

Marketing and Advertising

BA (Hons)

First Year (Level 4)

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

Second Year (Level 5)

Semester A	Advertising Concepts and Campaigns	Enhancing Employability in Advertising	Strategic Marketing Planning	Creativity in Advertising
Semester B	Managing People	Enterprise	Consumer Behaviour	Public Relations Concepts and Campaigns

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: Sky UK Ltd, Visit Britain, Lockheed Martin, Incisive Media and Pintrest.

Final Year (Level 6)

Semester A	Public Relations Strategy	Agency Relations	Market and Social Research	Option from List A or AB
Semester B	Advertising Strategy	Contemporary Issues in Marketing		Option from List B or AB

Optional Subjects

Optional Modules	
List A	List B
Strategic Brand Management	Global Marketing Ethics and Culture
List AB	
Managing Media and Communications	
Dissertation – Marketing (including Research Methods)	
Advanced Integrated Marketing Internship (including Research Methods)	