

Where appropriate outcome statements have be referenced to the appropriate Benchmarking Statement **(BS)**

| | |
|---|---|
| 1 | Awarding Institution Queen Margaret University |
| 2 | Teaching Institution Metropolitan College (AMC) |
| 3 | Work-based learning AMC Metropolitan College (AMC) |
| 4 | Programme accredited by |
| 5 | Final Award BA/BA (Hons) Marketing Management |
| 6 | Programme BA/BA (Hons) Marketing Management |

7

On completion of the programme, the students will have demonstrated knowledge and understanding of:

1. The principles, philosophy and theories of marketing in its various diverse contexts of modern business, which form the foundations of marketing strategies employed for the successful marketing of services and products.
2. The dynamic processes in the practice of marketing, the diverse application of marketing principles across sectors and types of organizations, and its contribution to the delivery of customer acquisition, value, satisfaction and retention across diverse market segments.
3. The changing social, political, technological and economic environments in national and international context, and their effects on the marketing practices of organisations.
4. The aspects of consumption processes: buyer behaviour and decision making in consumer and business markets, how to identify target markets for marketing activities, and the significance of customer service and relationship management in organisations.
5. The marketing research strategies and research framework design as a base for developing insights for the marketing of services and products.
6. The findings of the data produced in evaluating marketing performance and developing future marketing strategies and practices.
7. The contemporary issues, models and frameworks underpinning the underlying concepts, theories and tools of digital marketing and internet marketing communications, as a challenge and an opportunity in marketing.
8. The critical role of marketing in driving creative, innovative and sustainable solutions in organisations.
9. How organisations develop competitive advantage by creating, delivering and communicating value to customers.
10. How brands create value for customers and for the organisations that manage them effectively.

Teaching/learning methods and strategies

The learning/teaching strategies adopted by the programme aim to encourage independent and active learning. A wide range of active teaching methods will be employed throughout the programme including

1. Plan, design and executive practical activities and business solutions using appropriate techniques and procedures
2. Operate effectively as an individual and within a team context and demonstrate effective leadership skills
3. Demonstrate numerical competence in the analysis and interpretation of financial and economic information
4. Apply communications and information technology within business management context
5. Apply the practical elements of business management within different organisational contexts and cultures
6. Plan, conduct and present the results of independent investigations and develop autonomous, reflective and self-learning skills

Assessment

As part of our approach to learning and teaching, a variety of assessment types are used within the programme. Importantly, each level within UG programmes offer a range of assessment types but offers a consistency in volume of assessment.

Assessment throughout the programme is both formative and summative and is designed to encourage deep rather than superficial learning. Examinations take a number of forms including unseen questions, case study analysis and open book. Coursework is assessed through essays, management reports, individual and group presentations, poster presentations, reflective portfolios, project proposals and the Honours Project. These assessment tools allow students to demonstrate their acquisition of knowledge and understanding through a variety of approaches.

B Intellectual (thinking) skills

On completion of the programme, the students will be able to:

1. Critically review and analyse marketing literature.
2. Successfully conduct independent work including personal studying and own knowledge management.
3. Decide research and knowledge requirements for information and learning purposes.

Individual tutorials to enable a more extended, in-depth analysis and support of self

| |
|-------------------------------------|
| Integrated marketing communications |
| Brand management |
| Operations management |

Most enquiries and administrative matters concerning registration for programmes and modules, programme regulations and other issues relating to student support can be dealt with at the Business School Registry.

Finally, AMC programme leaders after consultation with programme teams have jointly decided to create and offer a non-credit module to Level 1 students of all programmes, with the aim of

Successful completion of the two-years (4 semesters) of the Institute Vocational Training (IVT) **Marketing** (IVT Studies IEK AKMI) or equivalent two year programme, such as HND etc, allows candidates to be admitted onto Year 3 of the BA (Hons) Marketing Management with advanced standing.

Even though there is an English department within AMC, an English language requirement is not necessary since the programmes are delivered in the Greek language.

14 Methods for evaluating and improving the quality and standards of teaching and learning

Management meetings and more specifically at the board meetings for the programmes.

Annual Monitoring Review and Enhancement Process

This annual monitoring review includes the evaluation of and the development of an action plan based on:

external examiner reports and accreditation reports (considering quality and standards);

curricula, syllabi and assessment arrangements (consonant with any requirements of relevant external bodies) in respect of the programme.

- b) To be responsible for the maintenance of academic standards in the programme and for the conduct of the programme including the work and progress of students
- c) To monitor the operation of the programme and to report annually on such operation and on

the Joint Board of Studies.

Student-Staff Consultative Committees

A Student-Staff Consultative Committee will operate for each programme in order to allow students

Feedback on assignments, class work and exams.

Quality of teaching and timetabling

Learning Resource Centre and Information Services

Open ended questi

Student & Staff Consultative Committee

Furthermore, at least two meetings of the Students & Staff Consultative Committees are scheduled per semester during which the educational progress and probable problems are discussed by the

meetings take place. The minutes of these meetings are attached in the Annual Monitoring Report and discussed in the Joint Board of Studies. Final decisions of the Board validate the changes following QMU regulations.

PAT Meetings

Each student can refer to the Personal Academic Tutor who is responsible for discussing and appraising his/her progress. Both parties work together so as to mutually find ways to surpass any difficulties that the student may have. Students must at least once a semester meet their year tutors, according to the QMU philosophy and regulations, and discuss their progress. This meeting usually takes place in the middle of semester in order tutors to have a clear picture of the students and be able to guide them.

learning for new members of staff at AMC.

15 Material used in designing the programme

