

**MEDIA AND MARKETING (Single 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****Core: Students are required to take:**

MFC 4012	Professional Development and Placement 1	Sem 1 & 2	20 credits
MFC 4022	Analysing Media and Culture	Sem 1 & 2	20 credits
MFC 4342	Image Creation	Sem 1 & 2	20 credits
MFC 4362	Online Storytelling	Sem 2	20 credits
MFC 4372	Online Platforms	Sem 1	20 credits
BMM 4422	Marketing Fundamentals	Sem 1	20 credits
MFC 4000	Programme Level Assessment	Sem 1 & 2	0 credits

Progression: 120 credits required from Level 4.

**Level 5****Core: Students are required to take:**

MFC 5012	Professional Development and Placement 2	Sem 1 & 2	20 credits
MFC 5032	Researching Media, Film and Culture	Sem 1 & 2	20 credits
MFC 5582	Online Community Management	Sem 1 & 2	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits

**Option: Students are required to choose 20 credits from:**

MFC 5042	Script to Screen	Sem 1 & 2	20 credits
MFC 5052	Radio and Podcast Production	Sem 2	20 credits
MFC 5062	Digital Effects	Sem 1 & 2	20 credits
MFC 5202	Documentary: Theory and Practice	Sem 1 & 2	20 credits
MFC 5572	Digital Narratives	Sem 1 & 2	20 credits
JOU 5992	PR in Practice	Sem 1 & 2	20 credits

**Option: Students are required to choose 20 credits from:**

MFC 5022	Media, Culture and Society	Sem 1 & 2	20 credits
MFC 5112	Understanding Disney	Sem 1 & 2	20 credits
MFC 5122	Myths, Meanings and Movies	Sem 1 & 2	20 credits
MFC 5132	Television Genres	Sem 1 & 2	20 credits
MFC 5632	Negotiated Study Module	Sem 1 & 2	20 credits
BMM 5292	Service Marketing	Sem 2	20 credits
SOC 5052	Politics, Culture and Everyday Life	Sem 1	20 credits

Progression: 120 credits required from Level 5 and 120 credits from Level 4.

**Level 6****Core: Students are required to take:**

MFC 6234	Media, Film and Culture Research	Sem 1 & 2	40 credits
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**and are required to choose at least 20 credits from:**

BMM 6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM 6582	e-Business and e-Marketing	Sem 2	20 credits

**Option: Students are required to choose at least 40 credits from:**

MFC 6022	Creative Media	Sem 1 & 2	20 credits
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MFC 6032	Radio and Podcast Production*	Sem 1	20 credits
MFC 6044	Advanced Documentary Production*	Sem 1 & 2	40 credits
MFC 6092	Contemporary Cultural Issues	Sem 1 & 2	20 credits
MFC 6112	European Cinema	Sem 1 & 2	20 credits
MFC 6162	Film and Television Adaptation	Sem 1 & 2	20 credits
MFC 6172	Spiritualities, the Sacred and the Screen	Sem 1 & 2	20 credits
MFC 6182	Science Fiction	Sem 1 & 2	20 credits
MFC 6202	Contemporary Cult Television	Sem 1	20 credits
MFC 6322	Professional Learning Through Work	Sem 1 & 2	20 credits
MFC 6404	Advanced Short Film Production*	Sem 1 & 2	40 credits
MFC 6564	Transmedia Production* (Not Available 2017-18)	Sem 1 & 2	40 credits
MFC 6602	Negotiated Study Module	Sem 1 & 2	20 credits
BMM 6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM 6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
BMM 6462	Business Ethics	Sem 2	20 credits
BMM 6482	Leadership	Sem 2	20 credits
BMM 6502	International Marketing	Sem 2	20 credits
BMM 6582	e-Business and e-Marketing	Sem 1	20 credits
JOU 6992	PR Management	Sem 1 & 2	20 credits
SOC 6052	Performance, Culture and Communication (Not Available 2017-18)	Sem 1	20 credits

\*There is a prerequisite for enrolment on this module – refer to tutor.