

## Media and Marketing (Single Honours)

MEDAMKT

**Duration:** 3 years full-time / 6 years part-time  
**Total credit rating:** 360  
**Course code:** PN35  
**Award Aim:** BA (Hons)  
**Subsidiary Awards:** DipHE – 240 credits  
CertHE – 120 credits

### Level 4

**Core:** Candidates are required to take:

BMM4452	Professional Development and Placement 1	Sem 2	20 credits
BMM4422	Marketing Fundamentals	Sem 1	20 credits
MFC4022	Analysing Media and Culture	Sem 1 & 2	20 credits
MFC4322	Online Research and Content Generation	Sem 1	20 credits
MFC4342	Visual Branding	Sem 1 & 2	20 credits
MFC4042	Mapping the Media Landscape	Sem 2	20 credits
MFC 4000	Programme Level Assessment	Sem 1&2	0 credits

### Level 5

Entry requirements: 120 credits from Level 4, or equivalent, including a pass in MFC4000;

**Core:** Candidates are required to take:

MFC5552	Social Business & the Sharing Economy	Sem 1	20 credits
BMM5562	Marketing Communications	Sem 2	20 credits
BMM5402	Professional Development and Placement 2	Sem 1 & 2	20 credits
MFC5032	Research Media, Film and Culture	Sem 1 & 2	20 credits

and are required to choose 40 credits from:

MFC5202	Documentary: Theory and Practice	Sem 1 & 2	20 credits
BMM5292	Service Marketing	Sem 2	20 credits
MFC5022	Media, Culture & Society	Sem 1 & 2	20 credits
MFC5112	Understanding Disney	Sem 1 & 2	20 credits
MFC5122	Myths, Meaning & Movies	Sem 1 & 2	20 credits
MFC5062	Digital Effects	N/A 15/16	Sem 1&2 20 credits

Level 6 for study 2015/16 only

### Level 6

Entry requirements: 120 credits from Level 4, and 120 credits from Level 5, or equivalent;

**Core:** Candidates are required to take:

MFC6232	Media, Film & Culture Research B	Sem 1 & 2	20 credits
BMM6242	Marketing Strategy and Planning	Sem 1	20 credits
and are required to choose 40 credits from:			
BMM6462	Business Ethics	Sem 2	20 credits
BMM6502	International Marketing	Sem 2	20 credits
BMM6482	Leadership	Sem 2	20 credits
BMM6302	Entrepreneurship and Creativity	Sem 1&2	20 credits
BMM6452	professional Learning Through Work	Sem 1&2	20 credits

and are required to choose 20 credits from:

MFC6022	Creative Media	Sem 1 & 2	20 credits
MFC6032	Radio Production	Sem 1 & 2	20 credits
MFC6042	Television Documentary Production	Sem 1 & 2	20 credits
MFC6402	Advanced Short Film Production	Sem 1 & 2	20 credits
MFC6202	Contemporary Cult Television	Sem 1&2	20 credits

and are required to choose 20 credits from:

MFC6092	Contemporary Cultural Issues	Sem 1&2	20 credits
MFC6162	Film & Television Adaptation	Sem 1&2	20 credits
MFC6112	Film Analysis 3: European Cinema	Sem 1&2	20 credits
MFC6172	Spiritualities, the sacred and the screen	Sem 1&2	20 credits
MFC6182	Science Fiction	Sem 1&2	20 credits

**Level 6 – for study 2016/17 onwards**

*Entry requirements: 120 credits from Level 4, and 120 credits from Level 5, or equivalent;*

**Core:** Candidates are required to take:

BMM6242	Marketing Strategy and Planning	Sem 1	20 credits
MFC 6234	Media, Film and Culture Research A	Sem 1 & 2	40 credits
BMM6582	e-Business and e-Marketing	Sem 2	20 credits

and are required to choose 20 credits from:

BMM6432	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
BMM6452	Professional Learning Through Work	Sem 1 & 2	20 credits
BMM6462	Business Ethics	Sem 1	20 credits
BMM6482	Leadership	Sem 2	20 credits
BMM6502	International Marketing	Sem 1	20 credits

and are required to choose 20 credits from:

MFC6022	Creative Media	Sem 1 & 2	20 credits
MFC6042	Advanced Documentary Production	Sem 1 & 2	20 credits
MFC6092	Contemporary Cultural Issues	Sem 1 & 2	20 credits
MFC6172	Spiritualities, the Sacred and the Screen	Sem 1 & 2	20 credits