

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

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
BMM4123	Marketing Fundamentals	Sem 1	30 credits

Level 5

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 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 in 2024-25</i>)	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

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	PR and Promotions	Sem 1 & 2	30 credits
MFC6193	Creative Project	Sem 1 & 2	30 credits