





## Important information regarding the Programme Regulations

### About this document

Last revised 27 June 2022

As a student registered with the University of London you are governed by the current General Regulations and Programme Regulations associated with your programme of study.

The Programme Regulations are designed and developed by Royal Holloway which is responsible for the academic direction of the programme. The Programme Regulations take account of any associated arrangements at Royal Holloway and provide the detailed rules and guidance for your programme of study.

In addition to Programme Regulations you will have to abide by the [General Regulations](#). These regulations apply to all students registered for a programme of study with the University of London and provide the rules governing registration and assessment on all programmes; they also indicate what you may expect on completion of your programme of study and how you may pursue a complaint, should that be necessary. Programme Regulations should be read in conjunction with the General Regulations.

The relevant General Regulations and the Programme Regulations relating to your registration with us are for the current year and not the year in which you initially registered.

On all matters where the regulations are to be interpreted, or are silent, our decision will be final.

Further information about your programme of study is outlined in the Programme Specification which is available on the relevant Courses page of the [website](#). The Programme Specification gives a broad overview of the structure and content of the programme as well as the learning outcomes students will achieve as they progress.

### Terminology

The following terms are specific to the Marketing programme:

**Module:** Individual units of the programme are called modules. Each module is a self-contained, formally-structured learning experience with a coherent and explicit set of learning outcomes and assessment criteria.

**Stage:** The term Stage is used to describe the three levels of the degree: Stage 1, Stage 2 and Stage 3.

**Study session:** There are two study sessions each year, each lasting 22 weeks. Sessions begin in October and April.

**Resitting the assessment of a failed module:** When you resit a failed module you will not be allocated a tutor group but

**Changes to the BSc Marketing Regulations 2022–2023**

Programme Regulations are reviewed annually and revised if necessary. Where there are changes which may impact on continuing students, these are listed below.

The name

## 1 Structure of the programme

[Appendix B](#) provides the module descriptions.

### Qualification titles

#### 1.1

The following named award is offered under the Marketing programme:

BSc Marketing

### Qualification structures

#### 1.2

The BSc Marketing comprises:

Four Stage 1 modules (FHEQ Level 4);

Four Stage 2 modules (FHEQ Level 5);

Four Stage 3 modules (FHEQ Level 6), including a choice of one module.

### Exit qualifications

#### 1.3

If you are registered

Details of the minimum and maximum periods of registration can be found in the [Programme Specification](#).

## **Date of examinations**

### **2.3**

The online examinations take place in March and September each year.

## **Module availability**

Not all modules will run in every study session.

### **2.4**

Where the learning experience may be compromised due to low student registrations, we may consider deferring the module to a later session.

We will inform you of any such changes as early as possible and provide you with reasonable alternative arrangements.

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## **3 Recognition of prior learning**

### **Recognition of prior learning**

See the [General Regulations](#) (Section 3) for more rules relating to Recognition and accreditation of prior learning.

## **BSc**

### **3.1**

We consider applications for recognition and accreditation of prior learning on the basis of studies successfully completed at an appropriate level.

### **3.2**

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**Penalty for exceeding the word count – online examination**

**5.6**

For the online examination, you should not exceed the word limit of 3,000 words by more than 10%. If the word count is between 10%–20% above the word limit, five marks will be deducted. If the word count exceeds the word limit by more than 20%, you will receive a mark of zero for your work.

Excluding the cover page



## 6 Number of attempts permitted at any assessment element

### 6.1

The maximum number of attempts permitted at each assessment element is three.

Marks for individually passed MCQs cannot be carried over in the event that the overall assessment element is failed. If a second or third attempt is made, the whole element must be reattempted.

### 6.2

If you are awarded marks for the two assessment elements that together result in an overall mark of:

40% or above (Pass) you may make no further attempt at the assessments for the module, even if one of the elements of assessment has been given the mark of fail;

0 39% (Fail) you must make a second or third attempt at the assessment for the module, subject to your having an attempt(s) remaining. Only the assessment elements that were failed may be re-attempted.

If the module is failed but meets the criteria for marginal compensation in 6.12 and 6.13, then you may choose to progress with the existing compensatable mark or to make a second or third attempt as applicable at the assessment element(s) that was failed. Only the assessment elements that were failed may be re-attempted.

### 6.3

If you fail and subsequently pass an assessment element at the second or subsequent attempt, you will not receive a mark greater than 40% for that module, unless there are accepted extenuating circumstances.

### 6.4

If you receive the result Fail on a second or subsequent attempt at an assessment element then the highest mark that you have achieved will take precedence.

### 6.5

If you receive the result Fail for a module you will be permitted to substitute the failed module only with another module at the same FHEQ level, subject to availability and the permission of the Programme Director. The attempt at the substituted module will be deemed a second or third attempt as appropriate and capped (except in the case of accepted extenuating circumstances, where the attempt will be uncapped).

### 6.6

If you receive the result Fail on the final attempt at the assessment element for any module then your registration for the programme will cease unless it is possible for you to meet the requirements of the award. Where this is the case the highest mark achieved in the three attempts for the module may be taken forward for classification purposes.

## Resitting the assessment of a failed module

### 6.7

Second and third attempts at assessment c[(r)-3( )61 0 0 1 261.41 135.26 .04 Tf5and third attempts at assessm

If you resit the assessment for a module, you will have to pay a fee when you register to resit the assessment. The fee payable is outlined in the fee schedule.

You will not be allocated a tutor group but will have access to the original learning materials on the VLE and you will be required to resubmit your summative assessment.

**6.8**

If you fail the assessment for a module held in the October study session, your first resit opportunity will be in the March study session of the same academic year.

If you fail the assessment for a module held in the March study session, your first resit opportunity will be in the October study session of the following

**6.13**

Marginal compensation is permitted for a maximum of 60 credits across the BSc, applied as follows:

30 credits from both Stage 1 and Stage 2; and

30 credits from Stage 3.

**DipHE (exit qualification)**

**6.14**

If you are awarded the DipHE as an exit qualification, a maximum of 30 credits may be compensated.

**CertHE (exit qualification)**

**6.15**

If you are awarded the CertHE as an exit qualification, final module results will not be compensatable.

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## **7 Progression within the programme**

See [Section 4](#) for method of assessment.

### 7.4

Where you have received an overall Fail mark for the required module, you must make a further attempt at the module, providing you have not exhausted all attempts and you are still within the maximum period of registration. You will not be permitted to register on the full BSc until you achieve a pass in the required module.

### 7.5

You will be permitted three attempts at the required module. If you fail the module at the third attempt, your registration will cease and you will not be permitted onto the full BSc programme. Marginal compensation will not be applicable to this module.

## Requirements to progress through the BSc

The attempt of a module for the purposes of progression, and as stated in the Prerequisites section, is defined as registration on the applicable module(s) in a previous session.

### 7.6

To progress to Stage 2 (FHEQ Level 5) you must have passed or been awarded accreditation of prior learning (APL) for a minimum of two Stage 1 (FHEQ Level 4) modules. You must also have attempted any prerequisites associated with the Stage 2 modules. See Appendix B for details of prerequisites.

### 7.7

To progress to Stage 3 (FHEQ Level 6), you must have passed a minimum of two Stage 2 (FHEQ Level 5) modules. You must also have passed, received a compensatable fail or been awarded accreditation of prior learning (APL) for four Stage 1 (FHEQ Level 4) modules.

You must also have attempted any prerequisites associated with the Stage 3 modules. See Appendix B for details of prerequisites.

## Prerequisites

### 7.8

We will not permit you to register for any module that has a prerequisite unless you have registered for the prerequisite module in a previous session.

The exception to this is where you have had prior learning recognised and accredited at both Stages 1 and 2, subject to approval by the Programme Director. See [Appendix B](#) of these regulations for information on which modules have prerequisites.

Where a module has a prerequisite which you have failed, you will still be able to be assessed in the module. We allow you to do this so that you do not have to wait before taking the module.



**8.3**

A final average mark will be calculated from the marks obtained in Stage 2 (FHEQ Level 5) and Stage 3 (FHEQ Level 6), weighted in the ratio 1:2. Marks obtained in Stage 1 (FHEQ Level 4) will not contribute towards the final average. In addition, APL and resit towards the final classification.

**8.4**

Degree classification will be determined by the following scale:

<b>Final average</b>	<b>Classification</b>
70% or above	First Class Honours
60% - 69%	

**8.9**

All assessments are marked and graded according to the assessment criteria for the BSc Marketing.

**8.10**

If we award you the CertHE or DipHE Business Administration

## Appendix A – Structure of the programmes

A detailed outline of each module



## Appendix B – Module Descriptions

### Note

Details of prerequisites modules (which students must be registered on before certain Stage 2 or Stage 3 modules may be attempted) are given under the relevant module descriptions.

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### Stage 1: Compulsory modules (FHEQ Level 4)

**Foundations of quantitative methods for sustainable organisations [BU1510] (30 credits)**

The





Students learn to design and produce research that is actionable and relevant to marketing decisions but also aware of the wider so



For each topic, the psychological and behavioural aspects are outlined; contemporary theory and empirical studies on the topic are critically evaluated; relevant methodological issues reviewed; and an overview of practice and potential interventions in these areas provided.

The second part to this module examines the impact of globalisation on work. The module introduces to the students the economic, political and institutional forces that shape the international module

## Appendix C – Accreditation of prior learning (APL)

Appendix C should be read with Section 3 of the [General Regulations](#) and [Section 3](#) of these Programme Regulations.

We will consider granting credit for up to four Stage 1 and four Stage 2 modules (120 credits, FHEQ Level 4 and 120 credits, FHEQ Level 5) on the basis of study that has previously been completed.

If you have the qualifications in the table below you apply for automatic APL. No fee is charged by us to consider automatic APL.

If you have other qualifications, not listed in the table below, you can also apply for discretionary APL. We will consider the module outline, the level of examination performance and the equivalence of the module to the Stage 1 or Stage 2 modules for which APL is sought. If you apply for discretionary APL you are required to pay the current APL application fee. Current fees are on the [website](#).

### Qualifications that will be considered for automatic APL

Institution	Qualification	Automatic APL for up to 120 credits from	Conditions
S Institute of Higher Education, Malta	Diplos 9.96 Tf7 reC Tm0 *5i		

## Appendix D – Assessment Criteria: Examinations

These assessment criteria apply to examinations at SJE1(n)200008871 0 595.32 841.92 reW0000







**Programme Regulations 2022–2023 Marketing (BSc)**

		<p>approach in answering the set question. Satisfactory use of appropriate theoretical and conceptual issues in the answer.</p>	<p>Methodical ordering of ideas, concepts and materials is satisfactory.</p>	<p>appropriate ideas and concepts. Explanation of key author work, subtleties and ambiguities in the literature is satisfactory.</p>	<p>to spelling, punctuation and/or grammar is satisfactory.</p>
<b>Fail</b>	35	Weak analysis			

These assessment criteria apply to examinations at Stage 3:

		<b>Understanding &amp; argument</b>	<b>Structure &amp; focus</b>	<b>Range of knowledge</b>	<b>Writing style</b>
<b>First class</b>	82, 85, 88, 92, 95, 98	Outstanding critical analysis and relevant approach in answering the set question. Outstanding use of relevant theoretical and conceptual issues in the answer.	Outstanding balance and clarity in argument. Systematic ordering of ideas, concepts and materials is outstanding.	Outstanding comprehensive knowledge of relevant ideas and concepts. Critical analysis	



		conceptual issues in the answer.		ambiguities in the literature.	
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