

BA (Hons) Digital Marketing**DIGIMKT**

Duration:	3 years full-time
Total credit rating:	360
Course code:	N904
Award:	BA (Hons) - 360 credits
Subsidiary awards:	BA (Ordinary) - 300 credits Dip HE - 240 credits Cert HE - 120 credits

Level 4 – with effect from September 2020

Please refer to the Prospectus for entry requirements

Core:	Students are required to take:		
MFC4003	Professional Development	Sem 1 & 2	30 credits
MFC4013	Digital Design	Sem 1 & 2	30 credits
MFC4023	Core Production Skills	Sem 1 & 2	30 credits
BMM4113	Digital Marketing Fundamentals	Sem 1 & 2	30 credits

Level 5 – with effect from September 2021

Entry requirements: 120 credits from Level 4

Core:	Students are required to take:		
MFC5003	Professional Placement	Sem 1 & 2	30 credits
MFC5333	Online Community Management	Sem 1 & 2	30 credits
BMM5073	Digital Marketing Communications	Sem 1 & 2	30 credits
Options:	Students are required to choose 30 credits from:		
MFC5113	Interactive Storytelling	Sem 1 & 2	30 credits
BMM5003	Services Marketing	Sem 1 & 2	30 credits

Level 6 – with effect from September 2022

Entry requirements: 120 credits from Level 5

Core:	Students are required to take:		
MFC6003	Professional Project	Sem 1 & 2	30 credits
BMM6073	Digital Marketing Strategy and Analysis	Sem 1 & 2	30 credits
Options:	Students are required to choose 60 credits from:		
MFC6023	Transmedia Production	Sem 1 & 2	30 credits
MFC6033	Digital Studio	Sem 1 & 2	30 credits
MFC6193	Creative Project	Sem 1 & 2	30 credits
BMM6003	Entrepreneurship and Creativity	Sem 1 & 2	30 credits