

COURSE TITLE & COURSE CODE: BA MARKETING COMMUNICATIONS & ADVERTISING (44BA00026S)

YEAR: 2021/22

Level 4/Year 1

All students take the following mandatory modules:

Mandatory Module	Module Code	Semester	Credits	Occ	Comments
ADVERTISING, PROMOTION AND CREATIVITY	44-400178	Sem 1	20	BF	
MARKET AND DIGITAL ANALYSIS	44-402569	Sem 2	20	BF	
MARKETING ENVIRONMENT AND MEDIA	44-402581	Sem 1	20	BF	
MARKETING RESEARCH AND EMPLOYABILITY	44-400969	Sem 2	20	BF	
PEOPLE AND ORGANISATIONS IN CONTEXT	44-402961	Sem 1	20	BF	

Choose one 20 credit module (Please note that if you choose to take a language you will select one single language which runs year-long.)

Semester 1 - choose	Mod Code	Credits	Occ	Comments

Semester 2 - choose	Mod Code	Credits	Occ	Comments
GLOBAL BUSINESS ENVIRONMENT	44-401824	20	BF	
FOREIGN LANGUAGE	44-LLXX02	20	AF	If you choose a Language elective, you will study this in Semester 1 and Semester 2

Level 5/Year 2

All students take the following mandatory modules:

Mandatory Module	Module Code	Semester	Credits	Occ	Comments
CAMPAIGN MANAGEMENT	44-500529	Sem 2	20	AF	
CUSTOMER PSYCHOLOGY AND CULTURE	44-500970	Sem 2	20	AF	
MARKETING COMMUNICATIONS PLANNING	44-502578	Sem 1	20	AF	
MARKETING METRICS	44-506709	Sem 1	20	AF	
SALES AND BUSINESS SKILLS	44-503672	Sem 1	20	AF	

Choose one 20 credit module (Please note that if you choose to take a language you will select one single language which runs year-long.

Semester 1 - choose	Mod Code	Credits	Occ	Comments
LANGUAGE AND SPECIALIST CULTURAL STUDIES	44-LCXX01	20	AF	

Semester 2 - choose	Mod Code	Credits	Occ	Comments
SERVICE AND RETAIL MARKETING	44-503719	20	AF	
FOREIGN LANGUAGE	44-LLXX02	20	AF	If you choose a Language elective, you will study this in Semester 1 and Semester 2

Level 6/Year 3 full time/ Level 4 sandwich route

All students take the following mandatory modules:

Mandatory Module	Module Code	Semester	Credits	Occ	Comments
BUILDING BRAND VALUE	44-600434	Sem 1	20	BF	
CORPORATE PUBLIC RELATIONS	44-600863	Sem 1	20	BF	
MARKETING INNOVATION AND CREATIVITY	44-602584	Sem 2	20	BF	
PROJECT AND EVENT MANAGEMENT STRATEGIES	44-603363	Sem 2	20	BF	
STRATEGIC COMMUNICATIONS IN THE DIGITAL WORLD	44-602082	Sem 1	20	BF	

Choose one 20 credit module (Please note that if you choose to take a language you will select one single language which runs year-long).

Semester 1 - choose	Mod Code	Credits	Occ	Comments
Semester 2 - choose	Mod Code	Credits	Occ	Comments
COMMUNICATION CONCEPTS FOR MARKETERS	44-601838	20	BF	
RELATIONSHIP MARKETING MANAGEMENT	44-603518	20	BF	
FOREIGN LANGUAGE	44-LLXX02	20	AF	If you choose a Language elective, you will study this in Semester 1 and Semester 2