

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. Placement companies might typically include: PZ Cussons, Computacenter (UK), Marks and Spencer, Hewlett-Packard and Hertfordshire County Council.

Final Year (Level 6)

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

Optional Modules

Managing Media and Communications

Dissertation – Marketing (including Research Methods)

Advanced Integrated Marketing Internship (including Research Methods)