

BA (Hons) Digital Marketing with Foundation Year in Arts and Communications**DGMKTFY**

Duration:	4 years full-time
Total credit rating:	360
Award:	BA (Hons)
Subsidiary awards:	BA (Ordinary) DipHE (with Foundation Year) CertHE (with Foundation Year) Foundation Certificate

Foundation Year – with effect from September 2020

Please refer to the prospectus for entry requirements

Core:	Students are required to take:		
HUM3113	Academic Skills and Studying with Confidence	Sem 1 & 2	30 credits
HUM3103	Project	Sem 1 & 2	30 credits
HUM3003	Image: Introduction to the Humanities	Sem 1 & 2	30 credits
MFC3013	Communication: Introduction to Modern Media	Sem 1 & 2	30 credits

Level 4 – with effect from September 2021

Progression requirements: 120 credits from Foundation Year

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 2022

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 (<i>not available for study 2022/23</i>)	Sem 1 & 2	30 credits
MFC5023	Digital Visualisation: Concept to Practice	Sem 1 & 2	30 credits

Level 6 – with effect from September 2023

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

JOU6043
MFC6193

PR and Promotions
Creative Project

Sem 1 & 2 30 credits
Sem 1 & 2 30 credits