools, for example IHD's 7 Element Framework, students will be encouraged to make sense of each of these ideas and the inter-relationship between them. This will be set against a real/simulated strategic learning context.

LEARNING OUTCOMES

1. Understand the values and leadership behaviours that create the modern enterprise and equip individuals to manage / lead in globally transformational contexts
2. Develop a robust understanding of leadership and change management within the context of organisational transformation
3. Utilise the 7 element framework as a diagnostic tool to evaluate leadership capability in a team or organisation
4. Demonstrate an ability to reflect upon one's own management development journey against the context of employability in global and transformational settings of the future



MODULE DETAILS

06. Retail Marketing

UNIT DESCRIPTION

The module applies core marketing principles in a retail context and develops specialist knowledge of the retail industry from a marketing perspective. There are clear links to other business curriculum areas: marketing management, consumer behaviour, human resources, operations management and economics. Retailers are never far from the news and their marketing activities are equally visible to students of retail marketing and to consumers.

This makes for an exciting and rewarding area of study as the module examines the fast moving nature of the retail environment and the difficult task retail marketers face in connecting with consumers in a competitive marketplace. Retail marketing is explored through a combination of lectures and a seminar programme where key issues are addressed through discussion of case study material drawn from the popular and professional press, retailer "in-house" publications and traditional and contemporary academic literature.



LEARNING OUTCOMES

1. Critically analyse core marketing principles and how they are applied in retail marketing
2. Make an in-depth comparison of marketing mixes and strategies in the context of national and international retail operations
3. Critically evaluate key variables affecting the future of retail marketing



07. Strategic Management Analysis

UNIT DESCRIPTION

This module is designed to provide students with a holistic view of organisations' strategic position and thus the ability to appreciate the importance of strategic decisions at all levels of the business organisation. Its primary aim is to provide a vehicle for considering issues which cut across the functional boundaries of business organisations and which require multi-disciplinary skills in the solution.

The module is concerned with the strategic analysis of organisations with regard to their competitive positioning, their strategy with their environment and their management style and culture. This analysis will form the platform for reviewing strategic options in response to the competitive environment and for considering aspects involved in implementing such strategic options.

LEARNING OUTCOMES

1. Demonstrate an understanding of the importance of strategic resource capabilities of business organisations, the organisations' strengths and weaknesses and their impact upon organisational dynamics
2. Demonstrate an understanding of the nature and dynamics of the competitive environment in which business organisations operate, with particular focus on environmental threats and opportunities
3. Undertake a detailed analysis and evaluation of the resource capability and competitive environment of business organisations, with particular focus on the strategy of such organisations
4. Interpret that detailed analysis correctly and then report and present those findings in an appropriate manner.



Course Delivery

The course would be delivered on a blended learning format encompassing highly interactive sessions, workshops, seminars, project work and case studies. The first part of the program would be internally assessed and externally verified by EduQual, a UK awarding body. The second part will be delivered in association with London School of Marketing (LSM), UK.

Assessment of the first part's modules would be a mix of assignments and case studies. During the second part of the qualification, students will have full access to LSM's Learning Platform, where they can access all course materials, lecture notes, case studies and practical applications as well as access to regular online webinars, delivered directly from London.

In addition, staff at your support centre are also available to provide local support and assistance to students.





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