

Course Specification

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

6	Course Description
	<p>This BA Digital Marketing degree course is two-year fast-track course that immerses you in real-world, professional advertising and marketing communications:</p> <ul style="list-style-type: none"> • Digital is the shared digital media experience between brands, users, technologies and trends. • Marketing is how marketers add value to their brands and user experiences by fulfilling desires. <p>It's a powerful mix where you'll be working with professionals to learn key skills in the fast-paced digital communications industry. You'll find yourself making simulated advertising campaigns with agencies like Mediacom, or delivering marketing solutions to content brands like the BBC, or using the latest technologies to produce exciting events, interactive experiences and games for clients like Codemasters.</p> <p>BA Digital Marketing is employment-led and teaches in a practice-based, knowledge-applied approach where tutors and industry professionals work with you in classes and assignments to help you develop and grow your personal and professional development.</p> <p>What's covered in the course?</p> <p>You'll be based in the New Technology Institute, (NTI), at the City Centre Campus where you will engage in practical workshops, digital media production, lectures and assignments with your peers, tutors and industry mentors.</p> <p>Teaching takes place in a modern production studio 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 know-how across disciplines and specialist expertise within them. Along the way, you'll build a tangible 'portfolio of practice' that showcases your work and proves your professionalism; you'll be making and delivering real media assets for real clients in the real world.</p> <p>It's all part of a bigger picture that answers the creative industry's calls for savvy digital talent to exploit new opportunities and trends in emerging markets and technologies.</p>

	<p>This means you'll be looking for ways to reimagine trends, build brands, find fame, add value, optimise content, disrupt behaviours and monetise ideas across a range of media, platforms and channels.</p> <p>To do this you'll need to understand how it all works, and your BA Digital Marketing course has the answers in a rich combination of options and projects.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Digital Marketing	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Digital Marketing	4	120
	Diploma of Higher Education Digital Marketing	5	240
	Bachelor of Arts Digital Marketing	6	300

8	Derogation from the University Regulations
	None

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

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

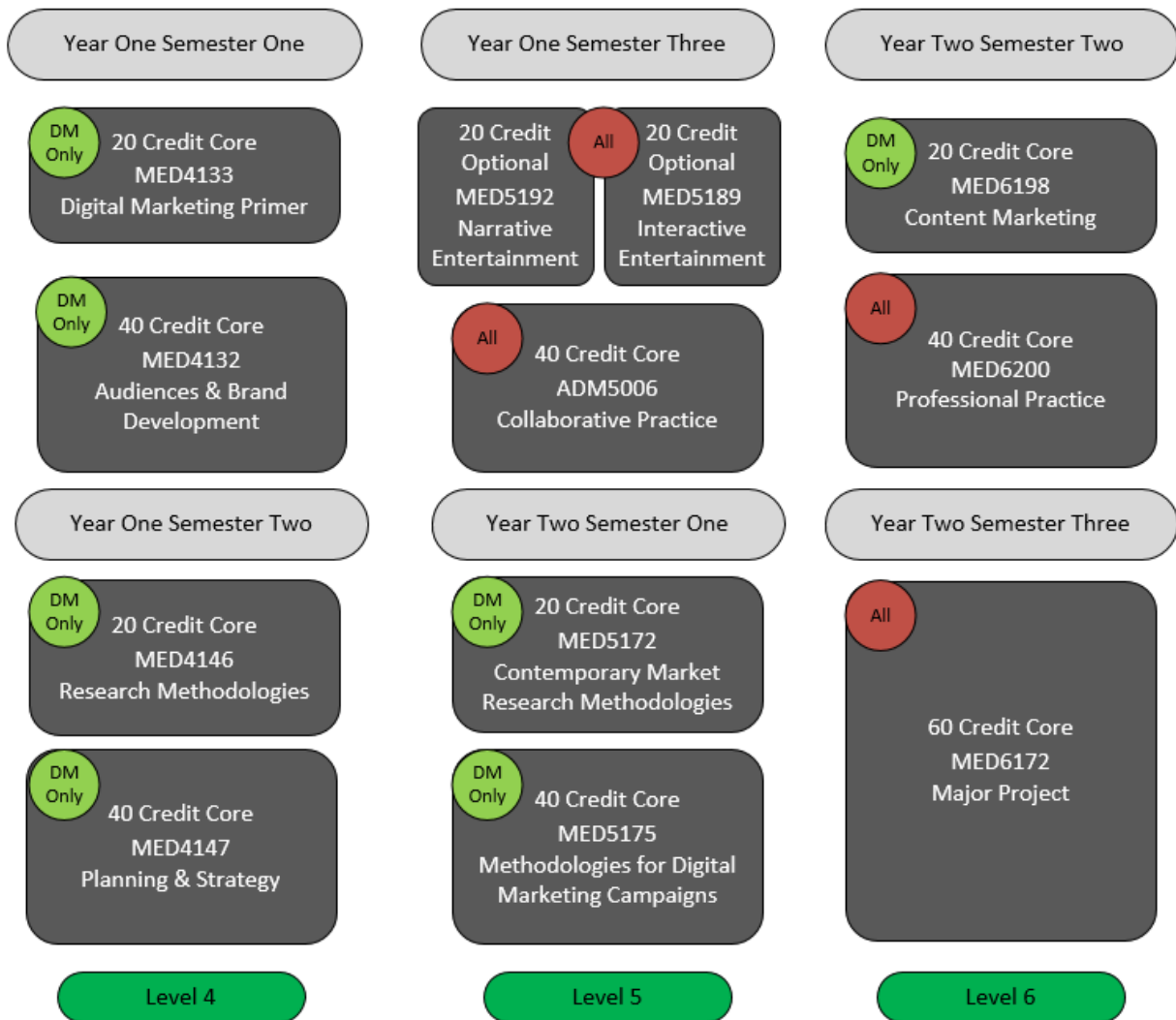
11	Course Learning Outcomes
	Knowledge & Understanding
1	Apply the disciplines and practice systematic implementations of established academic theories and industry models.
2	Employ methods for proactive discovery and investigation, ownership of results, rigorous analysis and application of insights.
3	Develop agile project management skills across communities of practice and strategic approaches to problem solving.
4	Analyse project outcomes to make informed judgements at a professional level.
	Cognitive & Intellectual Skills
5	Critically evaluate knowledge, concepts and ideas in practical, verbal and written forms.
6	Draw informed and authoritative conclusions based on rigorous, analytical and critical approaches.

7	Synthesise and evaluate practical solutions to identify synergies in wider contexts.
8	Construct techniques for researching, monitoring, reviewing and directing working methods across cultures and disciplines
	Practical & Professional Skills
9	Critically reflect on personal practice and modify accordingly
10	Implement intellectual, practical, technical and communication skills appropriate to an informed approach to individual and collaborative practice.
11	Apply what has been learned through creative problem solving and innovative solutions.
12	Justify ideas and critical positions through the practical production, delivery and deployment of media assets, written reports and presentations
	Key Transferable Skills
13	Formulate skills to elicit the co-operation of others and work collaboratively across disciplines and cultures.
14	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.
15	Execute a high level of competency in the use of digital media production, deployment and measurement tools.
16	Self-motivate through organisational skills and expertise in the effective planning and management of work-place projects to professional standards.

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12a	<p>Level 4:</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 & Strategy</td> <td>40</td> </tr> </tbody> </table> <p>Level 5:</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>ADM5006</td> <td>Collaborative Practice</td> <td>40</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED5189</td> <td>Interactive Entertainment, Development & Implementation</td> <td>20</td> </tr> <tr> <td>MED5192</td> <td>Narrative Entertainment Script & Production</td> <td>20</td> </tr> </tbody> </table> <p>Level 6:</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>ADM6006</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	ADM5006	Collaborative Practice	40	Module Code	Module Name	Credit Value	MED5189	Interactive Entertainment, Development & Implementation	20	MED5192	Narrative Entertainment Script & Production	20	Module Code	Module Name	Credit Value	MED6198	Content Marketing	20	MED6200	Professional Practice	40	ADM6006	Major Project	60
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12b Structure Diagram

Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.



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
Total Hours	1200

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
Total Hours	1200

Balance of Assessment

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

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

Activity	Number of Hours
Scheduled Learning	300
Directed Learning	660
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	77%
Exam	0
In-Person	33%