

AY 2013/14 Programme Structure

MEDIA & MARKETING (Joint Honours)

(MEDAMKT)

Duration: 3 years full-time / 6 years part-time
Total credit rating: 360

Level 4

Please refer to the Prospectus for entry requirements.

Core:	Candidates are required to take:		
BMM 4452	Professional Development and Placement 1	Sem 1&2	20 credits
BMM 4422	Marketing Fundamentals	Sem 1&2	20 credits
MFC 4022	Analysing Media & Culture	Sem 1&2	20 credits
MFC 4141	Radio Production	Sem 1&2	10 credits
MFC4151	Television Production	Sem 1&2	10 credits
MFC 4122	Digital Media	Sem 2	20 credits
MFC 4042	Mapping the Media Landscape	Sem 1&2	20 credits

Level 5

Progression requirements:

Entry from 2012/13 onwards: 120 credits from level 4, or equivalent

Entry prior to 2012/13: minimum of 100 credits from Level 4, including BAM 4202 or SML4012, or equivalent

Core:	Candidates are required to take:		
MFC 5022	Media, Culture & Society	Sem 1&2	20 credits
BMM 5442	e-Business and e-Marketing	Sem 1	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits
BMM 5402	Professional Development & Placement 2	Sem 1&2	20 credits

Candidates are required to choose 20 credits from:

MFC 5042	Script to Screen	Sem 1&2	20 credits
MFC 5052	Radio Production	Sem 1&2	20 credits
MFC5202	Documentary: Theory and Practice	Sem 1&2	20 credits

Candidates are required to choose 20 credits from:

MFC 5032	Researching the Media Landscape	N/A 13/14	Sem 1&2	20 credits
MFC 5092	Screening American Cultural History: Research & Analysis		Sem 1&2	20 credits
MFC 5102	Screening Performance		Sem 1&2	20 credits
MFC 5112	Understanding Disney		Sem 1&2	20 credits
MFC 5122	Myths, Meaning & Movies		Sem 1&2	20 credits
MFC 5132	Television Genres		Sem 1&2	20 credits
MKT 5272	Consumer Behaviour	N/A 13/14	Sem 1&2	20 credits
BMM 5292	Service Marketing		Sem 2	20 credits

NOTE: MFC5042 may not be taken with MFC5202
MFC5202 may not be taken with MFC5042

Level 6 – for study 2013/14 only

Entry from 2013/14 onwards: 120 credits from levels 4 and 5, or equivalent

Entry prior to 2013/14: minimum of 100 credits from Level 4 including BAM4202 or equivalent and 100 credits from Level 5 including BAM 5202 or FAS5002, or equivalent

Core: Candidates are required to take:

MFC 6082	Media Research B	Sem 1&2	20 credits
MKT 6242	Marketing Strategy & Planning	Sem 1&2	20 credits

Candidates are required to choose 40 credits from:

BAM 6022	Research Project	Sem 1&2	20 credits
BAM 6132	Business Ethics	Sem 1&2	20 credits
BAM 6202	Contemporary Business & Marketing Issues	Sem 1&2	20 credits
BAM 6212	Managing Change	Sem 1&2	20 credits
BMM 6432	Entrepreneurship, Creativity & Innovation	Sem 1&2	20 credits
MKT 6202	International Marketing	Sem 1&2	20 credits

Candidates are required to choose 20 credits from:

MFC 6022	Creative Media	Sem 1&2	20 credits
MFC 6032	Radio Production	Sem 1&2	20 credits
MFC 6042	Television Documentary Production	Sem 1&2	20 credits
MFC 6402	Advanced Short Film Production	Sem 1&2	20 credits

Candidates are required to choose 20 credits from:

MFC 6092	Contemporary Cultural Issues	Sem 1&2	20 credits
MFC 6162	Film & Television Adapatation	Sem 1&2	20 credits
MFC 6112	Film Anaylsis 3: European Cinema	Sem 1&2	20 credits
MFC 6172	Spiritualities, the Sacred & the Screen	Sem 1&2	20 credits
MFC 6182	Science Fiction	Sem 1&2	20 credits