

BA (Hons) 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) - 360 credits
Subsidiary Awards:	DipHE - 240 credits CertHE - 120 credits

Level 4 – not available for study 2020/21**Level 5** – not available for study 2020/21**Level 6**

Progression: 120 credits required from Level 5

Core:	Students are required to take:		
MFC6234	Media, Film and Culture Research	Sem 1 & 2	40 credits

and are required to choose at least 20 credits from:

BMM6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM6582	e-Business and e-Marketing	Sem 1	20 credits

Option: Students are required to choose at least 60 credits from:

JOU6002	Advanced Radio Production*	Sem 2	20 credits
MFC6044	Advanced Documentary Production*	Sem 1 & 2	40 credits
MFC6092	Contemporary Cultural Issues	Sem 1 & 2	20 credits
MFC6162	Film and Television Adaptation	Sem 1 & 2	20 credits
MFC6182	Science Fiction	Sem 1 & 2	20 credits
MFC6202	Contemporary Cult Television	Sem 1	20 credits
MFC6242	Negotiated Media Project	Sem 1 & 2	20 credits
MFC6404	Advanced Short Film Production*	Sem 1 & 2	40 credits
MFC6564	Transmedia Production	Sem 1 & 2	40 credits
BMM6242	Marketing Strategy and Planning	Sem 1	20 credits
BMM6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
BMM6482	Leadership	Sem 2	20 credits
BMM6502	International Marketing	Sem 2	20 credits
BMM6582	e-Business and e-Marketing	Sem 1	20 credits

**There is a prerequisite for enrolment on this module*