

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:

MFC 4012	Professional Development and Placement 1	Sem 1 & 2	20 credits
MFC 4022	Analysing Media and Culture	Sem 1 & 2	20 credits
MFC 4342	Image Creation	Sem 1 & 2	20 credits
MFC 4362	Online Storytelling	Sem 2	20 credits
MFC 4372	Online Platforms	Sem 1	20 credits
BMM 4422	Marketing Fundamentals	Sem 1	20 credits
MFC 4000	Programme Level Assessment	Sem 1&2	0 credits

Level 5: for study 2016/17 only

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
MFC 5582	Online Community Management	Sem 1&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	Sem 1&2	20 credits
JOU 5992	PR in Practice	Sem 1&2	20 credits
MFC 5632	Negotiated Study Module	Sem 1&2	20 credits

Level 5 – with effect from September 2017**Core:** Candidates are required to take:

MFC 5012	Professional Development and Placement 2	Sem 1 & 2	20 credits
MFC 5032	Researching Media, Film and Culture	Sem 1 & 2	20 credits
MFC 5582	Online Community Management	Sem 1 & 2	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits

Option: Candidates are required to choose 20 credits from:

MFC 5042	Script to Screen	Sem 1 & 2	20 credits
MFC 5052	Radio and Podcast Production	Sem 2	20 credits
MFC 5062	Digital Effects	Sem 1 & 2	20 credits
MFC 5202	Documentary: Theory and Practice	Sem 1 & 2	20 credits
MFC 5572	Digital Narratives	Sem 1 & 2	20 credits
JOU 5992	PR in Practice	Sem 1 & 2	20 credits

Option: Candidates are required to choose 20 credits from:

MFC 5022	Media, Culture and Society	Sem 1 & 2	20 credits
MFC 5112	Understanding Disney	Sem 1 & 2	20 credits

MFC 5122	<i>Myths, Meanings and Movies</i>	Sem 1 & 2	20 credits
MFC 5132	<i>Television Genres</i>	Sem 1 & 2	20 credits
MFC 5632	<i>Negotiated Study Module</i>	Sem 1 & 2	20 credits
BMM 5292	<i>Service Marketing</i>	Sem 2	20 credits
SOC 5052	<i>Politics, Culture and Everyday Life</i>	Sem 1	20 credits

Programme Level Assessment: This takes place at the end of the academic year

Level 6: for study 2016/17 only

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:

BMM6302	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
JOU 6992	<i>PR Management – available from 2017/18</i>	Sem 1&2	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

Level 6 – with effect from September 2017

Core: Candidates are required to take:

MFC 6234	Media, Film and Culture Research	Sem 1 & 2	40 credits
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and are required to choose 20 credits from:

BMM 6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM 6582	E-Business and E-Marketing	Sem 2	20 credits

Option: Candidates are required to choose 40 credits from:

BMM 6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
BMM 6452	Professional Learning Through Work	Sem 1 & 2	20 credits
BMM 6462	Business Ethics	Sem 1	20 credits
BMM 6482	Leadership	Sem 2	20 credits
BMM 6502	International Marketing	Sem 1	20 credits
JOU 6992	PR Management*	Sem 1 & 2	20 credits
MFC 6022	Creative Media	Sem 1 & 2	20 credits
MFC 6044	Advanced Documentary Production*	Sem 1 & 2	40 credits
MFC 6092	Contemporary Cultural Issues	Sem 1 & 2	20 credits
MFC 6172	Spiritualities, the Sacred and the Screen	Sem 1 & 2	20 credits
MFC 6602	Negotiated Study Module	Sem 1 & 2	20 credits
MFC 6322	Professional Learning Through Work	Sem 1 & 2	20 credits