Digital and Social Media

SUBJECT TO VALIDATION

Level 4 – entry from September 2013
Please refer to the prospectus for entry requirements

Core: Candidates are required to take:
MFC 4202   PDPM
MFC 4212   Digital Media
MFC 4222   Social media: Theory and Practice
MFC 4232   Business Skills for Digital Media
MFC 4242   Introduction to Research (Data)
MFC 4252   Media / psychology theory module (including Human / Technology interaction

Level 5 – entry from September 2014
Progression requirements: 120 credits from Level 4, or equivalent;

Core: Candidates are required to take:
MFC5212   Professional Development and Placement Module
MFC5222   Digital Media – creative technologies
MFC5232   Audience Behaviour

<u>and</u> are required to choose 60 credits from:
BMM5442   E-Business and E-Marketing
BMM5562   Marketing Communications
MFC5252   Mobile technologies
MFC5262   Digital Effects
MFC5271   Image Production / Photography
MFC5311   Dynamic Media
MFC5301   Audio for the Web
MFC5291   Online Video

Level 6 – entry from September 2015
Progression requirements: 120 credits from level 4 and 120 credits from level 5, or equivalent

Core: Candidates are required to take:
MFC6304   Digital Media Project
MFC6312   Digital Interfaces
MFC6322   Research Project / Professional Learning Through Work

<u>and</u> are required to choose 40 credits from:
MFC6122   Concept design
BMM6432   Entrepreneurship & Creativity
BMM6572   Marketing Strategy and Planning
MFC6342   Gamification
MFC6352   Advanced Data Visualisation
MFC6092   Contemporary Cultural Issues
BMM6402   Project Management
MFC6212   Dynamic Media 2