

Marketing with Digital Communications

BA (Hons)

First Year (Level 4)

Semester A	Marketing Data Analysis	Principles of Marketing (CIM)	Digital Marketing Essentials	Professional Development for Marketers
Semester B	Creativity, Technology and Innovation	Foundations of Economics for Marketers	Introduction to Marketing Communications	

Second Year (Level 5)

Semester A	Digital Marketing in Practice	Enhancing Employability in Marketing	Strategic Marketing Planning	Understanding Customers
Semester B	Mobile Business Technologies	Managing People	Enterprise	Consumer Behaviour

Placement Year (Optional)

12-month work placement or two semesters study abroad or one semester study abroad and 6-month work placement. Examples of placement companies include: Walt Disney, BMW, Porsche, Microsoft, Toyota, Ford, Noah's Ark, BskyB and House of Commons

Final Year (Level 6)

Semester A	Web Analytics and Social Media Monitoring	Agency Relations	Market and Social Research	Option from list below
Semester B	Contemporary Issues in Marketing	Global Marketing Ethics and Culture		

Semester (A+B) Optional Subjects				
Managing Media and Communications				
Dissertation – Marketing (including Research Methods)				
Advanced Integrated Marketing Internship (including Research Methods)				

We offer five different languages – French, German, Spanish, Mandarin Chinese and Japanese – all with the option of starting at beginners level.

Students who take a language throughout their degree graduate with an award title which reflects the language studied, e.g BA (Hons) Marketing with Digital Communications and Spanish