

Course Information Form

This Course Information Form provides the definitive record of the designated course

General Course Information

Course Title	Marketing with Aviation and Airport Management (with Professional Practice) (with Foundation Year)
Qualification	BSc (Hons)
FHEQ Level	6
Intermediate Qualification(s)	N/A
Awarding Institution	University of Bedfordshire
Location of Delivery	On Campus
Mode(s) of Study and Duration	Full-time (over 3 years) With Professional Practice Year over 4 years With Foundation Year over 4 years
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	IATA, Chartered Institute of Marketing
UCAS Course Code	N500
External Benchmarking	QAA (2014) UK Quality Code for HE Part A: Setting and Maintaining Academic Standards QAA (2015) SBS: Business and Management QAA subject benchmarks can be found at http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements
Entry Month(s)	September and February Students starting in February will be taught through the summer (Semester three), allowing them to progress to the 2 nd year in September.

Why study this course

The proximity of the University's Luton campus to the London Luton Airport and the planned expansion of their business and carrying capacity make studying for a BSc Marketing in Aviation and Airport Management at the University of Bedfordshire an excellent choice, providing knowledge of the role of marketing in securing the survival of organisations in the aviation and airport management (AAM) sector.

The course is structure with a clear focus on developing your employability by building a foundation on the core principles of business knowledge and operations and developing the skills, knowledge and understanding of Aviation Sales & Marketing, Aviation Law, Digital Marketing, Security, Airline and Airport operations in this highly

competitive industry. You will apply established techniques such as problem-solving, critically thinking and analysis to solve real marketing-related problems. The knowledge you build to examine and challenge marketing concepts and data within the context of the AAM sector and interaction with industry professionals allows you to progress seamlessly with practice-oriented and transferable skills to become employment ready in the marketing and AAM industry.

Students on this course studying full-time would be eligible to apply for membership of the Royal Aeronautical Society. Free membership is available for the duration of your course and gives you the benefit of the monthly online magazine, AEROSPACE. Where possible, students will have the opportunity to get a placement at Luton Airport and to visit aviation events.

The course will include an embedded IATA Leadership & Management Diploma course which is offered free to all students on the BSc Aviation & Airport Management course starting in 2017/18. Students who successfully pass an externally run IATA exam and meet additional requirements will graduate with a BSc plus an IATA Leadership & Management Diploma.

Educational Aims

Marketing in the AAM sector is a dynamic and growing area that provides you with the opportunity to increase your understanding of organisations, their management, the economy and the business environment while focussing on developing a solid foundation in the skills, key operational competencies and the application of management principles required to be successful in aviation and airport marketing.

Your course aims to provide numerous opportunities within learning communities for you to engage with real industry-specific projects, industry professionals in marketing, aviation, and airport management, therefore encouraging you to make links between studies and practice. Organisations will benefit from your expertise to improve the speed and quality of ground related products, such as airport access and lounges, for niche customers such as executive and business passengers, while maintaining a firm grip on core products by providing optimum level of on board services - , catering, level of seat comfort, IFE and communication technology. Aviation marketers are instrumental in enabling airlines and airports maintain revenue optimisation by developing a systematic rationale for class and lounge provision that simplifies pricing and the development of the airline brand.

You will develop your ability to innovatively establish ways to enable aviation organisations anticipate customers' future purchasing behaviour and requirements while developing a strong brand and position in the market. Your learning experience will allow you to creatively apply those skills to solve context-specific marketing problems and develop employability and professional skills which prepare you for the work place.

Course Structure

The Units which make up the course (including the Professional Practice Year as applicable) are:

Unit Code	Level	Credits	Unit Name	Core or option
1st semester (September - January)				
BSS0XX-1	4	30	Business Practice Explored	Core
MAR001-1	4	15	Principles of Marketing	Core
TBC	4	15	Customer Relationship Management	Core
2nd semester (February-May / February Start)				
TBC	4	30	Using Data to Build Business Practice	Core
TBC	4	30	Introduction to the Airline Industry	Core

Unit Code	Level	Credits	Unit Name	Core or option
TBC	5	30	Global Airline & Cargo Operations Management	Core
TBC	5	30	Strategy and Innovation	Core
TBC	5	30	Marketing Communications in the Digital Age	Core
TBC	5	15	Brand Management	Core
TBC	5	15	Strategic Airport Planning & Development	Core
TBC	5		Professional Practice Year	Option
Unit Code	Level	Credits	Unit Name	Core or option
TBC	6	30	Managing Safety & Security for Aviation	Core
TBC	6	15	Preparation for Specialist Research Project	Core
TBC	6	15	Aviation Law	Core
TBC	6	30	Specialist Research Project	Core
TBC	6	15	Crisis Management and Communication	Core
MAR014-3	6	15	Marketing in a Global Context	Core

Course-Specific Regulations

Students are required to enrol on to applicable module on the IATA Leadership & Management diploma which includes ten (10) Harvard Management or elective mini-modules. Additionally, the marketing units offered on this course have been mapped and accredited by the Chartered Institute of Marketing (CIM) which provides you with an option to further your professional qualifications in marketing with the CIM.

Additional Course Costs

No additional cost to students.

Entry requirements

Standard UCAS entry requirement of 96-120 points apply to this course. We will consider you as an individual and take into account all elements of your application, not just your qualifications. We are looking for both breadth and depth in your current studies as well as enthusiasm for the subject you wish to study. The following links provide current information on admissions and how to apply:

<http://www.beds.ac.uk/howtoapply/admissions>

<http://www.beds.ac.uk/howtoapply/admissions/making-your-application>

If you are an International Student

<http://www.beds.ac.uk/international/international-applications/international-entry-requirements>

Undergraduate applications can be made direct to the University or via our representatives in your home country. Only indicate any changes from the normal requirements as approved by Academic Board.

You can also find current information at:

<http://www.beds.ac.uk/international/international-applications/international-entry-requirements>

or by emailing our International Admissions department at:

International-admissions@beds.ac.uk

Graduate Impact Statements

The course has been designed to develop graduates who are able to:

- Manage operations in Marketing in an aviation or airport context through an understanding of the industry, responding ethically and responsibly to a rapidly changing environment.
- Employ analytical and critical management skills to confidently and creatively address key aviation problems or issues.
- Collaborate effectively with a diverse range of people from various cultures, disciplines and contexts to deliver strategic aims and implement practical solutions of the business.

- **Course Learning Outcomes**

On graduating with an honours degree in Marketing in Aviation and Airport Management, you will be able to:

LO1: Demonstrate a wide understanding of the concepts and characteristics of business management, marketing and airline industry, the detailed relationships between these and their application and importance in an integrated framework.

LO2: Consistently demonstrate a command of marketing, airport and aviation skills, including application of knowledge to practice to achieve outcomes.

LO3: Critically investigate and appraise aviation and airline situation collecting and evaluating information, sourcing and analysing data in order to assess options, impact on society and wider economy and make recommendations.

LO4: Develop and apply your own perspective to your course and inform professional practice, managing problem situations, and to demonstrate critical evaluation to propose alternative solutions.

LO5: Develop commercial acumen and innovation underpinning an ability to integrate and synthesise a range of complex concepts, disciplines and solutions appropriate to the specialism of global aviation and airport marketing;

LO6: Demonstrate written and oral competency in a wide variety of tasks and contexts consistent with the wide range of theories and conceptual frameworks relevant to aviation and airport marketing, and manage an effective customer focus marketing strategy.

LO7: Critically challenge, apply and modify processes, plans and procedures underpinning aviation and airport marketing, while upholding safety, efficiency, security and environmental protection;

LO8: Demonstrate an ability to research, analyse and interpret data and information, applying these to specific situations using appropriate analytical tools.

PSRB details

Through the University's IATA Approved Training Centre (ATC) status, the course will be able to offer the students the chance to achieve an IATA diploma by incorporating one of the IATA courses as one of the units starting in September 2017/18. Students on the course will have a chance to graduate with a BSc plus an IATA Leadership & Management Diploma if they meet all the requirements including passing the externally administered IATA exam and completing ten Harvard Management or mini-units online within a specified duration.

The BSc (Hons) Marketing course (with languages) is seeking accreditation via the CIM, but this is outstanding at present and subject to confirmation.

Learning and Teaching

The approach to learning and teaching on this course is designed with a key focus on practice based education, research informed teaching and employability within various learning communities. Your learning experience develops from gaining foundation knowledge and skills, to strategy development, and to practice and implementation underpinned by academic rigor in an interactive environment. You will be able to use these skills to develop and apply marketing strategies for future and new products and services, via new channels and media within the specialism to include analysis of management principles and decision-making in the specific context of aviation and airport management through the specialism units.

This course will use various learning approaches, most importantly, the blended learning approach combining face-to-face interactions with online collaborative activities. The balance between classroom activities and digitally enabled activities provides flexibility and would enable you to develop self-directed learning skills and digital literacies. Outside the classroom, you are expected to actively engage in guided and independent learning according to the summary of learning hours indicated for each unit on the course.

In addition, you will be helped in your studies by a mentoring scheme called PAL – Peer Assisted Learning – in which students from years above you will provide some guidance in study techniques. Volunteering to be a PAL leader yourself is a good way of embedding your skills into your everyday practice of marketing communications.

As you progress through the course, you will master the skill to reflect on your own learning experience in order to equip you for life-long learning and embark on your working career as a career-ready professional.

Assessment

The assessment strategy supports the course's focus on being an independent learner and employability.

Your subject knowledge and key skills such as team work, communication, information literacy, research and evaluation, creativity and critical thinking are tested throughout the course using various relevant assessments to meet the learning outcomes as well as your different learning styles. The key subject themes increase in intensity as you progress to the next level and then to the final year, allowing you to build on previous knowledge. The assessments are therefore designed to support you to work both in a team and independently. The assessments reflects incremental learning as well as focus on being a confident independent learner by providing more group work opportunities at the start of your course to build your team skills and engagement, and progresses to more individual and guided assessments to challenge you academically and professionally. The variations of assessments you will engage with ensures that you integrate theory and skills into sound practice through a combination of assessment methods, such as, a report required as an outcome of a time-limited assessment task. This helps you to accumulate all the skills necessary to interact efficiently within the world of marketing and aviation.

For all assessments, you will have an assignment brief which clearly sets out requirements and the criteria for grading your work; this develops your understanding of the assessment standards and what is needed to do well at a task.

You will receive feedback on all your assessments to enable you to improve your learning. It is important that you use this feedback accordingly to maximise your performance on future assignments and to buttress your learning.

Assessment Map

Unit Code	C/O	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Business Practice Explored	C					CW-RW							CW-PORT		
Using Data to Build Business Practice	C					CW-Data							WR-I		
Customer Relationship Management	C						PR-oral						PR-prob		
Introduction to the Airline Industry	C							WR-I							EX
Principles of Marketing	C													CW-Port	
Strategy and Innovation	C								WR-I				WR-I		
Marketing Communications in the Digital Age	C					CW								CW-port	
Global Airline and Cargo Operations Management	C									PR-Oral				WR-I	
Strategic Airport Planning and Development	C							WR-I							EX
Brand Management	C						EX-PT							WR-I	
Preparation for the Specialist Project	C						EX-PT							WR-I	
Managing Safety and Security for Aviation	C							PR-Oral							EX
Specialist Research Project	C					WR-I									PJ-Diss
Aviation Law	C														PJ-Proj
Marketing in a Global Context	C						WR-I							WR-I	
Crisis Management and Communication	C							WR-I							PR-OT/WR-I

Developing your employability

Throughout your course, you will benefit from an intensive multi-disciplinary team-work driven environment in Level 4 as well as enhance your suitability for a management and leadership career in the aviation industry through a systematic understanding of management theories and their nuanced application in an aviation context through engagement with the content of Introduction to the Airline Industry for the IATA Leadership and Management diploma which is embedded in a Level 4 unit. Developing your career goals and aspirations in Level 5 and Level 6 will enhance key transferable skills much sought after by employers. At Level 6, you will tangibly demonstrate your ability to creatively and effectively respond to topical sector challenges through the final dissertation project. This will equip you to embark on your step-change plan to take your first graduate job or embark on a higher degree programme.

Accessibility to professional networks is made available by our affiliation to CIM. Additionally, the proximity of London Luton Airport means that you will be able to experience and reflect on operations and how theory is applied in practice, through visits, field-trips and by liaison with industry experts.

Additional Course costs

N/A

After Graduation

BSc Marketing and AAM course will enable you to access varied career paths in ground based services, within an airport, or consider a career within the aviation industry. Potential career options include:

- Market Researcher
- Airport Development Consultant
- Air Cargo Marketing Executives,
- Advertising Executive in Private Jet Operations and Airlines;
- Airline Marketing and Sales Executive.
- Graduate Scheme applicant
- Customer Marketing Specialist
- Buyer-Digital Marketing & Logistics Executive
- Field Marketing Manager
- Web & CRM (Customer Relationship Mgt) Marketing Executive
- Digital Marketer
- Communications and CSR Manager –Aviation
- Digital Marketing Manager-Cargo

You will be able to further your studies on one of our specialist Masters programmes e.g. MSc Marketing, MSc Digital Marketing and MSc International Business.

Additional Information

Peer Assisted Learning (PAL) will be timetabled in Year one. The PAL scheme at University of Bedfordshire is based upon 2nd/3rd year students (PAL Leaders) working in pairs or trios, to facilitate friendly, weekly PAL sessions with first year students. PAL is intended to help new first year students:

- Adjust quickly to university life
- Make friends and connections
- Create an informal learning community for student scholars
- Acquire a clear view of course direction and expectations
- Improve your study skills/adjust their study habits to meet the requirements of higher education
- Enhance your understanding of the subject matter of your course through collaborative group discussion
- Prepare better for assessed work and exams

Student Support during the course

We want you to be strong independent learners, taking responsibility for your own success within the world of aviation. To help you do that, the Business Systems and Operations department will provide a wide range of support which you can call on to help with academic issues and with personal challenges which can affect any of us at certain times in our lives.

You can seek advice and support from your Personal Academic Tutor to help you develop basic or advanced skills needed for studying, with respect to a wide variety of resources embedded within your course.

The following links provide access to the other help and advice available within the University of Bedfordshire's student support services:

<http://www.beds.ac.uk/student-experience2/studying-at-bedfordshire/student-support>

and for international support

<http://www.beds.ac.uk/international/international-student-support> We adopt a business-style approach to supporting your academic development and want you to be a strong independent learner, taking responsibility for your own success within the world of marketing.

To help you do that the Business Systems & Operations department will provide a wide range of support which you can call on to help with academic issues and with personal challenges which can affect any of us at certain times in our lives.

The following links provide access to the University of Bedfordshire's student support services:

<http://www.beds.ac.uk/studentlife/student-services>

<http://www.beds.ac.uk/studentlife/student-services/academic>

and for international support <http://www.beds.ac.uk/studentlife/international2>

In addition, a range of services are available to you as a student on this course in addition to information in your course handbook:

Library Services (<http://lrweb.beds.ac.uk>) and the **Student Information Desk** (<http://www.beds.ac.uk/studentlife/student-support/sid>) will usually be your first point of reference and two of the places you will visit most often. For an overview of those services, including **Health and Well Being** as well as **Career Services** please visit: <http://www.beds.ac.uk/studentlife/student-support>.

A **Personal Academic Tutor (PAT) will be allocated to you.** Your PAT will be your coach during your studies. You will receive help in learning and in becoming more self-aware.

BREO: Bedfordshire Resources for Education Online (BREO) includes the University's virtual learning environment (Blackboard) and a range of other technologies. Through BREO you will have access to a range of materials and resources to help and support you in each of the units you study and it is important that you access BREO regularly to find out about any changes.

Professional Academic Development (PAD): It is not unusual to need some extra advice and guidance on developing your academic skills. The University has a specialist support area- Professional Academic Development (PAD) who can help and support you in a range of areas including:

- The quality of your written assignments
- Your understanding of mathematical or statistical concepts
- Your organisational skills and how you approach studying
- Your time management and prioritising
- The strategies you use when reading
- Your language skills
- Aspects of your IT skills
- How you prepare for exams

There is no cost for PAD's services. If you feel that you would benefit from some additional help with your studies then do contact them. You can visit their web site at <http://lrweb.beds.ac.uk/pad> to find out the dates of workshops on a range of topics or to book one-to-one appointments. You will also find a Professional Academic Development link on your home page within BREO which provides access to a range of additional on-line resources.

Course-specific support includes the following:

Your **Course Coordinator** will be there to advise you on:

- Specific information regarding your Course, particular Units, options, regulations, etc.
- Accuracy of your results
- Obligations regarding re-assessment and repeats

- Materials including the Course Handbook, and Induction information.

You will have an **induction** during your first week where all relevant information regarding this course will be presented and you will have an opportunity to meet your Course Coordinator, and a number of your tutors.

English Language Support through the Language Centre with daily drop in service and free language classes.

The University of Bedfordshire is committed to supporting applications from students with disabilities, and we do all we can to ensure we are accessible and welcoming to all.

For information on how the University supports students with disabilities and how to access this support, go to the following links:

<http://www.beds.ac.uk/student-experience2/studying-at-bedfordshire/student-support/disabilities2>

Course Equality Impact Assessment

Question	Y/N	Anticipatory adjustments/actions
The promotion of the course is open and inclusive in terms of language, images and location?	Y	
Are there any aspects of the curriculum that might present difficulties for disabled students? For example, skills and practical tests, use of equipment, use of e-learning, placements, field trips etc.	N	If so indicate the anticipatory adjustments and arrangements here
Are there any elements of the content of the course that might have an adverse impact on any of the other groups with protected characteristics ¹ ?	N	If so then indicate the anticipatory adjustments and arrangements here
If the admission process involves interviews, performances or portfolios indicate how you demonstrate fairness and avoid practices that could lead to unlawful discrimination?	N/A	
Confirm that you have considered that the course learning outcomes and Graduate Impact Statements are framed in a non-discriminatory way.	Y	
Confirm that the course handbook makes appropriate reference to the support of disabled students.	Y	

¹ Age, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion and belief, Sex, Sexual orientation

Administrative Information – Faculty completion	
Faculty	UBBS
Portfolio	Marketing
Department/School	International Business, Marketing, and Tourism
Course Coordinator	Linda Deigh
Semester pattern of operation	Oct (Trimester 1), Feb (Trimester 2), June (Trimester 3)
PSRB renewal date (where recognised)	N/A
Version number	01/2018
Approved by (c.f. Quality Handbook ch.2)	Periodic Review Panel
Date of approval (dd/mm/yyyy)	16/11/2017
Implementation start-date of this version (plus any identified end-date)	September 2018
Study model type if not on-campus	

	Name	Date
Form completed by	Dr Alia El Banna	07-02-2018
Signature of Chair of Faculty TQSC		

Course Updates – ensure that the revised CIF is given a new version number each time a change is made		
Date	Nature of Update	FTQSC Minute Ref:
07-02-2018	CIF updated to latest template for purposes of periodic review	

Administrative Information – Academic Registry completion	
Route code (post approval)	
JACS / HECoS code (KIS)	
SLC code (post approval)	
Qualification aim (based on HESA coding framework)	

Annexes to the Course Information Form

These annexes will be used as part of the approval and review process and **peer academics** are the target audience.

General course information

Course Title	<i>Marketing in Aviation and Airport Management</i>
Qualification	<i>BSc (Hons)</i>
Route Code (SITS)	BSMMAAF+BSKVFAAF+BSKVPAAF
Faculty	<i>UBBS</i>
Department/School/Division	<i>Business Systems and Operations</i>
Version Number	<i>1/2018</i>

Annex A: Course mapping of unit learning outcomes to course learning outcomes

Unit code	Business Practice Explored	Principles of Marketing	Introduction to the Airline Industry	Customer Relationship Management	Using Data to Build Business Practice	Marketing Communications in the Digital Age	Strategy and Innovation	Global Airline & Cargo Operations Management	Strategic Airport Planning & Development	Brand Management	Specialist Research Project	Managing Safety & Security for Aviation	Preparation for Specialist Research Project	Crisis Management and Communication	Aviation Law	Marketing in a Global Context
Level	4	4	4	4	4	5	5	5	5	5	6	6	6	6	6	6
Credits	30	30	30	30	30	30	30	30	15	15	30	30	15	15	15	15
Core or option	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
Course Learning Outcome (number)																
LO1	LO1	LO1	LO1			LO1						LO1				LO1
LO2			LO1		LO1		LO1							LO2		LO1
LO3	LO2	LO2	LO2						LO1, LO2	LO1				LO2		
LO4				LO1	LO2		LO2		LO1			LO2	LO1	LO1		
LO5			LO2	LO2												LO2
LO6						LO2		LO2		LO2	LO1 LO2	LO2	LO2		LO1	LO2
LO7								LO1	LO2			LO1		LO1	LO2	
LO8											LO1, LO2		LO1, LO2			

Annex B: Named exit or target intermediate qualifications

This annex should be used when Schools wish to offer intermediate qualifications which sit under the main course qualification as named exit or target awards, rather than unnamed exit/default awards.

Section 1: General course information

Intermediate Qualification(s) and titles	N/A
Mode(s) of Study and Duration	Full Time; 3 years
Type of Intermediate Qualification(s)	N/A
Route Code(s) (SITS) of Intermediate Qualification(s)	

Section 2: Qualification unit diet

One table to be used for each intermediate qualification

Confirmation of unit diet for:	N/A	
The units to achieve the credits required may be taken from any on the overall diet for the main course qualification		<input type="checkbox"/>
A combination of units from a restricted list must be taken to achieve the credits required (specify the list below)		<input type="checkbox"/>
A specific set of units must be taken to achieve the credits required (specify units below)		<input type="checkbox"/>

List of units (if applicable):-

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Section 3: Course structure and learning outcomes

One table to be used for each intermediate qualification

Intermediate qualification and title														
The Units which make up this course are:					Contributing towards the learning outcomes <i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>									
Unit Code	Level	Credits	Unit Name	Core or option	1	2	3	4	5	6	7	8		

Annex C: Course mapping to FHEQ level descriptor, subject benchmark(s) and professional body or other external reference points

One set of mapping tables to be produced for the course and each named intermediate qualification

Course (or intermediate) qualification and title	BSc (Hons) Aviation & Airport Management
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FHEQ Descriptor for a higher education qualification	<i>FHEQ level 6 descriptors: On graduating with an honours degree in business and management, students will have:</i>	Course Learning Outcome(s)									
		1	2	3	4	5	6	7	8		
Knowledge and understanding of the key areas of business and management, the relationships between these and their application		X					X	X			
Demonstrated competence within the range of subject-specific and generic skills and attributes		X	X	X	X		X	X	X		
A view of business and management which is predominantly influenced by guided learning with a limited critical perspective.		X	X	X		X		X	X		
Typically, holders of the qualification will be able to:											
Have a wide knowledge and understanding of the broad range of areas of business and management and the detailed relationships between these and their application to practice		X	X	X		X	X	X			
Consistently demonstrate a command of subject-specific skills as well as proficiency in generic skills and attributes					X	X			X		
Have a view of business and management which is influenced by a wide range of learning sources, based on a proactive and independent approach to learning.			X	X	X	X		X	X		
Be distinguished from the threshold category by their enhanced capacity to develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore alternative solutions, to demonstrate critical evaluation and to integrate theory and practice in a wide range of situations.				X	X	X		X	X		

Subject Benchmark Statement(s)	<i>(insert title(s) and year)</i>	Evidence and/or Course Learning Outcome(s) <i>How the course takes account of relevant subject benchmark statements</i>
Knowledge and understanding of the key areas of business and management, the relationships between these and their application		Course Learning Outcomes: 1, 6, 7
Demonstrated competence within the range of subject-specific and generic skills and attributes		Course Learning Outcomes: 1, 2, 3, 4, 6, 7, 8
A view of business and management which is predominantly influenced by guided learning with a limited critical perspective.		Course Learning Outcomes: 1, 2, 3, 5, 7, 8
Have a wide knowledge and understanding of the broad range of areas of business		Course Learning Outcomes: 1,2,3,5,6,7

and management and the detailed relationships between these and their application to practice	
Consistently demonstrate competence within the range of subject-specific skills as well as generic skills and attributes	Course Learning Outcomes: 4,5,8
Have a view of business and management which is predominantly influenced by guided learning with a limited critical perspective.	Course Learning Outcomes: 2, 3,4,5,7,8
Be distinguished from the threshold category by their enhanced capacity to develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore alternative solutions, to demonstrate critical evaluation and to integrate theory and practice in a wide range of situations.	Course Learning Outcomes: 3,4,5, 7,8

The format of the following mapping tables may be adjusted.

Qualification Characteristic	<i>(insert title and year where appropriate)</i>	Evidence
		<i>How the course takes account of relevant qualification characteristics documents</i>

Professional body or other external reference points	Chartered Institute of Marketing (CIM) <i>(Level 4 and 6 Marketing)</i> IATA	Evidence
		<i>How the course takes account of Professional body or other external reference points</i>
IATA		University's IATA Approved Training Centre (ATC) status, the course will be able to offer the students the chance to achieve an IATA diploma.
CIM Level 4 learning outcomes		
The Marketing Concept: Understand the role and function of marketing		Principles of Marketing (LO1)

The Marketing Concept: Understand what influences customer behaviour	Consumer Behaviour(LO1)
Analysis and Insight: Identify factors and trends in the marketing environment and how they affect marketing planning	Brand Management (LO1, LO2)
Analysis and Insight: Identify options for gathering relevant market information	Consumer Behaviour(LO2)
Marketing Mix: Know the elements of the marketing mix	Principles of Marketing (LO2)
Marketing Mix: Apply and adapt the marketing mix to satisfy customer needs	Introduction to Digital Marketing and Analytics(LO2)
CIM Level 6 learning outcomes	
Analysis and Insight: Understand how to analyse an organisation's current and future external environment	Marketing Ethics and CSR(LO1,LO2); Account & Media Planning (LO1, LO2)
Analysis and Insight: Understand how to analyse an organisation's current and future internal environment	Marketing Ethics and CSR(LO1,LO2); Creative Advertising & Copywriting (LO1, LO2)
Planning: Analyse relevant information to recommend and inform strategic decision making	Marketing Communications Practice (LO1); Specialist Research Project (LO1,LO2); Marketing Ethics and CSR(LO1,LO2); Marketing Communications in the Digital Age(LO1)
Planning: Develop a strategic marketing plan to realise organisational objectives	Marketing Communications Practice (LO2); Account & Media Planning (LO1, LO2); Creative Advertising & Copywriting (LO1, LO2)
Implementation and Control: Manage resources to deliver the strategic marketing plan	Marketing in a Global Context(LO2); Marketing Communications in the Digital Age(LO2); Interactive and Marketing Management(LO1)
Implementation and Control: Monitor, measure and adapt the marketing plan for continuous improvement	Interactive and Marketing Management(LO2)

Annex D: Diet Template

Course Title:	BSc. Marketing with Aviation and Airport Management		
Route Code:	BSMAMAF	Mode: Full Time	
Length of course:	3 Years.		

Please note a separate diet sheet is needed for each location of delivery (i.e. Luton, Bedford, partner location), each start date (i.e. October, February), each course length (i.e. 12 month, 15 month) & each attendance mode (i.e. Full Time).

Location of delivery (please tick):

Luton AA	X	
Bedford AB		
Milton Keynes AD		
Other (please state)		

Delivery pattern - please highlight all applicable start months, if other please state):

A list of valid available on the intranet at

<u>Semesterised</u>	SEPT	FEB	JUN				
<u>PG Block delivery (intake months ONLY)</u>	BLK1 OCT	BLK2 NOV	BLK3 FEB	BLK4 APR	BLK5 JUN	BLK6 AUG	
<u>Yearlong delivery</u>	OCT (TY)	FEB (FY)					
<u>Other (outside of agreed patterns)²</u>							

period codes can be found

<https://in.beds.ac.uk/registry/student-records/srs-training-and-development/sits>. Please refer to this when completing the diet sheet below. If your diets differ year to year e.g. SET A, SET B, please indicate clearly the academic year and set applicable.

If your diet includes units which have not yet been assigned codes, please ensure this is clear by using NEW in the unit code column, followed by the correct prefix to be used e.g. ASS. Student Records will then assign a new unit code. Please note that a change in the credit value of an existing unit will require a new unit code to be created.

² Where you are proposing a teaching pattern outside of the University agreed patterns, you should provide a mapping document for the course against the University standard patterns of assessment points, exam boards, terms dates and breaks

Course title: BSc Marketing and Aviation & Airport Management

ROUTE CODE: BSMAMAAF

MODE: F/T

Location: Luton

Start: _____ October _____

Units for Year 1 for Academic Year 2018/19

Unit Code	Unit Name	Unit Location	Core/ Option	Period of study	Credits
October start					
Tbc BSS	Business Practice Explored	Luton	C	Sem 1	30
tbc	Principles of Marketing	Luton	C	Sem 1	15
tbc	Customer Relationship Management	Luton	C	Sem 1	15
Tbc BSS	Using Data to Build Business Practice	Luton	C	Sem 2	30
tbc	Introduction to the Airline Industry	Luton	C	Sem 2	30

Units for Year 2 for Academic Year 2019/20 (Level 4 Oct and Feb starts come together)

Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credits
MAR021-2	Marketing Communications in the Digital Age	Luton	C	Sem 1	30
tbc	Global Airline & Cargo Operations Management	Luton	C	Sem 1	30
Tbc BSS	Strategy and Innovation	Luton	C	Sem 2	30
tbc	Strategic Airport Planning and Development	Luton	C	Sem 2	15
MAR016-2	Brand Management	Luton	C	Sem 2	15
Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credits
tbc	Managing Safety & Security for Aviation	Luton	C	Sem 1	30

Units for Year 3 for Academic Year 2020/21

Tbc bespoke	Preparation for the Specialist Research Project	Luton	C	Sem 1	15
Tbc LAW	Aviation Law	Luton	C	Sem 1	15
Tbc bespoke	Specialist Research Project	Luton	C	Sem 2	30
tbc	Crisis Management and Communication	Luton	C	Sem 2	15
MAR014-3	Marketing in a Global Context	Luton	C	Sem 2	15

Please add additional years on a separate page in the same format

Course title: BSc Marketing and Aviation & Airport Management

ROUTE CODE: BSMAMAAF

MODE: F/T

Location: Luton **Start: _____ February _____**

Units for Year 1 for Academic Year 2018/19

Unit Code	Unit Name	Unit Location	Core/ Option	Period of study	Credits
February start					
Tbc BSS	Using Data to Build Business Practice	Luton	C	Sem 2	30
tbc	Introduction to the Airline Industry	Luton	C	Sem 2	30
Tbc BSS	Business Practice Explored	Luton	C	Sem 3	30
tbc	Principles of Marketing	Luton	C	Sem 3	15
tbc	Customer Relationship Management	Luton	C	Sem 3	15

Units for Year 2 for Academic Year 2019/20 (Level 4 Oct and Feb starts come together)

Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credits
MAR021-2	Marketing Communications in the Digital Age	Luton	C	Sem 1	30

Units for Year 3 for Academic Year 2020/21

tbc	Global Airline & Cargo Operations Management	Luton	C	Sem 1	30
Tbc BSS	Strategy and Innovation	Luton	C	Sem 2	30
tbc	Strategic Airport Planning and Development	Luton	C	Sem 2	15
MAR016-2	Brand Management	Luton	C	Sem 2	15
Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credits
tbc	Managing Safety & Security for Aviation	Luton	C	Sem 1	30
Tbc bespoke	Preparation for the Specialist Research Project	Luton	C	Sem 1	15
Tbc LAW	Aviation Law	Luton	C	Sem 1	15
Tbc bespoke	Specialist Research Project	Luton	C	Sem 2	30
tbc	Crisis Management and Communication	Luton	C	Sem 2	15
MAR014-3	Marketing in a Global Context	Luton	C	Sem2	15

Please add additional years on a separate page in the same format

