

## Course Specification

Course Summary Information			
1	<b>Course Title</b>		BA (Hons) Digital Marketing
2	<b>BCU Course Code</b>	<b>UCAS Code</b>	US0737 P647
3	<b>Awarding Institution</b>		Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)		
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)		

6	Course Description
	<p>This BA (Hons) Digital Marketing degree is a two-year fast-track course that immerses you in creative, real-world, professional advertising and marketing strategy.</p> <p>It's a powerful mix where you'll be working with creative professionals to learn key skills in the fast-paced design industries. You'll find yourself making simulated advertising campaigns with creative agencies like MØRNING, delivering creative solutions to content-led brands like BBC Creative, or using the Adobe Creative Cloud to produce captivating campaigns, as well as engaging experiences for clients both regionally and nationally.</p> <p>BA (Hons) Digital Marketing is employment-led and teaches in a practice-based, knowledge-applied approach where tutors and industry professionals work with you in lectures and assignments to help you develop both personally and professionally.</p> <p><b>What's covered in the course?</b></p> <p>You'll be based at the City Centre Campus where you will engage in practical creative workshops, digital media production, lectures and assignments with your peers, tutors and industry mentors.</p> <p>Teaching takes place in modern production studios based in Birmingham City Centre where you'll be provided with studio space to complete projects and access to the software you'll need for the duration of the course.</p> <p>As you progress through the course you will build a knowledgeable skillset that gives you proficiency and creative know-how across disciplines and specialist expertise. Along the way, you'll build a creative portfolio that showcases your work and proves your professionalism; you'll be making and delivering tangible creative media assets for real clients in the real world.</p> <p>On this course we will seek to help you develop a cultural awareness of the creative industries, cultivate a unique perspective by asking how you can contribute to a new way of looking at the world, establish a disruptive interest in carving out new paths, and gain research skills for exceptional references that illustrate your thinking.</p> <p>To do this you'll need to understand how the creative industries work, and our BA (Hons) Digital Marketing course has the answers in a rich combination of options and projects.</p>

<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Bachelor of Arts with Honours Digital Marketing	6	360
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Digital Marketing	4	120
	Diploma of Higher Education Digital Marketing	5	240
	Bachelor of Arts Digital Marketing	6	300

<b>8</b>	<b>Derogation from the University Regulations</b>		
	None		

<b>9</b>	<b>Delivery Patterns</b>		
	<b>Mode(s) of Study</b>	<b>Location</b>	<b>Duration of Study</b>
	Full Time	City Centre	2 Years
			<b>Code</b>
			US0737

<b>10</b>	<b>Entry Requirements</b>		
	<p>The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a>, or may be found by searching for the course entry profile located on the <a href="#">UCAS website</a>.</p>		

<b>11</b>	<b>Course Learning Outcomes</b>
	<b>Knowledge &amp; Understanding</b>
<b>1</b>	Apply the disciplines and practice systematic implementations of established academic theories and industry models. Maps to new 20 and new 40 credit
<b>2</b>	Employ methods for proactive discovery and investigation, ownership of results, rigorous analysis and application of insights.
<b>3</b>	Develop agile project management skills across communities of practice and strategic approaches to problem solving. Maps to new 20 credit
<b>4</b>	Analyse project outcomes to make informed judgements at a professional level. Maps to new 40 credit
	<b>Cognitive &amp; Intellectual Skills</b>
<b>5</b>	Critically evaluate knowledge, concepts and ideas in practical, verbal and written forms.
<b>6</b>	Draw informed and authoritative conclusions based on rigorous, analytical and critical approaches.
<b>7</b>	Synthesise and evaluate practical solutions to identify synergies in wider contexts.
<b>8</b>	Construct techniques for researching, monitoring, reviewing and directing working methods across cultures and disciplines
	<b>Practical &amp; Professional Skills</b>
<b>9</b>	Critically reflect on personal practice and modify accordingly
<b>10</b>	Implement intellectual, practical, technical and communication skills appropriate to an informed approach to individual and collaborative practice. Maps to new 20 and new 40 credit
<b>11</b>	Apply what has been learned through creative problem solving and innovative solutions. Maps to new 40 credit
<b>12</b>	Justify ideas and critical positions through the practical production, delivery and deployment of media assets, written reports and presentations Maps to new 40 credit
	<b>Key Transferable Skills</b>
<b>13</b>	Formulate skills to elicit the co-operation of others and work collaboratively across disciplines and cultures. Maps to new 20 credit
<b>14</b>	Demonstrate a variety of forms of communication and expression and employ them effectively according to the needs of a situation through practical, written and verbal form.
<b>15</b>	Execute a high level of competency in the use of digital media production, deployment and measurement tools. Maps to new 40 credit
<b>16</b>	Self-motivate through organisational skills and expertise in the effective planning and management of work-place projects to professional standards. Maps to new 20 credit

<b>12</b>	<b>Course Requirements</b>																																										
<b>12a</b>	<p><b>Level 4:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED4133</td> <td>Digital Marketing Primer</td> <td>20</td> </tr> <tr> <td>MED4132</td> <td>Audiences and Brand Development</td> <td>40</td> </tr> <tr> <td>MED4146</td> <td>Research Methodologies</td> <td>20</td> </tr> <tr> <td>MED4147</td> <td>Planning &amp; Strategy</td> <td>40</td> </tr> </tbody> </table> <p><b>Level 5:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED5172</td> <td>Contemporary Market Research Methods</td> <td>20</td> </tr> <tr> <td>MED5175</td> <td>Methodologies for Digital Marketing Campaigns</td> <td>40</td> </tr> <tr> <td>VIS5044</td> <td>Collaborative Practice Developing and Pitching</td> <td>20</td> </tr> <tr> <td>VIS5043</td> <td>Collaborative Practice Production</td> <td>40</td> </tr> </tbody> </table> <p><b>Level 6:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED6198</td> <td>Content Marketing</td> <td>20</td> </tr> <tr> <td>MED6200</td> <td>Professional Practice</td> <td>40</td> </tr> <tr> <td>VIS6039</td> <td>Major Project</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	MED4133	Digital Marketing Primer	20	MED4132	Audiences and Brand Development	40	MED4146	Research Methodologies	20	MED4147	Planning & Strategy	40	Module Code	Module Name	Credit Value	MED5172	Contemporary Market Research Methods	20	MED5175	Methodologies for Digital Marketing Campaigns	40	VIS5044	Collaborative Practice Developing and Pitching	20	VIS5043	Collaborative Practice Production	40	Module Code	Module Name	Credit Value	MED6198	Content Marketing	20	MED6200	Professional Practice	40	VIS6039	Major Project	60
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**12b Structure Diagram**
**Level 4**

<b>SEMESTER ONE</b>	<b>SEMESTER TWO</b>
Core: Digital Marketing Primer Module code: MED4133 (20 credits)	Core: Research Methodologies Module code: MED4146 (20-credits)
Core: Audiences and Brand Development Module code: MED4132 (40-credits)	Core: Planning and Strategy Module code: MED4147 (40-credits)

**Level 5**

<b>SEMESTER THREE</b>	<b>SEMESTER ONE</b>
Core: Collaborative Practice - Developing and Pitching Module code: VIS5044 (20 credits)	Core: Contemporary Market Research Methods Module code: MED5172 (20 credits)
Core: Collaborative Practice - Production Module code: VIS5043 (40 credits)	Core: Marketing Methodologies for Digital marketing Campaigns Module code: MED5175 (40 credits)

**Level 6**

<b>SEMESTER TWO</b>	<b>SEMESTER THREE</b>
Core: Content Marketing Module code: MED6198 (20 credits)	Core: Final Project Module code: VIS6039 (60 credits)
Core: Professional Practice Module code: MED6200 (40 credits)	

### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

#### Level 4

##### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	360
Directed Learning	600
Private Study	240
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	25%
Exam	0
In-Person	75%

#### Level 5

##### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	280
Directed Learning	680
Private Study	240
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	96%
Exam	0
In-Person	4%

**Level 6****Workload****% time spent in timetabled teaching and learning activity**

<b>Activity</b>	<b>Number of Hours</b>
Scheduled Learning	300
Directed Learning	660
Private Study	240
<b>Total Hours</b>	<b>1200</b>

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	77%
Exam	0
In-Person	33%