

MEDIA & MARKETING (Joint Honours)

(MEDAMKT)

Duration: 3 years full-time / 6 years part-time
Total credit rating: 360
Course code: PN35
Award Aim: BA (Hons)
Subsidiary awards: DipHE – 240 credits
 CertHE – 120 credits

Level 4

Please refer to the Prospectus for entry requirements.

Core:	Candidates are required to take:		
BMM 4452	Professional Development and Placement 1	Sem 1&2	20 credits
BMM 4422	Marketing Fundamentals	Sem S1	20 credits
MFC 4022	Analysing Media & Culture	Sem 1&2	20 credits
MFC 4322	Online Research and Content Generation	Sem 1&2	20 credits
MFC 4342	Visual Branding	Sem 1&2	20 credits
MFC 4042	Mapping the Media Landscape	Sem 2	20 credits

Level 5 – for study 2014/15 only

Progression requirements:

Entry from 2012/13 onwards: 120 credits from level 4, or equivalentEntry prior to 2012/13: minimum of 100 credits from Level 4, including BAM 4202 or SML4012, or equivalent

Core:	Candidates are required to take:		
MFC 5032	Research Media, Film and Culture	Sem 1&2	20 credits
BMM 5442	e-Business and e-Marketing	Sem 1	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits
BMM 5402	Professional Development & Placement 2	Sem 1&2	20 credits

Candidates are required to choose 20 credits from:

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

Candidates are required to choose 20 credits from:

MFC 5022	Media, Culture & Society	Sem 1&2	20 credits
MFC 5092	Screening American Cultural History: Research & Analysis	Sem 1&2	20 credits
MFC 5102	Screening Performance	n/a 14/15	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
BMM 5292	Service Marketing	Sem 2	20 credits
MFC 5552	Social Business and the Sharing Economy	Sem 1&2	20 credits

NOTE: MFC5042 may not be taken with MFC5202
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Level 5 – available for study 2015/16 onwards

Core:	Candidates are required to take:		
MFC 5032	Research Media, Film and Culture	Sem 1&2	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits
BMM 5402	Professional Development & Placement 2	Sem 1&2	20 credits
MFC 5552	Social Business & the Sharing Economy	Sem 1	20 credits

Candidates are required to choose 40 credits from:

MFC5202	Documentary: Theory and Practice	Sem 1&2	20 credits
BMM 5292	Service Marketing	Sem 2	20 credits
MFC 5022	Media, Culture & Society	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 5062	Digital Effects	Sem 1&2	20 credits

Level 6 – for study 2014/15 and 2015/16 onlyEntry from 2013/14 onwards: 120 credits from levels 4 and 5, or equivalent

Core:	Candidates are required to take:		
MFC 6082	Media Research B	Sem 1&2	20 credits
BMM 6242	Marketing Strategy and Planning	Sem 2	20 credits

and are required to choose 40 credits from:

BMM 6462	Business Ethics	Sem 2	20 credits
BMM 6502	International Marketing	Sem 2	20 credits
BMM 6482	Leadership	Sem 2	20 credits
BMM 6302	Entrepreneurship and Creativity	Sem 1&2	20 credits
BMM 6452	Professional Learning Through Work	Sem 1&2	20 credits

and are required to choose 20 credits from:

MFC 6022	Creative Media	Sem 1&2	20 credits
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
MFC 6202	Contemporary Cult Television	Sem 1 & 2	20 credits

and are required to choose 20 credits from:

MFC 6092	Contemporary Cultural Issues	Sem 1&2	20 credits
MFC 6162	Film & Television Adapataion	Sem 1&2	20 credits
MFC 6112	Film Anaylsis 3: European Cinema	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

Level 6 – for study 2015/16 onwards

Core:

Candidates are required to take:

BMM 6242	Marketing Strategy and Planning	Sem 2	20 credits
MFC 6074	Media Research A	Sem 1&2	20 credits
BMM 6452	e-business and e-Marketing	Sem 2	20 credit

and are required to choose 20 credits from:

BMM 6302	Entrepreneurship and Creativity	Sem 1&2	20 credits
BMM 6452	Professional Learning Through Work	Sem 1&2	20 credits
BMM 6462	Business Ethics	Sem 2	20 credits
BMM 6502	International Marketing	Sem 2	20 credits
BMM 6482	Leadership	Sem 2	20 credits

and are required to choose 20 credits from:

MFC 6022	Creative Media	Sem 1&2	20 credits
MFC 6042	Television Documentary Production	Sem 1&2	20 credits
MFC 6092	Contemporary Cultural Issues	Sem 1&2	20 credits
MFC 6172	Spiritualities, the Sacred & the Screen	Sem 1&2	20 credits