



STUDY WORLD
Global College Malta

Bachelor of Arts in Marketing

Programme Specification

Course Rationale

The Global College Malta BA in Marketing programme will expose you to the realities of the managerial experience in both the public and private sectors. You will combine your studies of management with a specialist focus on marketing management, digital and social media marketing and marketing intelligence. This allows you to acquire a wide range of critical and analytical skills, along with a range of communication and team-working skills, which will be directly transferable to the workplace whatever career you choose to follow.

The BA in Marketing programme explores how markets culturally and economically work, and provides a broader approach to studying marketing than simply explaining how businesses use marketing techniques.

Consumption in society is shaped by the cultural, political, technologically digital-focused factors that influence marketing practices and this programme will prepare you to engage with these issues in critical, practical ways. You will be inspired to explore the ethical and sustainable responsibilities of organisations and you will explore the role of digital and social media in our lives as consumers and content creators.

A distinctive part of this course is the way you'll develop as a team player. You will engage in team-based exercises that help you to understand the real issues facing organisations and how human resources management can play a part in problem solving. The College's BA in Marketing prioritises building professional practice capabilities through problem-based and experiential learning. This approach will equip you with the skills and qualities sought by employers across the private, public and not-for-profit sectors.

All the College's courses will provide you with an in-depth understanding of contemporary management techniques, and will allow you to develop the skills to become an effective and socially responsible manager in local and global arenas, whether in public, private or third sector organisations and enterprises.

The course is studied on a full-time basis over a period of three years.

Mode of Delivery

Face-to-face

Language of Instruction

English

Mode of Attendance

Full-time

Programme Duration

36 months/ 3 years

Target Audience

19 - 65+

Status of Programme

Accredited

Number of ECTS

180

MQF/EQF Qualification Level

6

Type of Qualification

Bachelor Degree

Entry Requirements

The entry criteria for the College's Bachelor of Arts in Marketing is designed to offer a number of entry routes, so that each applicant's previously certificated academic qualifications, prior learning experience and experiential skills can be taken fully into account when determining whether an offer of a place to study can be made.

Prior to entering the College's Bachelor of Arts in Marketing programme, applicants are normally expected to be able to demonstrate a minimum of a Maltese matriculation certificate (or equivalent qualifications), with two subjects at an advanced level, three other subjects at an intermediate level and Systems of Knowledge, and a pass at Grade 5 or better in the English Language Secondary Education Certificate. If the prospective student is not in possession of a secondary education certificate in English, they may be asked by the College to demonstrate their English Language competence. Alternatively, a prospective student can be admitted with three subjects at Advanced Level (MQF 4) (or equivalent qualifications), and a pass at Grade 5 or better in the English Language Secondary Education Certificate.

Target Group

Students, managers or aspiring managers who are keen to progress in their chosen career and want to broaden their knowledge, improve their skills and increase their competence in Business Management marketing disciplines and functions.

Structure of Course

Two semesters per academic year.



Course Learning Outcomes

Having regard to the competences expected of learners at MQF Levels 5 and 6, by the end of the Bachelor of Arts in Marketing programme the learner will be able to:

- Demonstrate understanding of the main aspects of key managerial concepts and skills as they relate to Marketing practices;
- Through class room assignments, case study workshops, examinations and market report analyses, demonstrate written skills suitable for managerial level positions;
- Through workshop sessions, syndicate discussions, exercises, role plays and sensitivity training, demonstrate appropriate managerial communication skills; and,
- Write effectively and effectively communicate and sell ideas/recommendations.
- Demonstrate a confident understanding of themes in marketing management scholarship, with the ability to identify and conceptualise the critical factors involved;
- Critically review existing evidence in order to support an interpretation of a particular circumstance.
- Work highly effectively in teams, demonstrating excellent interpersonal skills and ability to function sensitively and productively when working with others;
- Enhance lifelong learning skills such as time-management, group working, communication, planning and leadership.

Course Teaching and Learning

The programme includes various formal and informal teaching methods and learning. The degree programme uses a range of teaching methods to suit different learning styles. Typically, the programme of study is delivered through a combination of modern face-to-face lectures, webinars, seminars and discussion forums, tutorials, group work, case studies, guest speakers, organisational visits and independent study.

Students are expected to participate, contribute and have interactive sessions in lectures delivered through PowerPoint-presentations by the lecturer; case study analysis; group and team workshops and discussions; business games and simulations.

In addition to utilising a rich and varied range of delivery techniques, assessment of the programme of study and its constituent modules is designed to be an integral part of the learning process for students in order to enhance and confirm their knowledge and practice. In addition to summative assessment, formative feedback is provided to students through a combination of tutor feedback, self-reflection and peer group feedback. Combined, formative and summative assessments provide a measure of the extent to which students have achieved the learning outcomes of the individual modules.

The programme of study utilises a variety of modern assessment techniques including coursework and examinations. Coursework is typically in the form of essays, reports or case studies, while group or individual presentations may be required to assess other competencies. Examinations typically take the form of written elements or multiple-choice questions and maybe unseen or part-seen, where assessment material is released in advance.



Hours of Total Learning

TOTAL LEARNING HOURS	4500
Total Contact Hours	780
Supervised Placement and Practice Hours	0
Self-Study Hours	3500
Assessment Hours	220

EQF/MQF level of every module, total learning hours and module learning outcome

Module Code	Module Name	EQF/MQF Level	ECTS	Total Hours of Learning
BAM01	Principles of Business Management (1st Year)	5	15	375
BAM02	Fundamentals of Management Accounting and Finance (1st Year)	5	15	375
BAM03	Human Resources Management (1st Year)	5	15	375
BAM04	Strategic Management (1st Year)	5	15	375
BAM05	Consumer Behaviour (2nd Year)	6	15	375
BAM06	Marketing Analytics (2nd Year)	6	15	375
BAM07	Digital Marketing (2nd Year)	6	15	375
BAM10	Research Methods (2nd Year)	6	15	375
BAM09	International Marketing Management (3rd Year)	6	15	375
BAM08	Services and Relationship Marketing (3rd Year)	6	15	375
BAM15	Management Research Project (3rd Year)	6	30	750



Modules Details

BAM01	Principles of Business Management	5	15	375
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Exercise management and supervision in the key functions of management, namely, planning, organising, controlling and leading people. Facilitate the process of managing stakeholders and corporate governance in a competitive environment;
- Study and influence culture and managing organisations through behavioural and situational models through motivational techniques;
- Address and apply intelligence in unpredictable change in organisations through teams and team work and demonstrate a level of power and reasoning to manage activities effectively and efficiently;
- Develop performance management systems of people and set measurement control systems; and,
- Demonstrate aptitude and capabilities to complete basic finance and budgetary control.

This unit will be assessed as follows:

A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM02	Fundamentals of Management Accounting & Finance	5	15	375
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Exercise management and supervision in the key functions of accounting namely, measuring and reporting financial performance, making capital investment decisions, and doing budgets whilst reporting cash flows;

- Study and influence accounting and finance managerial decisions focusing on making capital investment decision and financing the business in the long and short-term; and,
- Address and apply intelligence in unpredictable change in organisations through teams and team work and demonstrate a level of power and reasoning to manage the finance of an organisation effectively and efficiently.

This unit will be assessed as follows:

A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM03	Human Resources Management	5	15	375
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Be able to critically evaluate and apply theories to practice the main concepts and theories of human resources management;
- Be able to identify, assess and practice the key functions of the HR functions from a strategic and operational perspective;
- Be able to identify, determine and apply to practice the international human resources management perspective to issues, challenges and opportunities within the HR function of both public and private sector organisations;
- Apply human resource management within a restructuring context and general organisational context;
- Be able to evaluate and apply in practice the basics of human resources planning, recruitment and selection;
- Be able to identify, evaluate and apply the basic concept of performance and reward management;
- Be able to assess and critically evaluate the challenges, issues and opportunities for employee involvement, employee relations and human resources training and development needs for both public and private sector organisations;

- Be able to identify, evaluate and apply practice in employee welfare principles; and,
- Be able to apply HRM models, frameworks and HRM paradigms within organisational culture and diversity at the workplace.

This unit will be assessed as follows:

A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM04	Strategic Management	5	15	375
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Identify the key components of a strategy and issues associated with organisational strategy;
- Appreciate the contributions of different academic disciplines and theoretical lenses to practice strategy analysis;
- Analyze macro- and micro-environments on organisational strategy and identify successful strategies for business organisations;
- Use various concepts and technique to recognize threats and opportunities in the marketplace;
- Identify and analyses how strategic capabilities can provide sustainable competitive advantage;
- Understand and undertake stakeholder analysis and corporate responsibilities performance models;
- Analyse the influence of organisational culture on strategy;
- Identify and assess generic business strategies and internationalization and their benefits in a competitive environment;
- Determine the appropriate choices between mergers and acquisition and alliances; and,
- Assess the value of strategic change.

This unit will be assessed as follows:

A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM05	Consumer Behaviour	6	15	375
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Evaluate consumer behaviour concepts and theories;
- Analyse factors affecting consumer behaviour;
- Evaluate relevant literature in consumer behaviour;
- Apply consumer behaviour theories to inform marketing strategies/recommendations; and,
- Present research ideas based on an evaluation of theory and research.

This unit will be assessed as follows:

A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.



BAM06	Marketing Analytics	6	15	375
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Demonstrate the usefulness and application of key analytical tools for marketing data analysis in order to evaluate the return on investment on marketing programmes;
- Interpret advanced Key Performance Indicators in digital analytics;
- Understand the role of digitalanalytics for gaining actionable insights and in supporting marketing decisions; and,
- Understand the impact of specific digital collection techniques on digital marketing activities.

This unit will be assessed as follows:

A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM07	Digital Marketing	6	15	375
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Evaluate current developments, the opportunities and challenges of marketing technologies and discuss their future prospects;
- Identify issues in developing marketing strategies for the web and the mobile wireless web;
- Demonstrate an understanding and ability to analyse the issues involved in developing a digital marketing strategy;
- Assess and design, implement and measure the success of an online promotional marketing campaign; and,
- Effectively analyse digital marketing strategies for the web and the mobile wireless web.

This unit will be assessed as follows:

A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM10	Research Methods	6	15	375
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Recognise the importance and be able to explain the nature and purpose of research and classify different types of research;
- Study and demonstrate the main stages in a research process and identify the characteristics of a good research project;
- Address and apply intelligence in understanding the general standards for research at different levels for effective career progression and self-development;
- Demonstrate competences and skills in identifying research constraints such as funding, time and resources and determine the knowledge, skills and personal qualities researchers need to produce meaningful research outputs;
- Demonstrate competence in using different techniques for generating research topics;
- Address and apply intelligence to negotiate access to data and to consider relevant ethical issues as part of the research project; and,
- Apply intelligence and competences in planning the management of a research process.

This unit will be assessed as follows:

A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.



Modules Details

BAM09	International Marketing Management	6	15	375
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Understand the key theoretical concepts of international marketing;
- Appreciate the difficulties of conducting marketing activities in foreign markets;
- Understand the management of an organisation's marketing mix elements in international marketing contexts;
- Examine the various international marketing strategies employed by businesses in global markets;
- Study the application of international marketing concepts to real business cases; and,
- Develop a range of generic skills relevant to the needs of existing and future managers, executives and professionals, irrespective of their sector of operation. These will include analysis and synthesis, oral and written communication, computing/IT literacy, critical reasoning, data analysis, organisation and planning, problem solving, independent and group working and research skills.

This unit will be assessed as follows:

A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM08	Services and Relationship Marketing	6	15	375
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Explain how the services sector operates in developed economies;
- Define and illustrate the main components of services marketing theory;
- Critically appraise the way in which services marketing theory can be practically applied in the service sector;
- Develop and justify alternative marketing approaches that can be used by service managers; and,
- Present material relating to the topics both verbally and in written form.

This unit will be assessed as follows:

A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM11	Management Research Project	6	30	750
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Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Manage and transform a research proposal into a research study that has the potential to add value to the area being explored;
- Manage the planning of a research project, taking into account potentially complex and unpredictable situations, and including research milestones;



- Undertake an analytical literature review in the chosen discipline area and, from this review, prepare an appropriate bibliography;
- Understand and explain the relevance of differing philosophical perspectives and understand the main research paradigms which are significant for a business research project;
- Understand the importance of research ethics at each stage of a research project, having regard to, for example, the principles of data protection and data management;
- Review and apply knowledge to determine appropriate sampling techniques for a variety of differing research scenarios and be able to justify their selection;
- Manage complex techniques to gather secondary and primary data and apply the knowledge, skills and understanding gained to an actual research project; and,
- Make a contribution to professional knowledge and practice through the output of the major project.

This unit will be assessed as follows:

The Dissertation Module requires students to undertake an extensive programme of reading and research; demonstrate intellectual independence and originality by specialising in a management study and defining its nature and scope; engage in sustained analysis, interpretation and comparison of a substantial body of data; and, present the results of their research in a clearly written, academically cogently argued, logically structured and properly referenced form.

The final year major project is assessed via the production of a dissertation which is normally some 12,000 to 15,000 words in length.

Where necessary, a viva voce will be conducted in those instances where the provisional mark is considered to be a marginal pass.

Module Teaching and Assessment for all modules except Dissertation

The module will be delivered through a flexible combination of modern face-to-face lectures, webinars, seminars and discussion forums, tutorials, group work, case studies, guest speakers, organisational visits and independent study. Delivery of the module has close regard to the needs of learners. Accordingly, much of the learning is either delivered at times to suit those learners who may have day time employment or child care commitments or made available in a supported teaching format. At all times, the views and needs of students are taken into account. By means of example, theoretical concepts might typically be delivered to students in modern face-to-face lecture formats which may then be further developed through subsequent interactions based around small group seminars, group case study analysis and digital discussions. Modern face-to-face and interactive learning sessions encourage students to critically examine key elements of business and management. In addition to attendance at formal learning sessions, students are expected to undertake independent self-study in order to support their individual learning journeys.

The assessment strategy for the module is designed to provide students with the opportunity to demonstrate both the theoretical and practical skills they have developed in the module. Thus, the summative assessments for this module consist of:

- An in-semester test and a final examination.
- The in-semester test (25% of the final module mark) lasts for 90 minutes and is a mix of multiple-choice and open-ended questions.

The final two-hour examination (75% of final mark) consists of four multi-part questions, two of which should be answered. It is designed to reflect the learning outcomes.



Module Teaching and Assessment for Dissertation

Each student will be allocated a supervisor who will help them with the development of their project proposal, oversee progress with the project, comment as appropriate on draft materials produced by the student and be available to assist the student with the project, as appropriate.

The final year major project is assessed via the production of a dissertation which is normally some 12,000 to 15,000 words in length.

Where necessary, a viva voce will be conducted in those instances where the provisional mark is considered to be a marginal pass.

The major project has to include theoretical and critical discussion and is processed through Turnitin Software for Similarity. Students will be provided knowledge and understanding of how Academic Integrity is applied and how the Turnitin Similarity Report will be interpreted by Assessors. Additionally, all assignments must be referenced with appropriate citations using the Harvard Referencing Style Guidelines. Both Academic Integrity and Referencing Style practice will be explained in a 2-hour session provided by the College to all students in the student induction phase prior to the commencement of the programme.

To successfully complete the module an overall pass mark of 40% must be achieved.

All assessments will be submitted via the internationally recognised plagiarism software Turnitin.

Study Material

All students will have access to EBSCO, an online library, Moodle for class notes and Turnitin for the upload of assignments.

Grading System

A	>70%
B	60% - 69%
C	50% - 59%
D	40% - 49%
Minimum Pass	40%

Course Fees

Kindly refer to the course page on the website for updated fees.

Student Pass
Rate at Global
College Malta

Excellent





Contact Us

LOCATION

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