

Course Handbook

BA (Hons) Marketing and Advertising (Extended Degree)

Marbella International University Centre (MIUC)

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Course Handbook

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Marbella International University Centre

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Key Information

1.1 Welcome to Course

We are very proud to welcome you to the BA (Hons) Marketing and Advertising(Extended Degree) course.

Given the revolution that is underway in global communications, marketing, advertising and public relations are at the forefront of innovation. Whatever career path you choose to focus on, over the next three years, you'll learn about the latest technology and techniques that will help you succeed in the highly competitive creative and communications sectors. You'll also gain an appreciation for communications theory from a more academic perspective.

While theoretical knowledge is important in providing you with a context for modern communications, this course is very much hands-on. We want you to experiment— with strategy, concepts, and different types of media— to achieve tangible business goals. Throughout the course, you'll work both independently and collaboratively to complete projects that will help you build a top-notch portfolio.

On behalf of everyone involved in the course, we wish you a successful four years at MIUC. We look forward to seeing what we will achieve together.

Course Leader: Ming-Jin Jiang

E-mail: ming-jin@miuc.org

1.2 Overview of the Course

Marketing and advertising is a critical management activity in most organisations and is becoming even more important with the sharpening of competition at all levels – local, national and international.

As a student in BA Marketing and Advertising (Extended Degree) at MIUC, you can be confident of studying a program full of interesting, current and relevant content that underpins the important role that marketing and advertising play in business.

This course aims to introduce topics such as consumer behavior, brand development, the advertising process, digital and global marketing, new product development and entrepreneurship enabling students to develop a

comprehensive understanding of the role of marketing and advertising in business and society and apply these tools in the real marketing world.

You will have the opportunity to learn how to apply marketing techniques at both the strategic and operational levels, to implement creative advertising strategies and to develop an understanding of the importance of marketing and advertising in meeting business objectives. In so doing, you will draw on taught skills for idea-generation, visual designs, market research, consumer planning, story-telling, media and advertising production and strategy implementation. In addition, for those who are interested in building your own business, you will gain the skills of entrepreneurial marketing and apply these skills as a creative entrepreneur.

Ultimately, you will leave the course having developed a very personal and professional approach to marketing and advertising, thoroughly preparing them to work alone or as part of a collaborative project, creating their own futures as leaders or entrepreneurs in this highly dynamic and creative areas.

1.3 Sources of Help and Support

Course Leader:
Ming-Jin Jiang

Administrative contact:
Jelena Krajacic

E-mail: ming-jin@miuc.org

E-mail: registrar@miuc.org

Telephone: +34 952 860 000

Telephone: +34 952 860 000

	Name/Email	Subject Fields
Dean	Fröhlich, Beata beata@miuc.org	Dean
Chief Academic Officer	Stefanovic, Mirjana m.stefanovic@miuc.org	Chief Academic Officer
Course leader	Jiang, Ming-Jin ming-jin@miuc.org	Course Leader
Student complaints and appeals officer	Fröhlich, Beata beata@miuc.org	Complaints, Student Appeals and Student Mitigation Handling, Plagiarism Investigation
Student Counsellor	Berkovic, Eva eva@miuc.org	Student Counselling
Life Coach	Ana Cante ana.cante@miuc.org	Coaching

Course Administrator	Jelena Krajacic registrar@miuc.org	Registrar Office
Faculty Members		
	Ahava, Juho juho@miuc.org	Film Studies, Media Studies, General History
	Bergmann, Angelika angelika@miuc.org	Leadership, Coaching, Strategy Execution, Negotiations
	Berkovic, Eva eva@miuc.org	Psychology
	Branco, Murilo murilo@miuc.org	Marketing Management, Supply Chain Management, Strategy Management, International Logistics, International Trade
	Cello, Lorenzo lorenzo@miuc.org	Political Science
	Chen, Melissa melissa@miuc.org	Pre-sessional English, Chinese Language
	Clavijo, Eugenio eugenio@miuc.org	Data Analysis, Artificial Intelligence
	de Landtsheer, Christophe christophe@miuc.org	Investment Finance, Personal Finance, Business Philosophy
	Fröhlich, Beata beata@miuc.org	International Public and Private Law
	García, Ramón ramon@miuc.org	Strategic Marketing, Product Development, Market Intelligence, Project Management
	Gonzalez, Cristina cristina@miuc.org	Production for Advertising, Media and Communication
	Jiang, Ming-Jin	Economics, Finance,

	ming-jin@miuc.org	Data Processes, Quantitative Methods
	Kiriljuk, Alena alena.kiriljuk@miuc.org	Russian Language
	Mérida, Rosario rosario@miuc.org	Spanish Language
	Olsen, Christian christian@miuc.org	Design and Visual Storytelling
	Ouahes, Idir idir@miuc.org	Political Sociology, History, Political Science
	Rivera, Eduardo eduardo@miuc.org	Computer Science, Software Development, Web and Applications Design and Development, Business Process Modelling

A list of staff phone number can be obtained from the University Office (Tel: +34 952 860 000. E-mail: info@miuc.org).

Personal Tutor System

You will be allocated a Personal Tutor, who will normally be one of your course tutors.

If you have any problems on the programme, you will find all lecturers friendly and approachable. A problem in understanding a particular topic can be discussed with the relevant subject lecturer. A problem of a more general nature, (e.g. a serious illness or emotional problem that prevents you from attending for more than a week) can be talked over with your Personal Tutor. Your personal tutor may then refer you to the MIUC Course Committee.

As well as giving guidance on study and references in support of applications for employment or further study, your Personal Tutor will be able to point you to a range of support services including student mentors, careers, welfare, accommodation, study skills, counselling and chaplaincy.

MIUC Learning Management System (lms)

As soon as you are enrolled at MIUC you will have access to a MIUC lms account. Using it you can:

- Access details of all the modules you are studying

- Contact tutors, administrative staff, and other students
- Electronically submit your work for assessment
- Start a blog or join a discussion group
- See the latest news relating to your programme of study
- Get your marks for submitted work

The course tutors will ensure that all the information on MIUC Ims is kept up-to-date, so it is the first place to look if you need to know anything about the programme or the modules you are taking.

1.4 Facts and Figures

Teaching and Learning Data				
Percentage of students' study time:	Level 3	Level 4	Level 5	Level 6
Scheduled teaching & learning time	60%	60%	40%	40%
Guided independent study time	40%	40%	60%	60%
Time on placement	Self-directed	Self-directed	Self-directed	Self-directed

Assessment				
Percentage of final marks assessed by:	Level 3	Level 4	Level 5	Level 6
Exam	0%	0%	0%	0%
Coursework	87%	85%	80%	78%
Practical	13%	15%	20%	22%

NB: These numbers should be regarded as estimates only. Figures are based on an anticipated pattern of module choices during students' time on the course, and may be subject to changes which are outside the control of the course team.

1.5 Your Responsibilities

Keeping Communication Current

The course team and other departments will always contact students via your student email address. Please ensure that you check your MIUC email account regularly.

Ensuring Your Information is Up-to-Date

When you enrol on this course, your details will be registered for the appropriate award. It is therefore essential that you check carefully both your personal details and the title of your course when you enrol.

You must keep the MIUC informed of any changes in your personal circumstances during your period of study. It is very important that you ensure that we always has your current address and telephone number.

You must also tell us if you change your name during the course, as the name you put on your enrolment form is the name that will appear on your transcript and award certificate. You can make these changes in the Registrar Office.

Organising Yourself

This course handbook details the expectations of you as a student on this course. To make the most of your experience with us in the Marketing and Advertising course, it is essential that you;

- Attend scheduled teaching sessions regularly and on time;
- Prepare by doing the appropriate assignments for every class;
- Hand in all work by the established deadlines;
- Keep your instructors proactively informed about issues that are preventing you from handing in work on time or attending classes regularly.

Safeguarding Your Well-Being

You have a legal and ethical responsibility to follow the MIUC Health and Safety procedures and to take due care both of your own safety and that of others.

If there are any hazards present in a given activity (e.g., darkroom chemicals in a photography demonstration), you will be given a Health and Safety Induction before participating in that activity. You will also be required to provide consent that you have been inducted and understand responsibilities that you may have to undertake.

Section
2

Structure and Content

2.1 Introduction

This course handbook gives you an outline of what you will be doing on BA (Hons) Marketing and Advertising (Extended Degree) over the next four years- and should be your first go to reference point for everything pertaining to your course; an indicative timetable, contacts for your tutors and student support services, and emergency contact numbers.

You will also be given module study guides; or MSGs, for each module you are studying by your course leader or module leader; these are more subject specific, and will provide you with all the information you need concerning that particular module.

All your tutors whose names and contacts are listed in this document will be happy to help with any queries or concerns that you may have.

The Course Leader, as well as your Personal Tutor who are there to help you with anything you need help or advice with- or will be able to point you in the direction of someone who can.

This course aims to introduce topics such as consumer behaviour, brand development, the advertising process, digital and global marketing, new product development and entrepreneurship enabling students to develop a comprehensive understanding of the role of marketing and advertising in business and society.

Students have the opportunity to learn how to apply marketing techniques at both the strategic and operational levels, to implement creative advertising strategies and to develop an understanding of the importance of marketing and advertising in meeting business objectives.

2.2 Award title, Exit Points and Progression

120 UK credits at Level 4 (year 2) for the Certificate of Higher Education¹

¹ Only applicable to UWL students

120 UK credits at Level 4 (year 2) and 120 UK credits at Level 5 (year 3) for the Diploma of Higher of Education²

120 UK credits each at Levels 4, 5 and 6 (total 360 UK credits) for the Bachelor degree with Honours (BA Hons in International Relations (Extended Degree))

2.3 Course Philosophy, Aims and Outcomes

Course Philosophy

There will be a set programme of academic and live project briefs set by module leaders and there will be opportunities to raise your profile through student collaboration and self-initiated projects. In doing this, you will draw on taught techniques for ideas-generation, research, consumer planning, storytelling and media production as well as pitching your idea for funding, and creatively realising your work to achieve strategic and brand goals.

Throughout this course, students may receive tuition from professors, researchers, practitioners, visiting experts or technicians, and they may be supported in their learning by other students.

Overall, you will leave the course having developed a very personal and professional approach to marketing and advertising, whereby you'll be ready to work alone or as part of a collaborative project, creating your own future as a leader in this highly dynamic and creative areas.

Course Aims

The aims of the course are:

- Course Aim 1. Establish a strategic understanding of the requirements of advertising, brands, the creative and production process (traditional and digital) and their influences. Establish the linkages with the strategic role of advertising, branding, public relations and digital marketing within a competitive, dynamic global business environment;
- Course Aim 2. Develop the practical, reflective, analytical and evaluative skills required to interpret client briefs, to research, plan, recommend, execute, and manage a variety of complex advertising and public relations campaigns;

² Only applicable to UWL students

- Course Aim 3. Build core skills including edge digital technologies and fundamental writing ability so as to be able to successfully solve business problems;
- Course Aim 4. Develop confidence in collaborating, communicating and presenting work, learning how to provide feedback in a positive, professional manner;
- Course Aim 5. Grow an understanding of how to apply more academic theory-based approaches and strategic thinking to practical business problems;
- Course Aim 6. Develop a critical understanding of the relationship that exists between brands, communications professionals, and other business stakeholders, learning how this relationship is now deeply connected with consumer behaviour.

Course Learning Outcomes

Upon completing the BA (Hons) Marketing and Advertising (Extended Degree), you will be able to:

Level 3	
A – Knowledge and understanding	<p>A1. Understand and outline fundamental and limited concepts and principles of marketing and advertising</p> <p>A2. Demonstrate some awareness and basic understanding of the link between value creation, transactions, markets and money</p> <p>A3. Understand the concepts related to states and societies and demonstrate an awareness of the impacts of the factors such as culture, media and other social forces on human society</p> <p>A4. Recognise the inter-relationship between political thoughts and social change</p>
B – Intellectual skills	<p>B1. Relate business stories with reference to the marketing and advertising concepts</p> <p>B2. Draw inferences about basic and well-defined situation in issues related to contemporary marketing and advertising strategy</p> <p>B3. Relate data and concepts in an order which enables basic understanding of business decision making in marketing and advertising</p> <p>B4. Use basic concepts and principles to explain prescribed qualitative and quantitative data</p>
C – Subject practical	<p>C1. Present and communicate the key points of an</p>

skills	<p>intellectual concept, ideology or cultural and social movement to an audience</p> <p>C2. Develop the comprehension and use of relevant communication for business and management, including the use of digital tool</p> <p>C3. Describe why modern states are conducting fiscal and monetary policies and identify their impacts on business and societies</p> <p>C4. Organise market data and information from a list of transactions in a clear manner, including the use of digital tool</p>
D – Key / Transferable skills	<p>D1. Work cooperatively as part of a team which is composed with people from a range of cultures</p> <p>D2. Solve well defined problems and communicate outcomes in a structured and clear manner through written works and oral presentation</p> <p>D3. Develop skills to use the library and computing facilities</p> <p>D4. Develop skills necessary for time management, collecting and presenting information, effective reading, note taking, essay writing and preparing for problem-solving tasks.</p>

Level 4	
A – Knowledge and understanding	<p>A1. Understand the basic theories, concepts and tools that support marketing management in different industries</p> <p>A2. Demonstrate a understanding of the external and internal impact of the society on value creation, including economic, social, culture, political, and technological changes</p> <p>A3. Understand the tradition and evolution of storytelling and its role in the contemporary media environment as an important tool for reaching audiences</p> <p>A4. Understand the interdependence between social, technological, cultural and individual consumer preference and marketing & advertising effectiveness</p>
B – Intellectual skills	<p>B1. Formulate a business problem including market segmentation, branding , innovation and marketing communication into a feasible research question</p> <p>B2. Identify and summarize significant contemporary issues facing operations, marketing and management in today's business</p>

	<p>B3. Make sound arguments in marketing and advertising in accordance with basic theories and concepts</p> <p>B4. Collect, analyse and interpret prescribed qualitative and quantitative data and information from variety of authoritative sources to inform a choice of solution to standard well-defined problems</p>
C – Subject practical skills	<p>C1. Select the appropriate situational approach and apply it by taking into account the limits of marketing management</p> <p>C2. Apply traditional and new communication tools, such as social media, in marketing</p> <p>C3. Conduct consumer behaviour analysis and apply basic tools of marketing and advertising for individual business as well as for the aggregate economy</p> <p>C4. Apply basic design tools in image, words and video using various digital tools</p>
D – Key / Transferable skills	<p>D1. Work effectively with others and recognise the factors that affect team performance</p> <p>D2. Communicate the results of works accurately and reliably, and with structured and coherent arguments</p> <p>D3. Use specified ICT applications and strategies for a restricted range of given purposes and tasks</p> <p>D4. Undertake simple and straight-forward research tasks with clear guidance</p>

Level 5	
A – Knowledge and understanding	<p>A1. Develop a comprehensive understanding of the theories, techniques, and processes of public relations including means of influencing methods of building good will, analysis of media, obtaining publicity, and implementation of public relations programs</p> <p>A2. Understand the narrative behind designing a logo, a newsletter, a poster, a folded brochure, and a multiple page publication as well as understand the concept of “branding” and corporate identity and how to use the basic concepts of design for marketing and advertising purposes.</p> <p>A3. Extract specific psychological and political concepts and evaluate their implications and limitation relating to business management, operation and strategy</p>

	<p>A4. Understand comprehensively how market research can help them make business decisions and how they can transform research findings into actionable marketing and advertising insights</p>
<p>B – Intellectual skills</p>	<p>B1. Examine the appropriateness of different approaches to solving problems and demonstrate their strengths and weaknesses related to pricing, investment decision, financing and marketing</p> <p>B2. Formulate and evaluate business and marketing strategies using cost-benefit analysis given various structure and operation of each corporation in both national and international context</p> <p>B3. Draw appropriate conclusions from research results under a uncertain but predictable situation</p> <p>B4. Conduct comparative static analysis of the impacts of legal, ethical, psychological and environmental on marketing and advertising activities and business value using partially self-determined data and information</p>
<p>C – Subject practical skills</p>	<p>C1. Distinguish short-term and long-term business strategies with respect to the aims of the goals through real-life case studies</p> <p>C2. Design a flexible, dynamic and creative business model/plan</p> <p>C3. Apply psychology principles to a wide range of advertising strategy in the national and international context</p> <p>C4. Propose strategies for business development based on analysis of data and manage an international business project</p>
<p>D – Key / Transferable skills</p>	<p>D1. Design a flexible, dynamic and creative business model/plan and present it to potential clients including using digital technology</p> <p>D2. Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences in a clear manner</p> <p>D3. Undertake further training, develop existing skills, and acquire new competences that will enable them to assume significant responsibility within organizations</p> <p>D4. Manage own learning, and make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline)</p>

Level 6	
A – Knowledge and understanding	<p>A1. Demonstrate a thorough and in-depth knowledge of where innovation in product marketing & advertising strategy, strategic public relations can be used for competitive advantage</p> <p>A2. Identify and predict leadership challenges facing those with responsibility for executing the company's strategies today through organisational change and portfolio, program, and project implementation</p> <p>A3. Demonstrate critical views of the complex and potentially contradictory nature of static inter-relationships between legal, political, cultural diversities, public relations and cost-efficient marketing</p> <p>A4. Demonstrate in-depth and advanced understanding and comprehension of the main methods of research for investigating</p>
B – Intellectual skills	<p>B1. Research, evaluate critically and make sound judgment on the essential success factors in a national and international context</p> <p>B2. Investigate critically functional elements of the innovative marketing and learn from examples for each functional area (product, sales, advertising, public relations, conflict and crisis management)</p> <p>B3. Make critical judgments from research results under a dynamic and unpredictable situation</p> <p>B4. Conduct independent research by applying the main methods of research and methodological tools that are necessary and appropriate for investigating</p>
C – Subject practical skills	<p>C1. Propose an international market plan for top management with the consideration of politics and information management</p> <p>C2. Design short-term and long term creative plans for the business world and apply them to future organizations they will lead</p> <p>C3. Manage an international business project taking into account legal, social and cultural implications and conflict situations.</p> <p>C4. Design strategies and construct practices for developing high performance strategy execution across borders</p>
D – Key / Transferable	<p>D1. Develop strategies for working in multicultural teams in</p>

skills	<p>a dynamic and unpredictable environment</p> <p>D2. Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively</p> <p>D3. Provide creative solution to real-life problems</p> <p>D4. Appreciation of the uncertainty, ambiguity and limits of knowledge</p>
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2.4 Course Outline

Students in BA (Hons) Marketing and Advertising (Extended Degree) course take 8 modules at each level.

There is no pre-requisite for modules at the same level. The course structure emphasises the students' progression across levels, but not across semester at a same level. Therefore, students who enrol in Spring (January intake) would not be disadvantageous.

Modules at **Level 3** are (all modules at level 3 are **Core**):

- **Semester 1**
 - Law and Society
 - Economics Foundation
 - History of Ideas
 - Introduction to Data Analysis and Exploration
- **Semester 2**
 - Introduction to States and Societies
 - Principles of Marketing and Advertising
 - Narrative, Media and Cultural Stereotypes
 - Introduction to Data Visualization

Modules at **Level 4** are:

Core Modules:

- **Semester 1**
 - Introduction to Elements of Visual Design
 - Digital Business
 - Consumer Behaviour
- **Semester 2**

- Communication Design and Storytelling
- Digital Marketing
- Marketing Management

Elective Modules: *(Minimum number of students required in any Elective Module: 5 per module)*

- **Semester 1**
 - Organisational Behaviour
 - Essentials of Business Environment
- **Semester 2**
 - Introduction to Business Operations
 - Introduction to Programming

Modules at **Level 5** are:

Core Modules:

- **Semester 1**
 - Public Opinion and Persuasion
 - Production for Advertising
 - Design Development for Marketing
- **Semester 2**
 - Psychology of Advertising
 - Public Relations Campaign
 - Market Research

Elective Modules: *(Minimum number of students required in any Elective Module: 5 per module):*

- **Semester 1**
 - Foundations of Web Design and Development
 - Information Systems and Business Analytics
- **Semester 2**
 - Web Content Management System
 - Essentials of International Business Strategy

Modules at **Level 6** are:

Core Modules

- **Semester 1**
 - Strategic PR and Crisis Management
 - Executive Sales Management
 - Capstone Project (semester 1 + semester 2)
- **Semester 2**
 - Politics, PR and Advertising

- International Market Plan
- Capstone Project (semester 1 + semester 2)

Elective Modules:*(Minimum number of students required in any Elective Module: 5 per module):*

- **Semester 1**
 - Advanced Data Visualisation and Decision-Making
 - Politics of Resistance
- **Semester 2**
 - Gender and Politics
 - Mobile Application Development

2.5 Module Summary

Level 3

Core Modules:

Law and Society

This module will introduce students to the fundamental components of law and show students how laws affect us in the modern world. Students will learn the mechanics of law and its relationship to society. We will discuss the function of making possible social co-existence and of adjusting diverging interests in accordance with the prevalent power relation between rulers and ruled. We will discuss how law contributes to the further integration of the community that is generally restricted to the enforcement in exceptional cases of the minimum standards regarded as indispensable by the community.

The module explores the definition, characteristics and functions of law, the different legal systems and the societal paradigms in which law operates. Students will learn legal theoretical perspectives, the sources of law, and the organization of law. Students will also explore the nature of law as a set of social systems, central actors in the systems, legal reasoning, and the relationship of the legal form and reasoning to social change.

This module will also introduce law that has undergone profound changes and has become a subject of both increasing prominence and complexity due to globalisation, and, in Europe, its communitarisation.

Economics Foundation

This module seeks to introduce you to the ways in which economists view the world and to teach you to utilise these ways of thinking when you approach

economic problems and questions. By the end of the semester students should be economically literate citizens. The module has two main objectives: first, to create student interest in the study of economics and, second, to provide a framework of basic analytical tools useful in the understanding of economic and social issues. To reach these objectives, we first introduce and discuss the important aspects of a contemporary social issue. Secondly, we develop the economic concepts and principles relevant to the issue.

History of Ideas

The main objective of this module is to familiarize students with the main currents of Western political thought and its authors. However, it also deals with the environments and the socio-political and economic contexts that lead to the birth and development of ideas that transform society. More specifically, the objective of this module is for the student to introduce students to the main currents of political thought. Social change as well as economic, demographic and value transformations will be introduced in order to understand the social scenario in which we live in today. Special emphasis will be given to economic thought and the traditional idea of the social contract. To have a basic understanding of the issues at stake is a vital part of anyone's education.

Introduction to Data Analysis and Exploration

This module is designed to raise student's average skills in basic computer and data organization, as well as to provide knowledge and techniques for collecting, handling and organizing data. The module covers topics such as file handling, formulas, functions, and basic statistical applications with spreadsheets; and it will be delivered by using lectures in standard classroom with examples and class exercises.

Introduction to States and Societies

This module introduces students to concepts and theories of states and societies. Among other topics, the module covers issues of State legitimacy, the State as a community, the Territorial State; Power and Democracy; Identity, Civil Society and the Public Sphere; Citizenship and its Limits; Nationalism and Imagined Communities; The Armed State; Globalisation and Risk; Migration; Neoliberalism; Social Movements and Social Change; Rethinking State and Society in a Global World. This module will provide the tools to conceptualize the social forces that shape life in the modern world. While much of our time will be spent thinking about concepts and theories, we will draw on many examples from the 'real world' to illustrate these abstract debates. To reflect the fact that the real world is increasingly globalised, our

examples will come not just from the more familiar contexts of Europe and North America, but also from Africa, Asia, the Middle East, and Latin America.

Principles of Marketing and Advertising

This module introduces students to the fundamental principles and functions of marketing and advertising, building on the influence of social, economic, ethical, legal, and technological forces on marketing activities, and marketing in a socially responsible way around the globe. The approach taken in this module will enable students to gain a broad understanding of the theoretical and practical issues. Students will also engage with real-world examples that show concepts in action and how marketers address today's challenges in marketing and advertising.

Narrative, Media, and Cultural Stereotypes

Cultural narratives help a community structure and assign meaning to its history and existence. They include storytelling about the community's origins, and fictions, which provide guidances for our moral values and ethical behavior. A community's societal norms are reinforced and the history is preserved by cultural narratives. Besides, a community's identity is strengthened through shared knowledge and experience.

In this module, we will examine the narrative, media and communication as a way of maintaining and understanding cultural stereotypes, and learn how to navigate the rocky shoals of imperfect communication through the examination – and questioning - of the cultural narrative.

Introduction to Data Visualization

This module is designed to raise student's average skills in basic computer and data organization, as well as to provide knowledge and techniques for summarizing, highlighting and visualizing information that is reported. The module covers topics such as basic formatting style, highlighting information using conditional formatting and data visualization using several types of graphs with spreadsheets; and it will be delivered by using lectures in standard classroom with examples and class exercises.

Level 4

Core Modules:

Introduction to Elements of Visual Design

Digitalization is the important trend today. Therefore, it is becoming increasingly important to develop basic visual design skills to communicate

one's objectives and ideas using digital tools.

This module will provide students the fundamentals principles of visual design, such as image making, typography, composition, colour and shape design, creating flyers, image combination and other foundational design skills through examples. The aim of this module are twofold: first, it aims to provide students a good understanding of the factors that need to be considered when producing and evaluating a product during the design process; secondly, it is to encourage and engage student to create their own design using the techniques acquired in class. Students are also expected to participate in exercises and more practical projects in order to perfect their skills.

After completing this module, students will gain a good knowledge of important visual design principles and apply this knowledge in their own projects by using colour, shape, tones, points and texts to portray the design.

Digital Business

All companies worldwide are hiring Digital Business Managers. The main goals of the companies are to build a business plan through a digital approach, maximize impacts, optimize both human economical resources, and save costs in order to increase corporate profits, mainly through e-commerce platforms and web business structures.

This module provides students with the knowledge and understanding of the basic fundamentals that all digital business managers need to acquire to build up this new vision of how to work in the new demanding digital era, considering the business management under new angles, being all this complementary to traditional business plans.

Consumer Behaviour

The module Consumer Behaviour aims to help students to develop the understanding and knowledge of consumer decision making and how preferences and other factors, either psychological, emotional or social, affect the decision making process. The module will first introduce students to traditional economic theory of consumer behaviour and examine the gap between the theory and real cases. Furthermore, it introduces behavioural economics which provide us a new tool in order to close the gap. Finally, students will understand the implication for competition, social and consumer policy making.

In this module, you will be required to undertake several assignments which will be posted on MIUC Ims These tasks will develop your analytical skills and build on your self-study. Besides, you will also be required to make a final report in which you will analyze a real case using learnt tools in this module. As this module combines analytical tools with practical applications, you will find yourself gaining the skills needed for your further study and future career.

Marketing Management

Marketing management is essential for stimulating sales of the products/services in order to create a firm's value. A successful marketing management will create a firm's value through product development, promotion and distribution.

Furthermore, in order to maintain a strong value proposition, a marketing manager needs to constantly monitor markets and examine internal and external factors that could influence the marketing efficiency. He/she will have to adjust the marketing plan and select appropriate and innovative marketing management tools accordingly. By doing so, the firm will be able to attract new customers and at the same time, build a long-term relationship with its existed customers.

This module will allow students to explore basic marketing management tools. These include pricing strategy, promotion strategy, distribution management, sales management, and customer segmentation and customer relationship management.

Communication Design and Storytelling

This module aims to provide students with the basic skills and knowledge necessities to better understand the fundamentals of producing any sort of visual presentation and design. But before any design can be expressed the student will learn to find the story behind the design. What story needs to be communicated in order to attract the audience it is supposed to inform - The narrative in to which the design is based upon.

Design without any narrative and goal becoming meaningless and boring. This course will through examples and hands on approach tackle the obstacles one might face in combining the two.

The most important thing you can do as a creative professional is capture your audience's imagination. A true visionary has a narrative, and tells the story of the work in whatever way he or she can.

Digital Marketing

Digital Marketing goes beyond Social Media and is not only a technology-based area of work. It offers companies a more accurate marketing approach to track commercial actions and measure their real impact, which is something that could not be measured in the past.

This new marketing approach affects to all aspects of the Marketing Mix as well as other departments (IT, Sales, Logistics, Administration) leading to a cultural change within the company, required for its successful integration into the business.

This module aims to provide students with the knowledge and understanding of the basic fundamentals that all digital marketers need to acquire to build up this new vision of how to work in the new demanding era of Marketing, considering customers, products and channels under new angles, being all this complementary to traditional marketing plans.

Elective Modules:

Organisational Behaviour

This module is designed to provide bachelor students with the theoretical frameworks, essential concepts and practical tools to understand and apply the dynamics of individual and group behaviour in organizations, and to leverage mutual impact.

Students will first familiarize themselves with the fundamentals of the micro approach to OB, i.e. individual behaviour. Beyond individual perceptions, work-related attitudes and motivations for success, we will look at the interdependencies between the work environment and individual decision-making and actions / reactions. In a second step, we will take these insights to the group level, investigating how interpersonal behaviour shapes group behaviour and decision-making, and vice-versa. Last but not least, this module will focus on the macro-level of OB, where we look at how the work environment in the form of organisational values, competency frameworks, structures, processes and organisational culture have a direct impact on individual and group decision-making and behaviour.

Beyond building students' academic knowledge in this field, this course is designed to build their interpersonal and social skills.

Essentials of Business Environment

This module is designed to help you to relate the “big picture” of business, which is to generate profits through the creation of value, with the “big picture” of management, which is to generate value in the most effective and efficient possible way.

In competitive environments, goods and services are compared to one another continually. For firms this means two things. First, that their productive performance is being continually evaluated, by both customers and investors. And secondly, that they are continuously confronted with internal and external pressures to change.

In this module we shall discover that there are two measurable dimensions to corporate performance (the financial and the operational), and that there are two corporate perspectives on change (improvement and innovation). Finally, we shall look at the relationship between two fundamental management techniques, performance management and project management, and explore under what conditions their combination is probably the most effective and efficient manner to face market competition.

Introduction to Business Operations

The emphasis of the module is the operations and logistics function in firms that source, produce, distribute and market products. Operations management is at the heart of the creation of wealth for business, it is responsible for the

production of services and products in an ethical and environmentally responsible way while catching up with an evolving market.

This module will open your mind to the world of business operations. You will discover the power of effective business operations management. You will also learn to how make ideas (products) true and bring them to the customer through various case study. You will understand why operations are a key topic for the creation of wealth for business and for the society and be able to apply it appropriately in real-life situations.

At a more general level, after this module, you will develop the capability to analyse problems related to business operations and support managerial decisions. Along this module, like in real business, team work will be an essential tool for your success.

Introduction to Programming

This module will introduce the students to the computational way of thinking: the thought processes involved in formulating a problem and expressing its solution(s) in such a way that a computer can effectively carry out. In particular, they will learn how to define basic algorithms by using fundamental programming elements (variables, loops, conditionals, functions, etc.). They will be introduced to the primitive expressions and statements used in programming, and how to make use of combination and abstraction to create more complex solutions.

Level 5

Core Modules:

Public Opinion and Persuasion

Public Opinion and Persuasion module is designed to help students to develop necessary skills to handle the effective communication with different publics in digital society. From the wide perspective of communication and social theories, the public opinion is approached as the common perspective of the issues which is shared across the society, its connection to the public elements and its decisive influence on the direction in which the society is moving while looking for the well-being to achieve a common good.

Production for Advertising

This module is designed for students to conduct practice in an innovative advertising production under national and international contexts. Students will learn the tools and discover the production process of advertising. They will also develop their own creative ideas and apply video production techniques to create video for advertising. Besides production techniques, they will

analyse factors affecting effective production, and evaluate various types of filming techniques and conditions of usage.

In this module, we will cover production issues, such as: what are the client objectives? Who are the target audiences? How to make a budget plan? The techniques of script writing, making production schedules, finding a location for shooting, production logistics, legal issues, interviewing, client relations. Students will engage in a final project production in order to apply and sharpen skills that will produce effective advertising videos.

Design Development for Marketing

The module Design development for Marketing prepares students to be clear and creative visual communicators who provide strategic solutions for marketing campaigns for large and small businesses. Students will learn how to use graphics, images, pictures and videos to engage with viewers in an effort to drive emotions and interactions. They will learn to bring a message to life. Students will learn how to determine the right way to represent information to ensure that it is compelling and relevant for the right audience.

Psychology of Advertising

Advertising is a powerful tool. Companies can use advertising to persuade or seduce us into buying wanted and sometimes unwanted products and services. Non-profit organisations can use it to convince us to donate to charity (even to causes we have not heard of before). Political parties can use it to persuade us to vote for political candidates, even of questionable reputation. Moreover, advertising could change our health-related lifestyles for better or worse. The impact of advertising is often subtle and implicit, however, it is impossible to overlook.

This module aims at providing explanations for the phenomenon and strategies of advertising from the psychology perspectives. We will closely examine several classic and contemporary theories together with empirical evidence.

Public Relations Campaign

Public Relations Campaign module is designed to help students to develop necessary skills to strategically manage the effective campaigns in Public Relations: design, implementation, executing and evaluation. From the wide perspective of communication the module is focused on different areas of communication both at external and internal level: institutional campaigns, advertising, organisational image campaigns, political campaigns, internal communication, personal branding or digital campaigns.

Market Research

This module will provide an introduction to market research as a decision-making tool in the fields of business and marketing. This module aims to equip students with a comprehensive understanding of how market research can help them make business decisions and how they can transform research findings into actionable business insights. The module also aims to help students start building the ability to evaluate and interpret research. During the module, we will discuss topics including, how to translate a management problem into a feasible research question, and how to draw appropriate conclusions from research results. Moreover, upon completion of the module, students will also understand the contributions and limitations of market research. During the module, students will have the opportunity to define a business problem and develop a research plan.

Elective Modules:

Foundations of Web Design and Development

This module is an introduction to the foundations of web design and development. With this module, the student will learn several design basics as well as how to create a website manually using the standards HTML5 and CSS3. Furthermore, the module will cover other web-related topics such as an overview of the different web technologies, and how to publish a website.

The aim of this module is to provide the student with the ability to design and create static websites manually, as well as to make precise modifications to more sophisticated ones. The student will also get a better understanding of web technologies and the web development life cycle.

Information Systems and Business Analytics

Nowadays, computers are essential in businesses for management of vital information. Every day is gaining importance innovation and the application and management of technology to create value for a business in this increasingly fierce competition in global markets.

This module introduces key concepts, elements, processes and technologies required for information systems and business analytics. It will cover how IT can be effectively used in business, and the different approaches to collect, analyse and represent the data to drive decision making.

Web Content Management System

This module is an introduction to the development of a website using a user-friendly platform: WordPress. With this module, the student will learn how to create blogs and websites using WordPress, as well as to provide them with e-Commerce capabilities. Furthermore, the module will also cover other web-

related topics such as web usability and web customization.

The aim of this module is to provide the student with the ability to create and maintain a website. There are many platforms that enable the design and development of websites. In this module, a user-friendly one is shown (WordPress) so that the student can design and create websites without the need of programming.

Essentials of International Business Strategy ()

The module considers the objectives and strategies of international business. It is important to equip international business managers with both general and specific frameworks to formulate strategies that will help them gain competitive advantages in the global marketplace.

The module first emphasizes economic analysis of the forces driving international business. International business managers need to comprehend how global competition is quickly changing the world around them. Secondly, the managers will need to propose and implement appropriate strategies in order to cope with these challenges due to the global competition. The module covers topics such as market entry decision, merger and acquisition, outsourcing vs. FDI, strategic alliances and partnerships. In order to demonstrate these topics, case studies are used to illustrate the practices of multinational business management and strategy.

Level 6

Core Modules:

Capstone Project

The purpose of the Capstone Project is for the students to apply the theoretical and methodological knowledge acquired during the course to a project involving using actual data in a real-world setting. During the project, students will engage in identifying a question, proposing a mechanism and solving it with real-world data. Students will independently collect and process actual data and apply suitable and appropriate analytic methods to the problem. Since both the stated question and the data for the project originate from real-world domains, which might be encountered within industry, government, non-governmental organizations, or academic research, it is a great and crucial practice for students during their BA studies.

Each project will be supervised by a relevant faculty advisor and advised by a Project Coach assigned from the faculty, and could be co-supervised by governmental, NGO or industry sponsor. The supervisor and the course leader will approve the final problem-statements.

The Capstone project will be further supported by a series of seminars guided by different lecturers where the students will get the opportunity to discuss the

processes of doing independent research with their fellow students and to receive further practical instruction.

Strategic PR and Crisis Management

Strategic PR and Crisis Management module is designed to help you develop necessary strategic communication and management skills to become a successful and independent PR manager who is able to handle corporate communication with both external and internal stakeholders.

This module provides students' critical understanding of Strategic PR and Crisis Management in both national and international contexts. In today's world, traditional PR and crisis management methods are no longer sufficient to employ. Therefore, providing students with a comprehensive strategic public relations and crisis management training is crucial.

Executive Sales Management

Sales representatives, key account managers, sales force, sales managers, are key positions within any business structure, no matter how they are titled. The main goals of these positions pursue clear objectives: understand customers, know perfectly the product/service, and manage the buying/selling process to get an effective sale after commercial impacts.

The module prepares students to become effective sales managers in today's hyper-competitive, global economy by integrating current technology, research, and strategic thinking activities with special emphasis on negotiation, customer management and sales organization together with team management, shaping future sales leaders.

This module aims to provide students with the knowledge and understanding of employing different sales strategies for different consumer groups, as well as integrating corporate, business, marketing, and sales strategies, including some trends and issues in sales management. The topics covered in this module include managing budgets, predicting sales results and acquiring the technology applied to sales at local at international level as well as applying the regulations in any specific scenario.

Politics, PR and Advertising

Politics, PR and Advertising module is designed to help students to develop necessary skills to handle the effective communication in political environment and for political purposes. From the wide perspective of political communication theories, the module will focus on the communication of political issues, political processes in democracies and the idea of public sphere as the connection between public administration and citizens. It is considered from the wide perspective of political sciences to understand such important processes as the influence on policy .making processes or lobbying. Moreover, the particular focus will be put on mechanisms and tools of political

communication in digital environments and within the framework of cyber-democracy and associated phenomena.

International Market Plan

This module aims at providing understanding of the competitive implications affecting international market plan. Moreover, it enables students to gain in-depth understanding in the factors that govern the decision in entering/exiting markets. Students will learn to analyze planning, organizing, and managing an international business marketing strategy in order to gain the competitive advantage in the global marketplace.

Topics covered in this modules are: understanding and conducting domestic and foreign market surveys; the role of market structure; understanding trade barriers, pricing, distribution channels, and cultural differences that affect marketing strategies; and how to create a global marketing strategy based on the surveys and evidence. Upon completion, students will gain a comprehensive understanding of global competitive marketing and its core concepts as well as develop the ability to evaluate critically international market plans.

Elective Modules:

Advanced Data Visualisation and Decision-Making

Interactive dashboards can offer business users key performance indicators in a highly graphical visual interface to improve organizational performance. With this module, the student will become familiar with the construction and use of reporting systems and dashboards, both from a strategic and operational point of view, as well as from the conceptual frameworks on which they are based. The student will carry on hands-on practice with a business analytics dashboard and platform, exploring its different features and building a dashboard from a data warehouse.

Politics of Resistance

This module explores the critical analysis of politics of resistance and issues of citizenship and freedom in the international system. The module is divided into three parts. First, taking an actor-oriented approach to the study of resistance and liberation, students are presented with the three main types of resistance and liberation movements: (1) national liberation movements striving for freedom through self-determination; (2) movements representing an oppressed/marginalised ethnic community advancing agendas for cultural, economic or political rights with no claims to seize central state power, and (3) ideological/revolutionary armed movements. Second, taking an action-oriented approach, students will engage in a critical investigation of armed (sabotage, protest violence, guerrilla insurgency, terrorist attacks, conventional warfare)

and unarmed (protest and persuasion, non-cooperation and civil disobedience, disruptive intervention and creative resistance) struggles. Third, through empirical case studies, we will engage with different transition patterns and major demilitarisation trajectories (transitions from armed to unarmed resistance) in the contemporary global context.

Gender and Politics

This module aims to engage students in a critical assessment of politics and international relations as gendered disciplines. The module is divided into three main parts. First, different concepts and methods are discussed, including the concepts of gender and sexuality; intersectionality; feminisms; power, politics, domination and oppression. Second, the module introduces students to Body Politics, including the topics of heteronormativity and sexuality, reproductive rights, or gender violence. Third, the module discusses gender in different levels of international relations through empirical case studies. These topics include: Political Economy and issues of production; Civil Society and Feminist organising; Participation and Representation; and Equality and Citizenship.

Mobile Application Development

The majority of digital media consumption now takes place in mobile applications. Therefore, mobile application development is steadily growing, in revenues and jobs created.

With this module the student will learn how to develop mobile applications taking into account their unique design and deployment issues, such as the size of the screen and the input methods. The module includes hands-on training to develop mobile applications within a dedicated framework and tool.

Learning, Teaching and Assessment

3.1 Learning and Teaching Approaches

The course embodies a variety of learning opportunities, including:

- Lectures
- group seminars
- workshops
- practical sessions
- field trips
- guest speakers from industry and GOs or NGOs
- group project work
- internship (non-credit bearing at this stage)
- one-to-one tutorial

In keeping with the Learning and Teaching Assessment Strategy developed by the Faculty, the BA (Hons) Marketing and Advertising course has a 'blended learning' approach that brings together lectures and small-group seminars with extensive independent and group project-based study.

Lectures (internal faculty, guest speaker) retain an important part in the course strategy as they are a very useful way of outlining key information, however the course team will regularly reflect on the role of lectures in the process of students' 'active learning'.

Group learning (group seminars, group project work) is a significant part of the timetable, and it is intended that these sessions provide students with opportunities to improve their self-confidence, develop practical skills, team working skills through structured discussion led by the lecturers.

Workshops and practical sessions (tutor/lecturer-led and/or student self-led) are the essential supplements allowing students to apply theory/knowledge into real-world contexts. These are keys to their progression within any businesses.

Personal tutor offer **one-to-one tutorials** to supervise the students' academic progress throughout the course, and to deal personal problems. This assists students with their own Personal Development Plan.

Field trips and internship (non-credit bearing at this stage) highlight the need of practical and experiential learning, which prepare students effectively for a business career. These would help students develop hands on subject specific

and transferable skills.

In addition to numerous face-to-face learning activities, MIUC Ims and other online resources will be used to facilitate the exchange of information between students and staff.

All students will be encouraged to reflect on how they apply their knowledge and understanding of course content. Throughout the course, students will engage in constructive criticism/feedback and create a portfolio to demonstrate their acquired knowledge. All modules will be underpinned by specialist technique classes / workshops as relevant.

3.2 Assessment

The assessment strategy reflects the key aims and principles of the course whilst at the same time complying with MIUC and employer quality assurance systems. Each module successfully completed provides evidence of specialist knowledge and skills gained from the course. Evidence from each module successfully completed will also provide evidence of ability in the differing forms of assessment adopted across the course modules.

A variety of methods will be used including:

- In-class exercises: tests, quizzes, concept applications, definitions
 - Written work: exams / reports / analysis
 - Practical tasks
 - Group and individual presentations
 - Participation, discussion and role play
 - Lecturer-directed and student-directed tasks
 - Lecturer, peer and self-assessment
-
- **In-class exercises: tests/ quizzes/ concept applications/ definitions**
Students will be expected to actively participate in class. These aim to ensure the students' progression within a module. These are also essential to their initiative and work-related skills in anywork place.
 - **Written works: exams, assignments and reports / analysis / essays**
Students will also be expected to develop their ability to communicate through written means. This will be supported over the course through office hours, workshops and seminar sessions.
 - **Group and individual presentations / practical tasks / Participation, discussion and role play**

Students will be encouraged to actively engage with both individual and group presentations. These are keys to their progression within any businesses. This skill will be developed in all modules and will be an essential element of the assessment in all modules. Students should begin to develop the ability to synthesise ideas through visual and verbal communication.

- **Lecturer-directed and student-directed tasks**

Students will be actively engaged in all modules through participating and completing in instructor-directed tasks. A good self management skill will also be developed. Students also will learn to take initiatives to execute student-directed tasks. This assists students to be creative throughout their learning process.

- **Lecturer, peer and self-assessment**

Students will have an opportunity to talk openly about their own work and that of their peers with their tutors, module leaders and peers. They will learn how to give and listen to critiques, which is essential to the assessment in all modules. Critique does not imply criticism but rather constructive support in the development of a personal design language. The ability to respond well is a vital skill for students to develop.

Feedback

Feedback is an essential part of assessment to help students evaluate their progress and identify how they can improve further. As such, students receive constructive feedback through their studies, with particular attention paid to building skills of self-reflection and self-criticality. Given the contested nature of many more concepts in the subject, an appreciation of the multiple approaches that may be legitimately taken to any given question is acknowledged and discussed: peer and self-assessment are therefore potentially valuable mechanisms for supporting this. Feedback is provided through various mechanisms, including written and spoken comments, group discussion and MIUC Ims. Normally, all assessment is marked within 15 working days of the hand-in date. End-of-semester summative assessment is available to collect after the examinations board has taken place for the module. Students are responsible for collecting their own feedback at the end of a module.

Handing in assessments

The hand-in date will be clearly stated in the Module Study Guide as part of the assessment briefing. We aim to use **MIUC Ims** as the means for submission for most modules, as appropriate. It is an electronic submission system and you will learn about it in your induction and during your modules. You must refer to your Module Study Guide for details on assessment for each module.

Always keep a copy of the work you hand in. This is both an insurance against loss and a useful record of your work to which you can refer. Should your work be lost for any unexpected reason, you may be asked to present your backup to us. Please note that it is your responsibility to ensure your work is sufficiently backed up using a hard-drive or USB. The loss of work due to failure to successfully back it up may not be the grounds for an extension to

the deadline.

Plagiarism

Plagiarism is, simply defined, passing off the work of another person's as your own (whether accidentally or wilfully). By plagiarism, we do not just mean the copying of other people's words and thoughts, but also the use of artefacts that have been created by other people without due recognition. This may include, for instance, images, sound, videos, code, processes, applications and many other formats and media. Plagiarism is an extremely serious issue and will not be tolerated on any level.

Policy on plagiarism

The MIUC policy regarding cheating and plagiarism is set out in the General Regulations and the Student Code of Conduct. These notes for guidance set out the principles and academic penalties to be applied.

Deadline

If the student fails to meet the original deadline without a granted extension, the following penalties shall apply:

- if the assessment is late up to a maximum of five working days from the original or agreed extended deadline, the assessment mark shall not exceed the pass mark for the assessment;
- if the assessment is late over five working days from the original or agreed extended deadline, the piece of work will receive a mark of zero for the assessment;
- if the assessment is late over ten working days from the original or agreed extended deadline, the piece of work will be deemed as non-submission.

Extensions

A student may apply to the Course/Module Leader for an extension in relation to any element of assessment, with the exception of an examination. The application must be made prior to the original deadline and must be made in writing using the relevant pro forma.

The Course/Module Leader may grant an extension or vary the date of presentation up to a maximum of ten working days to the original published deadline for submission of any assessment. In considering the granting of an extension, the Course Leader shall take into account the reasons for the request for extension and ensure that the circumstances were genuine and would prevent the student to meet the deadline or attend the allotted time. This shall be done by establishing the strength of the supporting evidence.

The course team realise that occasionally you may have genuine reasons for not completing work on time. Extensions are available for assessment from the course leader and/or the module leader if he/she agrees that you have a genuine case for

late submission .

You need to fill in a form to request the extension.

If you think you will be unable to meet a deadline you must contact the module leader in advance and explain your reasons. If an extension is granted this will be given to you in writing on the official extension form.

If the student fails to meet the extended deadline, the following penalties shall apply:

- if the assessment is late up to a maximum of five working days from the original or agreed extended deadline, the assessment mark shall not exceed the pass mark for the assessment;
- if the assessment is late over five working days from the original or agreed extended deadline, the piece of work will receive a mark of zero for the assessment;
- if the assessment is late over ten working days from the original or agreed extended deadline, the piece of work will be deemed as non-submission.

What is a genuine reason?

It depends – a quick chat with your Course / Module Leader will often clarify your position.

However, as a general guideline, computer or disk crashes do not qualify you for an extension, as we expect you to act professionally at all times by frequently backing up your work.

Be aware also, that the computer rooms can get very full immediately before assessment deadlines. Lack of space also does not qualify you for an extension. So be warned - start and finish your work in good time to avoid a last minute frantic search for a machine.

Mitigation

You are expected to demonstrate your achievement of required learning outcomes, as laid down in the module specification and course requirements. However, you may apply for mitigating circumstances to be taken into consideration. Mitigating circumstances may be defined as the taking into account of any circumstances which were not within your foresight and control and which MIUC believes might adversely affect the your academic performance.

Regulations governing mitigation are the followings:

MIUC does not normally consider as mitigating circumstances permanent or long standing disabilities, i.e. those that have lasted or are likely to last for a period of more than 12 months. This is because such students will normally have registered with and been assessed by the Wellbeing Team and, where appropriate, will have an Individual Support Plan to support their studies.

Where an investigation has been undertaken and it has been recognised that the student's performance will be affected over more than one assessment period an application for an Individual Support Plan can be considered. This also applies where a student is unexpectedly placed in a situation whereby they are the sole carer for a disabled dependent. ISPs are only effective once they are agreed by the student and signed off by the Wellbeing Team. Reasonable adjustments outlined in an ISP cannot be applied retrospectively.

Circumstances which could lead to a successful mitigation plea include the following:

- Ill-health – physical or mental
- Severe financial hardship, i.e. over and above that experienced by all students
- Emotional/personal difficulties – eg bereavement
- Disabled Students i.e. where the student's disability comes to light for the first time at assessment
- Unavoidable absence from MIUC – eg unforeseen requirements of employer
- Unavoidable absence from domicile – eg eviction
- Other serious circumstances that could not be foreseen by the student.

Note: Examples in these regulations are for illustration only and are not intended to be definitive or exhaustive.

Your Personal Tutor will be able to help you with the forms for mitigation and advise on the kinds of evidence you will be required to submit.

An Appeal is a request from a student that a decision of an assessment board should be reviewed because it is believed that an injustice has occurred. As such, the appeal will be dealt with under MIUC procedures, Be aware that there is a time limit from the date of publication of marks within which an appeal must be made.

Please note that academic appeal is not the appropriate procedure to use should you feel that your academic performance has been adversely affected through failings in the provision of a course of study or an academic service. The MIUC Student Complaint Procedure must first be used. You should also be aware that academic appeals will not normally be considered where you have failed to make yourself aware of or not followed MIUC regulations.

Finally, it should be noted that there is no appeal against academic judgement (the judgement that an academic passes on your work).

Re-sits and Re-takes

Re-sit

A re-sit is an opportunity to do assignments (or part) again, or in some case to do a special re-sit assignment devised by your module leader(s). You will normally do re-sits *before* the commencement of the following academic year. You will need to complete re-sits as a pre-requisite for progression.

If for some reason a student fails to successfully complete a module (or part thereof) he or she will be allowed **one** re-sit opportunity.

Please note:

It is a student's responsibility to ensure that re-sit work has been submitted on time. In the event of not receiving an instruction on the precise deadline date it is a student responsibility to call the academic office for information.

If a student fails to submit re-sit work he or she will be required to re-take the module. Only one re-take is permitted. Such failure may affect student progression.

Re-take

A re-take is doing the module again (usually in the following academic year). See notes on progression above.

Finally, it is a student's responsibility to ensure that they know their results at the end of an academic year (June/July for most students). Results and re-sit instructions are sent out in July. *In the unlikely event that you do not receive results, do something about it - contact the Registrar Office as soon as possible.*

Please note that students must pass all modules in order to become eligible for an honours award. If you fail to pass a module it must be re-sat or re-taken otherwise you may not qualify.

3.3 Graduate Attributes

Graduate Attributes reflect the MIUC's approach to education which includes developing graduates who are well prepared for employment, adopting a definition of 'employability' that includes creative and enterprising attributes, lifelong learning attitudes, and an awareness of the global context since educational and working experience are necessarily anchored in the context of the wider world.

Graduate Attributes are embedded in the subject and involve a preparedness and the confidence to analyse; question; categorise; interpret; see relations; explain; theorise; and reflect with reference to the broader context.

Upon graduation, you will be developing the following Graduate Attributes and become:

1. A creative and enterprising professional

- 1.1. Be able to communicate effectively
- 1.2. Develop career management skills
- 2. *A reflective and critical lifelong learner***
 - 2.1. Be able to plan and reflect
 - 2.2. The ability to base judgment on evidence
- 3. *A globally aware individual***
 - 3.1. Develop awareness of cultural diversity
 - 3.2. Develop awareness of equity and equal opportunity principles

How will you acquire and record these attributes?

These Graduate Attributes will be reflected in the module assessment for each module. You may wish to discuss this with your lecturers, and your Personal Tutor.

Quality Management and Enhancement

4.1 Course Management

Continuous scrutiny of courses, as they are delivered, is undertaken as part of the annual monitoring process to ensure academic standards are being met and learning outcomes are being achieved.

The management team of the course consist of the following roles:

Dean	Fröhlich, Beata	beata@miuc.org
Chief Academic Officer	Stefanovic, Mirjana	m.stefanovic@miuc.org
Course leader(s)	Jiang, Ming-Jin	ming-jin@miuc.org
Module leaders	Ahava, Juho	juho@miuc.org
	Bergmann, Angelika	angelika@miuc.org
	Berkovic, Eva	eva@miuc.org
	Branco, Murilo	murilo@miuc.org
	Cello, Lorenzo	lorenzo@miuc.org
	Clavijo, Eugenio	eugenio@miuc.org
	de Landtsheer, Christophe	christophe@miuc.org
	Fröhlich, Beata	beata@miuc.org
	García, Ramón	ramon@miuc.org
	Gonzalez, Cristina	cristina@miuc.org
	Jiang, Ming-Jin	ming-jin@miuc.org
	Olsen, Christian	christian@miuc.org
	Ouahes, Idir	idir@miuc.org
	Rivera, Eduardo	eduardo@miuc.org
Student representative(s)	Roos Rozemarijn Engelaar (Year 1) Lukas Michael Moerlen Báez (Year 2) Lina Mazen Sultani (Year 3) Leon-Marc Felix Lange (Year 4) Ferial Ghodhbani (Master)	

It is important to note that MIUC is responsible for students enrolled at MIUC, including students' academic issues, appeals, and complaints. Students are to report these issues directly and solely to Marbella International University Centre.

Course leader

Is the main point of contact between the course team and MIUC with respect to the strategic operational and administrative issues of the course. It is the course leader's role to co-ordinate and support the activities of the course team and to ensure that the responsibilities of the individual members are carried out.

Module leaders

Each module will have a person nominated from the module teaching team to take responsibility for the organisation and co-ordination of the modules delivery. This responsibility includes assessing the efficacy of the module in terms of staff delivery and integration with the rest of the level of the course; recommendations for areas of curriculum development; and coordinating the assessment schedule for the module and ensuring that outcomes are communicated to the students and course administrator.

Personal Tutor

Throughout the course, students will receive regular support from their Personal Tutor, on a one-to-one basis. The Personal Tutor will be able to offer guidance and provide students with pastoral / academic support, as appropriate. The Module Leader (for the modules listed above) will provide students with a clear Induction on the role of the Personal Tutor and how it will benefit students at the start of these modules.

Student representative

The course will have at least one, student representative for every level of the course. The representative's role is extremely important as they are the voice of the students at course level and provide a vital link between students and staff. By alerting staff to what works well and what could be improved, course representatives can make a real difference and enhance the quality of the study experience for your fellow students and staff. As a course team we view your education as a partnership and are very keen to hear your views in both a formal and informal way.

You will be asked to nominate a student representative at the beginning of the academic year.

4.2 Student Evaluation

You will be provided with an online/paper module evaluation form near the end of each module. Please fill this in as this gives us invaluable information and feedback that your tutors can use to help you and other students. Additionally, student representatives convey the views of students to the relevant committees. Student experience of the course is measured in the following ways:

Module feedback

Each module team is required to obtain feedback from you during and at the end of each module, this will be through informal feedback and paper based and/or electronic questionnaires.

Annual course monitoring

This is an annual process whereby every module leader is required to review the module's previous year of operation and produce a report. The views of the external examiner are taken into account as is student representative feedback.

MIUC Student Survey

The MIUC Student Survey runs every semester .Through the survey, students are asked to provide feedback on the following topics:

- quality of teaching
- assessment and feedback
- academic support
- organisation and management
- learning resources
- personal development
- overall satisfaction

4.3 Course Committee/Board

Course Committee/Board meetings will be held each Semester, dates to be confirmed. At least one student representative from each year will be elected to attend these meetings and put forward the views of all students.

Semester 1 (TBA)

Semester 2 (TBA)