

BA (Hons) Professional Practice in Digital Marketing (Degree Level Apprenticeship)**PPDIGMG**

Duration:	3 Years
Total Credit Rating:	360 (180 ECTS)
Award:	BA (Hons) (360 credits)
Subsidiary awards:	Dip HE - 240 credits Cert HE - 120 credits

Level 4

See prospectus for entry requirements

Core:	Students are required to take:		
MFC4662	Starting Your Apprenticeship Learning Portfolio	Sem 1, 2	20 credits
MFC4672	Learning Skills for Apprentices	Sem 1, 2	20 credits
MFC4604	Negotiated Learning: Principles of Content Creation and Channel Management	Sem 1, 2	40 credits
MFC4644	Negotiated Learning: Projects in the Workplace	Sem 1, 2	40 credits

Level 5

Progression requirements: 120 credits from Level 4

Core:	Students are required to take:		
MFC5662	Apprentice Portfolio Review	Sem 1, 2	20 credits
MFC5642	Designing Practitioner Research	Sem 1, 2	20 credits
MFC5604	Negotiated Learning: Customer Relationship Management	Sem 1, 2	40 credits
MFC5634	Work Based Learning Project	Sem 1, 2	40 credits

Level 6

Progression requirements: 120 credits from Level 4 and 120 credits from Level 5

Core:	Students are required to take:		
MFC6672	Advancing Your Portfolio Towards End Point Assessment	Sem 1, 2	20 credits
MFC6604	Negotiated Learning: Digital Marketing Strategies	Sem 1, 2	40 credits
MFC6606	Work Based Project for Digital Marketer Apprentices	Sem 1, 2	60 credits