

BA (Hons) 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) - 360 credits
Subsidiary Awards:	DipHE - 240 credits CertHE - 120 credits

Level 4

Please see prospectus for entry requirements

Core:	Students are required to take:		
MFC4012*	Professional Development and Placement 1	Sem 1 & 2	20 credits
MFC4022*	Analysing Media and Culture	Sem 1 & 2	20 credits
MFC4342*	Image Creation	Sem 1 & 2	20 credits
MFC4362	Online Storytelling	Sem 2	20 credits
MFC4372	Online Platforms	Sem 1	20 credits
BMM4422	Marketing Fundamentals	Sem 1	20 credits
	*Integrated Assessment Block	Sem 2	

Level 5

Progression: 120 credits required from Level 4

Core:	Students are required to take:		
MFC5012	Professional Development and Placement 2	Sem 1 & 2	20 credits
MFC5032	Researching Media, Film and Culture	Sem 1 & 2	20 credits
MFC5582	Online Community Management	Sem 1 & 2	20 credits
BMM5562	Marketing Communications	Sem 2	20 credits
Option:	Students are required to choose 20 credits from:		
MFC5042	Script to Screen	Sem 1 & 2	20 credits
MFC5062	Digital Effects	Sem 1 & 2	20 credits
MFC5202	Documentary: Theory and Practice	Sem 1 & 2	20 credits
MFC5572	Digital Narratives	Sem 1 & 2	20 credits
JOU5052	Radio and Podcast Production	Sem 1	20 credits
JOU5992	PR in Practice	Sem 1 & 2	20 credits
Option:	Students are required to choose 20 credits from:		
MFC5022	Media, Power and Culture	Sem 1 & 2	20 credits
MFC5112	Understanding Disney	Sem 1 & 2	20 credits
MFC5132	Television Genres	Sem 1 & 2	20 credits
MFC5632	Negotiated Study Module	Sem 1 & 2	20 credits
BMM5292	Service Marketing	Sem 2	20 credits

Level 6

Progression: 120 credits required from Level 5

Core: **Students are required to take:**

MFC6234	Media, Film and Culture Research	Sem 1 & 2	40 credits
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and are required to choose at least 20 credits from:

BMM6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM6582	e-Business and e-Marketing	Sem 1	20 credits

Option: **Students are required to choose at least 60 credits from:**

JOU6002	Advanced Radio Production*	Sem 2	20 credits
MFC6044	Advanced Documentary Production*	Sem 1 & 2	40 credits
MFC6092	Contemporary Cultural Issues	Sem 1 & 2	20 credits
MFC6162	Film and Television Adaptation	Sem 1 & 2	20 credits
MFC6182	Science Fiction	Sem 1 & 2	20 credits
MFC6202	Contemporary Cult Television	Sem 1	20 credits
MFC6242	Negotiated Media Project	Sem 1 & 2	20 credits
MFC6322	Professional Learning Through Work (not available for study 2019/20)	Sem 1 & 2	20 credits
MFC6404	Advanced Short Film Production*	Sem 1 & 2	40 credits
MFC6564	Transmedia Production	Sem 1 & 2	40 credits
BMM6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
BMM6462	Business Ethics (not available for study 2019/20)	Sem 2	20 credits
BMM6482	Leadership	Sem 2	20 credits
BMM6502	International Marketing	Sem 2	20 credits
BMM6582	e-Business and e-Marketing	Sem 1	20 credits
JOU6992	PR Management (not available for study 2019/20)	Sem 1 & 2	20 credits

**There is a prerequisite for enrolment on this module – refer to tutor*