

**BA (Hons) Digital Marketing with Foundation Year in Business****DIGMKFY**

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

**Foundation Year** – with effect from September 2023

Please refer to the prospectus for entry requirements

<b>Core:</b>	<b>Students are required to take:</b>		
BMM3113	Academic Skills and Studying with Confidence	Sem 1 & 2	30 credits
BMM3103	Project	Sem 1 & 2	30 credits
BMM3003	Introduction to Business Operations and Management	Sem 1 & 2	30 credits
BMM3013	Starting a Business and Fundamentals of Marketing	Sem 1 & 2	30 credits

**Level 4** – with effect from September 2024

Progression requirements: 120 credits from Foundation Year

<b>Core:</b>	<b>Students are required to take:</b>		
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
BMM4123	Marketing Fundamentals	Sem 1 & 2	30 credits

**Level 5**

Entry requirements: 120 credits from Level 4

<b>Core:</b>	<b>Students are required to take:</b>		
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
MFC5023	Digital Visualisation: Concept to Practice	Sem 1 & 2	30 credits

**Level 6**

Entry requirements: 120 credits from Level 5

<b>Core:</b>	<b>Students are required to take:</b>		
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	PR and Promotions	Sem 1 & 2	30 credits

MFC6193

Creative Project

Sem 1 & 2

30 credits