

## AY 2012/13 Programme Structure

### **MEDIA & MARKETING (Joint Honours)**

**Duration:** 3 years full-time / 6 years part-time  
**Total credit rating:** 360

#### Level 4

Please refer to the Prospectus for entry requirements.

<b>Core:</b>	Candidates are required to take:		
BMM 4452	Professional Development and Placement 1	Sem 1&2	20 credits
BMM 4422	Marketing Fundamentals	Sem 1&2	20 credits
MFC 4022	Analysing Media & Culture	Sem 1&2	20 credits
MFC 4032	Radio & Television Production: Script to Broadcast	Sem 1&2	20 credits
MFC 4122	Digital Media	Sem 2	20 credits
MFC 4042	Mapping the Media Landscape	Sem 1&2	20 credits

**NOTE:** Students identified as requiring specialist language support will take the following module in place of BAM4202

SML 4012	English Language, professional and Academic Development (international)	Sem 1&2	20 credits
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#### Level 5

Progression requirements:

Entry from 2012/13 onwards: 120 credits from level 4, or equivalent

Entry prior to 2012/13: minimum of 100 credits from Level 4, including BAM 4202 or SML4012, or equivalent

<b>Core:</b>	Candidates are required to take:		
MFC 5022	Media, Culture & Society	Sem 1&2	20 credits
MKT 5232	Real World Marketing	Sem 1&2	20 credits
MKT 5282	Practical Marketing Communications	Sem 1&2	20 credits
BAM 5202	Professional Development & Placement 2	Sem 1&2	20 credits

Candidates are required to choose 20 credits from:

MFC 5042	Video Production: Script to Screen	Sem 1&2	20 credits
MFC 5052	Radio Broadcasting	Sem 1&2	20 credits
MFC5202	Documentary: Theory and Practice	Sem 1&2	20 credits

Candidates are required to choose 20 credits from:

MFC 5032	Researching the Media Landscape	Sem 1&2	20 credits
MFC 5092	Screening American Cultural History: Research & Analysis	Sem 2	20 credits
MFC 5102	Screening Performance	Sem 1&2	20 credits
MFC 5112	Understanding Disney	Sem 1&2	20 credits
MFC 5122	Myths, Meaning & Movies	Sem 1&2	20 credits
MFC 5132	Television Genres	Sem 1&2	20 credits
MKT 5272	Consumer Behaviour	Sem 1&2	20 credits
BAM 5102	Marketing & Business Research	Sem 1&2	20 credits

**NOTE:** MFC5042 may not be taken with MFC5202  
MFC5202 may not be taken with MFC5042

#### Level 6

Progression requirements:

Entry from 2013/14 onwards: 120 credits from levels 4 and 5, or equivalent

Entry prior to 2013/14: minimum of 100 credits from Level 4 including BAM4202 or equivalent and 100 credits from Level 5 including BAM 5202 or FAS5002, or equivalent

**Core:** Candidates are required to take:

MFC 6082	Media Research B	Sem 1&2	20 credits
MKT 6242	Marketing Strategy & Planning	Sem 1&2	20 credits

Candidates are required to choose 40 credits from:

BAM 6022	Research Project	Sem 1&2	20 credits
BAM 6132	Business Ethics	Sem 1&2	20 credits
BAM 6202	Contemporary Business & Marketing Issues	Sem 1&2	20 credits
BAM 6212	Managing Change	Sem 1&2	20 credits
BMM 6432	Entrepreneurship, Creativity & Innovation	Sem 1&2	20 credits
MKT 6202	International Marketing	Sem 1&2	20 credits

Candidates are required to choose 20 credits from:

MFC 6022	Media Production Portfolio B	Sem 1&2	20 credits
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MFC 6032	Radio Production	Sem 1&2	20 credits
MFC 6042	Television Documentary Production	Sem 1&2	20 credits
MFC 6402	Advanced Short Film Production	Sem 1&2	20 credits

Candidates are required to choose 20 credits from:

MFC 6092	Contemporary Cultural Issues	Sem 1&2	20 credits
MFC 6162	Film & Television Adapatation	Sem 1&2	20 credits
MFC 6172	Spiritualities, the Sacred & the Screen	Sem 1&2	20 credits
MFC 6182	Science Fiction	Sem 1&2	20 credits