

DIGITAL AND SOCIAL MEDIA

DIGSM5H

Duration: 3 years full-time
Total credit rating: 360
UCAS code: P302
Award: BA (Hons) 360 credits
Subsidiary awards: DipHE (240 credits)
CertHE (120 credits)

Level 4 – with effect from September 2013

Please refer to the prospectus for entry requirements:

Core:	Candidates are required to take:		
BMM 4422	Marketing Fundamentals	Sem 1	20 credits
MFC 4012	Professional Development and Placement	Sem 1 & 2	20 credits
MFC 4312	Real-time Theory	Sem 2	20 credits
MFC 4322	Online Research and Content Generation	Sem 1 & 2	20 credits
MFC 4332	Pathways, Planning and Process	Sem 1 & 2	20 credits
MFC 4342	Visual Branding	Sem 1 & 2	20 credits

Level 5 – with effect from September 2014

Progression requirements: 120 credits from Level 4, or equivalent.

Core:	Candidates are required to take:		
BMM 5442	E-Business and e-Marketing	Sem 2	20 credits
MFC 5012	Professional Development and Placement	Sem 1 & 2	20 credits
MFC 5542	AV Production for Online Distribution	Sem 1 & 2	20 credits
MFC 5512	Dynamic Media	Sem 1 & 2	20 credits
MFC 5522	Social Media and Audience Theory	Sem 1 & 2	20 credits

and are required to choose 20 credits from:

MFC 5532	Creative Media Technologies	Sem 1 & 2	20 credits
MFC 5552	Social Business and the Sharing Economy	Sem 1 & 2	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits

Level 6 – with effect from September 2015

Progression requirements: 120 credits from Level 4 and 120 credits from Level 5, or equivalent.

Core:	Candidates are required to take:		
MFC 6504	Digital Media Portfolio	Sem 1 & 2	40 credits
MFC 6512	Individual Digital Project	Sem 1	20 credits
BMM 6242	Marketing Strategy and Planning	Sem 1	20 credits

and are required to choose 40 credits from:

BMM 6432	Entrepreneurship, Creativity and Innovation	Sem 1 & 2	20 credits
MFC 6522	Imagineering	Sem 1 & 2	20 credits
BMM 6452	Professional Learning through Work	Sem 1 & 2	20 credits
MFC 6532	Mobile Media	Sem 1 & 2	20 credits
MFC 6092	Contemporary Cultural Issues	Sem 1 & 2	20 credits
MFC 6542	Social Media Research	Sem 1 & 2	20 credits