



**The Knowledge Hub  
Universities**

partnered with



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**The Knowledge Hub Universities  
Egypt**

**Full-time BA (Hons) Advertising and Digital Marketing  
TKHU020**

**Academic Year: 2023/24**

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education. Coventry University certifies that this Programme Specification follows the approved Programme Specification for BA (Hons) Advertising and Digital Marketing at the Faculty of Business and Law, Coventry University. Changes have only been made where an aspect of the provision at Coventry University is not relevant to the delivery at TKH or where specific information relevant to the delivery of this course in Egypt must be introduced, e.g. entry requirements, course management

## **Section A. 1-Level 3 BA (Hons) Advertising and Digital Marketing**

### **1. Introduction**

Part A.1 of this document outlines Level 3 of the programmes offered at Coventry University Branch (CUB) at The Knowledge Hub Universities (TKH) by the Schools in the Faculty of Business and Law.

Part A.2 outlines Levels 4, 5 and 6, which are specific to the BA Advertising and Digital Marketing offered by the School of Business and delivered at CUB at TKH, Egypt.

Level 3 of the programme will introduce students to key concepts in Business, Accounting, Finance, Economics, Marketing and Management, as well as the academic study skills and language skills they will need to operate effectively at degree level. Level 3 consist of 80 credits of subject-specific modules and 40 credits of academic English skills modules. The year will be fully taught in English with embedded specialist English-language and study skills support to prepare students for Level 4, 5, and 6 of the Coventry University degree course. Level 3 is typically for students who do not have English as their first language.

### **2 Outline and Educational Aims of the Course**

#### **Outline**

The overall aim of the Level 3 programme is to equip students with the fundamental knowledge of Business, Accounting, Finance, Marketing and Management needed to complete an honours degree in Digital Marketing, Finance, Accounting and Finance, Business and Marketing, Business and Human Resource Management and Business Administration. The programme is designed in line with the University's Education strategy in that it seeks to develop innovation and enterprise amongst the students, while offering them an international experience and the opportunity to further develop their employability skills.

In addition, the programme is also designed to prepare students for a range of careers within Accounting, Finance, Business Administration, Human Resource Management, Marketing and Management; but also allows for flexibility to encourage enterprise and entrepreneurship for those students who wish to explore other business careers.

The programme is designed to foster students' knowledge and transferable skills with embedded English Language and study skills support. Students are encouraged to explore different topics, test ideas and engage in a process of developing fundamental understanding of related topics and critical reflection of personal continuous development. The course supports students towards informed career choices, with awareness of their own strengths and knowledge of relevant career pathways. Successful completion of the course enables access to appropriate degree-level study with Coventry University. The year includes embedded academic English and study skills support.

The educational aims of Level 3 year are therefore:

- To develop awareness and familiarity with the key concepts in their chosen subject area.
- To develop the language and subject-specific academic study skills necessary to study at university level.
- To manage their own learning and acquire transferable skills such as communication, teamworking and problem-solving skills that equips students for higher education.

### **3. Course Learning Outcomes**

On successful completion of Level 3, a student will be able to:

1. Develop a fundamental understanding of the developments, characteristics, issues and business influences relevant to Accounting, Finance, Economics, Human Resource Management, Marketing and Business Administration, in an English-speaking learning environment.
2. Develop a fundamental understanding and awareness of the key basic socio-cultural, political, economic, technological, ethical and environmental factors that shape business practices nationally and globally.
3. Show evidence of the development of a professional attitude and basic skills relating to communication, personal credibility, entrepreneurship, teamwork, project planning and self-directed learning.
4. Demonstrate awareness of the principles of responsible management in the design and delivery of policies, governance and planning that are respectful of communities and stakeholder groups.
5. Develop the ability to use a range of digital platforms relevant to all courses.
6. Develop an understanding of career path and professional context in chosen areas, develop the capacity to manage personal continuous learning and readiness to transition to a more independent research-informed learning at degree level.

## 4. Level 3 Structure and Requirements, Modules, Credits and Progression

### Progression to Level 4

Module/ Assessment credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes	Indicative Semester
<b>Level 3</b>						
3	KH3124SSL	Introduction to Business Management	20	M	1,2,4,5	1
3	KH3106EFA	Fundamentals of Economics	20	M	1,2,4,5	1
3	KH3107HUM	Foundation Academic English 1 for Business	20	M	1,3,6	1
3	KH3108HUM	Foundation Academic English 2 for Business	20	M	1,3,6	2
3	KH3108EFA	Fundamentals of Accounting and Finance	20	M	1,2,4,5	2
3	KH3123SMM	Introduction to Marketing	20	M	1,2,4,5	2

Students who pass Level 3 according to the regulations will be entitled to progress to Level 4. Level 3 marks do not contribute to the final degree award.

**Section A.2-Level 4, 5 & 6**  
**PART A Course Specification (Published Document)**  
**BA (Hons) Advertising and Digital Marketing**

## **1. Introduction**

The BA (Hons) Advertising and Digital Marketing degree is a specialist integrated course combining advertising and digital marketing theory and practice. The course has a particular focus on online communication and customer engagement across a variety of digital platforms and organisational settings including global multi-national organisations, national public and private sectors, SMEs, non-profit, NGOs and charities. Students will gain expertise and confidence in search engine optimisation, content management, creative integrated communications, social media marketing, big data analysis, campaign planning and channel management as well as knowledge and application of key concepts and practice within the broader marketing discipline. The course is differentiated within the undergraduate marketing portfolio as it specialised in developing students capable of working in agency side and client side roles, with a specialist focus on both advertising and digital marketing.

There is constant need to innovate and adapt to change as organisations apply the latest creative and technological developments to secure and maintain competitive advantage. Digital marketing and advertising play a key role in this. As such, the BA (Hons) Advertising and Digital Marketing course will provide opportunities to develop students' creative and analytical skills in evaluating and applying various digital marketing tools and techniques for advertising, digital and social media marketing. The course aims to provide a potential pathway into careers on both the agency and client side in areas such as digital marketing management, social media management, digital insight, account management and campaign planning. The course also provides students with a range of transferable skills that are relevant to a variety of potential career routes beyond marketing.

The BA (Hons) Advertising and Digital Marketing course is part of a cluster of Business and Management courses which share a common first year, this is to enable students to gain a broad understanding of business and management concepts and practice before continuing their chosen specialism. As such, the course will equip students with the analytical and commercial skills needed to succeed in a career in business and marketing. A benefit of this approach means that, at the end of year one, students have the opportunity to move to another course in the Business and Management cluster.

The BA (Hons) Advertising and Digital Marketing course is distinctive due to its focus on real world engagement and authentic learning and assessment. Students will have opportunities to work on live projects and case studies from local and international organisations. Further opportunities include an work placement between the second and third years. Other key features of the course include:

- The development of specialist subjects and modules in the second and final year which include advertising and digital marketing, creative marketing, advertising and digital marketing strategy and digital customer experience.
- The course assessment strategy is designed to incorporate a range of innovative and authentic assessment methods, including group projects, presentations and pitches, all designed to ensure you are equipped with the necessary skills to boost your career potential.
- Networking with international alumni and employers through guest speaker events and projects.
- Course content that is informed through collaboration with Chartered Institute of Marketing (CIM).

The course also provides students the opportunity to develop advanced knowledge and understanding of marketing in accordance with the Quality Assurance Agency for Higher Education (QAA) Bachelor's Degree Subject Benchmark Statement for Business and Management (2019).

The BA (Hons) Advertising and Digital Marketing degree course at TKH Coventry University Branch is the same as the home institution course, with agreed minor modifications, and Coventry University also quality assures assessment and awards the degree.

<b>2 Available Award(s) and Modes of Study</b>			
Title of Award	Mode of attendance	UCAS Code	FHEQ Level
BA (Hons) Advertising and Digital Marketing	FT: 3 years (4 years including the foundation year).		6
(Fallback awards)	FT with sandwich year: 4 years (5 years including the foundation year).		6
BA Advertising and Digital Marketing			6
Diploma of Higher Education in Advertising and Digital Marketing			5
Certificate of Higher Education in Business and Management			4
<b>3 Awarding Institution/Body</b>	Coventry University		
<b>4 Collaboration</b>	Autonomous Franchise		
<b>5 Teaching Institution and Location of delivery</b>	Coventry University Branch at TKH The Knowledge Hub Universities Campus. New Administrative Capital, Residential Artea 7, R7, Cairo Governorate.		
<b>6 Internal Approval/Review Dates</b>	Date of latest review: July 2021 Date for next review: Academic Year 2026/2027		
<b>7 Course Accredited by</b>	N/A		
<b>8 Accreditation Date and Duration</b>	N/A		
<b>9 QAA Subject Benchmark Statement(s) and/or other external factors</b>	<p>QAA (2019) Subject Benchmark Statement: Business and Management [online] available from: <a href="https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5">https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5</a></p> <p>The course design has also taken into consideration a professional competencies framework for marketing (CIM 2019), in terms of the core, technical and behavioural competencies that will be required of future professionals of advertising and marketing. CIM, 2019. Professional Marketing Competencies [online] <a href="https://www.cim.co.uk/more/professional-marketing-competencies/">https://www.cim.co.uk/more/professional-marketing-competencies/</a></p> <p>The course reflects the Business School's commitment, as a prime signatory, to the six Principles for Responsible Management Education (PRME): <a href="http://www.unprme.org/">http://www.unprme.org/</a></p>		

<b>10 Date of Course Specification</b>	May 2023
<b>11 Course Director</b>	Coventry University Branch at TKH Course Director:

## **12 Outline and Educational Aims of the Course**

The overall aim of the BA (Hons) Advertising and Digital Marketing course is to prepare students to be professional advertising, digital marketing and marketing practitioners with the theoretical knowledge, skills and personal attributes to meet the needs of tomorrow's leaders. Our graduates will be adaptable and reflexive managers, capable of filling senior management positions and adding value to organisations through their advertising, digital marketing and marketing skills and knowledge. The Educational Aims of the BA (Hons) Advertising and Digital Marketing course, therefore, are to:

1. Provide an education that prepares students for careers as ethical, globally minded, socially aware responsible leaders.
2. Provide students with opportunities to expand and enhance their intercultural competencies.
3. Provide an education that encourages students to effectively manage their own learning.
4. Provide an education that applies the concepts of academic research, analysis, evaluation and strategic capabilities as related to digital marketing and advertising.
5. Develop students' systematic and conceptual understanding of key aspects of digital marketing and advertising theory and practice.
6. Develop in students critical transferable and analytical skills for employment and career success in advertising and digital marketing.
7. Enable students to develop independence in problem solving and the creation of appropriate solutions in digital marketing and advertising.

The aforementioned educational aims align with the QAA Framework for Higher Education Qualifications (2019) descriptors at Level 6.

## **13 Course Learning Outcomes**

A student who successfully completes the course will be able to:

1. Appraise the latest developments in management theory and practice in the context of advertising and digital marketing, at a local, national and global level.
2. Apply creative and entrepreneurial approaches in providing solutions to marketing issues and problems, at a local, national and global level.
3. Appraise the development of marketing theory, principles and practice, in order to justify decisions and apply across different professional contexts.
4. Evaluate, recommend and communicate ethical and responsible solutions to marketing problems that respects and engages local, national and global stakeholders.
5. Critically analyse, evaluate and interpret data to justify and effectively influence/communicate marketing decisions to a range of audiences.
6. Recognise, demonstrate and continually develop relevant transferable skills, such as communication, cultural/ethical awareness, teamworking, problem solving and creativity relevant to advertising and digital marketing.
7. Develop, evaluate and use a range of advertising and digital marketing tools and techniques to achieve advertising and digital marketing communication strategy and objectives in a socially responsible and ethical manner
8. Critically evaluate digital marketing and advertising concepts and data to make informed strategic decisions.

## **14 Course Structure and Requirements, Levels, Modules, Credits and Awards**

Modules within the programme, their status (whether mandatory or options), the levels at which they are studied, their credit value are identified in Table 1 below.

Modules within the programme may be classed as:

Mandatory (M) – These modules are compulsory.

Options (O) – These modules are chosen from a prescribed list of modules.

Details regarding the patterns and modes of attendance, as well as other distinctive features of the course are presented below.

### **14.1 Patterns and modes of attendance**

Students on the above course will normally take 360 credits over a period of:

- three years full-time (four years including the foundation year);

Students taking the work placement year option will take 360 credits over a period of:

- four years full-time (five years including the foundation year).

All modules are taught within a semesterised system. Students enrolling in September will study during semesters 1 and 2 of each academic year. All modules are classed as level 4, 5 or 6.

Students have the opportunity to under-take a year-long placement (KHXXXX) between Level 5 and final year of study. The module is non-credit bearing and does not contribute to a students' overall award or classification.

Section 6.4 of University and The CUB at The Knowledge Hub Academic Regulations concerning enrolment and registration are applicable to the course.

### **14.2 The Sandwich/Work Placement Year**

The aim of the work placement year is to enhance the employability prospects and career development of the students and is therefore in line with the University's mission statement. The potential benefits of the option year to the students are considerable and include:

- Experience in job-searching, self-presentation and interviews.
- Work experience which supports future career prospects
- Confidence in their capacity to contribute to the organisation that employs them.
- Opportunity to apply theory into practice.
- Self-discipline and organisation.
- Building relationships with prospective employers.
- Opportunity for international experience in a different culture.

Students preparing for the option year, are supported by The Knowledge Hub, members of which will help in the preparation of CVs, preparation for interviews and employment and provide support throughout the year. Placements are subject to availability and a competitive application process. However, students are encouraged to seek alternative sources of employment themselves with guidance provided by The Knowledge Hub.

### 14.3 Semester of Study/One Academic year at Coventry University (Optional)

The course structure and timing of delivery at The Knowledge Hub shall be aligned with the equivalent course at Coventry University to enable a student to complete a semester of study/one academic year at Coventry University as part of their studies. The marks achieved at Coventry University will be used in the assessment of the student's performance at the end of each level and used in the calculation of the final degree classification.

### 14.4 Progression and Awards

The conditions below are specific regulations for an honours degree in Advertising and Digital Marketing. They are in addition to current University and The CUB at The Knowledge Hub Academic Regulations.

#### Progression requirements

For each award, students will be expected to meet the requirement laid out by CUB at The Knowledge Hub Academic regulations. When a student does not meet the requirement of the award which they are registered the following cascade will apply, ranking the order of awards for which the student will be considered:

#### Cascade of Awards:



Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below.

Credit level	Module Code	Title	Learning Credit	Assessment credit	Mandatory / Optional	Course Learning Outcomes
<b>LEVEL 4</b>						
4	KH4023SSL	Foundations of Management	20	20	M	1,4,6
4	KH4000HRM	Organisational Behaviour	20	20	M	1,4,6
4	KH4007MKT	Marketing, Digital and Social Media	20	20	M	1,2,3,4,6,7,8
4	KH4024SSL	Business Decision-Making Using Data Analysis	20	20	M	1,5,6,8
4	KH4006ICT	Entrepreneurial Ideation	20	20	M	1,2,4,6
4	KH4005ICT	Entrepreneurial Thinking	20	20	M	1,2,6
<b>LEVEL 5</b>						
5	KH5006ICT	Designing a Research Proposal	20	20	M	1,4,5,6
5	KH5016MKT	Integrated Marketing Communications	20	20	M	1,2,3,4,6,7,8
5	KH5015MKT	Consumer Behaviour	20	20	M	1,3,4,6,8
5	KH5017MKT	Marketing Insight	20	20	M	1,3,4,5,6,8
5	KH5018MKT	Advertising and Digital Marketing	20	20	M	1,2,3,6,7, 8
5	KH5021MKT	Creative Marketing	20	20	M	1,2,3,6,7,8
<b>Optional Work Placement Module (Sandwich 4 year mode of study) – subject to CUB TKH capabilities to provide local work placement</b>						
5	5004SMM	Work Placement*	0	0	O	

LEVEL 6						
6	KH6001SMM	Project	40	40	M	1,3,4,5,6,7,8
6	KH6025MKT	Advertising and Digital Marketing Strategy	20	20	M	1,2,3,6,7,8
6	KH6029MKT	Digital Customer Experience	20	20	M	1,3,6,7,8
6	KH6031MKT	Big Data***	20	20	O	1,3,4,6,7,8
6	KH6035MKT	Sustainable Marketing***	20	20	O	1,2,3,4,5,6
6	KH6034MKT	Social Media and Influencer Marketing***	20	20	O	1,2,3,4,6,7,8
6	KH6032MKT	Global Marketing***	20	20	O	1,3,4,5,6
6	KH6033MKT	PR and Event Marketing***	20	20	O	1,3,5,6

\*If a student undertakes the UK Work placement, this module will be mandatory

\*\*\*Students choose two options from Big Data, Sustainable Marketing, Social Media and Influencer Marketing, Global Marketing and PR and Event Marketing.

## 15 Criteria for Admission and Selection Procedure

### 15.1 Entry Requirement to Level 3 Year in Advertising and Digital Marketing.

1 AS Level grade D and 5 GCSEs (including English Language, Mathematics and Science) at A\*- C or 9 - 4 in the new GCSE grading structure **OR** 8 GCSEs (including English Language, Mathematics and Science) at A\*- C or 9 - 4 in the new GCSE grading structure) **OR** Tawjihiya/General Secondary School certificate with minimum 60% **OR** Pass grades in IB Diploma.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 5.5 (with no less than 5.0 in each component) or equivalent.

All equivalent qualifications and mature students with alternative experience will be considered on merit.

### 15.2 Direct Entry to Level 4

Direct Entry to Level 4 UCAS entry profiles may be found at  
<http://www.ucas.ac.uk/students/choosingcourses/entryrequirements>

- A-level: BBB; 5 GCSEs at grade 4 / C or above to include English and Mathematics
- IB Diploma: 24 points.
- BTEC: DDM
- Access to HE Diploma to include 30 Level 3 credits at Merit. Plus GCSE English and Mathematics at grade 4 / C or above.

Applications involving other UK or overseas qualifications, mature candidates, or candidates with experience are welcome and will be considered on their merit

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 6.0 (with no less than 5.5 in each component) or equivalent.

Non-standard entry students will be considered on a case-by-case basis.

## 16 Academic Regulations and Regulations of Assessment

This Course conforms to Regulations for the delivery of Coventry University Undergraduate awards at the Coventry University Branch at The Knowledge Hub, Egypt.

## 17 Indicators of Quality Enhancement

The Course is managed by the School of Business Board of Study of CUB at the Knowledge Hub

The Programme Assessment Board (PAB) for the Knowledge Hub is responsible for considering the progress of all students and making awards in accordance with both the University, CUB at The Knowledge Hub and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners are appointed for all named Coventry University awards and have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Collaborative Course Quality Enhancement Monitoring (CCQEM).

Students are represented via the Student Forum, Board of Study and CUB at The Knowledge Hub Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires.

A Link Tutor/ Director of International Partnership will be appointed by the Faculty of Business and Law at Coventry University.

The following are key indicators of quality and standards:

- Coventry University was shortlisted for the University of the Year (The Times and Sunday Times Good University Guide 2021).
- Coventry University is the No.1 Modern University in the Midlands (Guardian University Guide 2022).
- The course has been designed in accordance with the QAA Subject Benchmark Statement for Bachelor's Degrees in Business and Management (QAA, 2019).
- Coventry University has seven subject areas rank in the top 10 (Guardian University Guide 2021).
- Coventry University achieved 76% for Overall Satisfaction (National Student Survey (NSS) 2021).
- Coventry University achieved Top 250 QS World Rankings for Business and Management Studies (QS World University Rankings 2020).
- Coventry University has been the UK's Top Modern University for seven consecutive years (Guardian University Guide 2013-2019).
- Coventry University is the joint top modern University for career prospects (Guardian University Guide 2021 and 2022).
- Coventry University is No.1 in the World for Massive Online Open Courses (MoocLab's Work University Rankings by MOOC Performance 2021).
- Shortlisted for University of the Year (The Times and Sunday Times Good University Guide 2021).
- Coventry University has been awarded Gold standard in the Teaching Excellence Framework (TEF, 2017).
- Coventry Business School is ranked by EDUNIVERSAL in the 'Excellent Business School' (3 Palmes) worldwide category. EDUNIVERSAL provides a ranking and information system for students in order to help decide which Business School to study at (<http://eduniversal-ranking.com/>).
- Coventry Business School has signed up to 'The Principles for Responsible Management Education' (PRME) initiative <http://www.unprme.org/>. PRME has six principles, including; Purpose, Values, Method, Research, Partnership and Dialogue. All six principles of PRME are practised in the course.

- The School of Marketing and Management has a strong portfolio of active researchers who regularly publish in peer reviewed internationally-recognised publications.
- External Examiner reports point to the quality of the current courses offered within the School of Marketing and Management which have been strongly commended. This course complements the already successful suite of undergraduate courses offered within the School of Marketing and Management.
- A significant number of professional bodies (e.g. CMI and CIPD) have recognised degrees offered by the School of Marketing and Management.
- Awarded University of the Year for Student Experience (*The Times and Sunday Times Good University Guide 2019*).
- Coventry University is ranked 13th in the UK overall and 20<sup>th</sup> out of 117 courses for Business, Management and Marketing related subjects (*Guardian University Guide 2019*).
- Coventry University is 1<sup>st</sup> for overseas student experiences 6 years running (based on student trips abroad from *HESA 2014/15 – 2019/20*).
- Top 200 in the world in the [Times Higher Education Young University](#) Rankings (2017).

The QAA's Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- setting and maintenance of the academic standards of awards.
- quality of student learning opportunities.
- quality of the information about learning opportunities.
- enhancement of student learning opportunities.

## 18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support. These include:

- Academic Course Director(s) are responsible for particular activities across the course and are able to provide advice and support to students in course-related matters.
- Student Handbook;
- Module Descriptors;
- CCQEM Reports;
- The Knowledge Hub Study Support Information.