

Digital Marketing

BA (Hons) SINGLE HONOURS

YEAR 1

Introduction to Marketing in a Digital World
(2 module credits)

Developing Academic Skills

Developing Digital Marketing Skills

Marketing Research

Accounting and Financial Information

Choose 2 optional modules from the list:

Creativity for Marketing
Developing and Planning Events
Digital Technology and Maths for Business
Raising Individual Financial Awareness
Plus language options

YEAR 2

Aspects of Marketing

Customer Insights

Integrated and Digital Media Campaign Management

The Digital Marketing Executive

Introduction to Marketing Analytics

Applied Financial Skills

Choose 2 optional modules from the list:

Omnichannel Marketing
Product and Brand Management
Managing the Digital Business
Business Strategy for Competitive Advantage
Environmentally Sustainable Business
Independent Study in Business
Creativity and Innovation
Managing Non Profit Organisations

YEAR 3

Optional Work Placement Year

(includes a Placement Search and Preparation module in year 2)

YEAR 3 or 4

Digital Marketing Lab Live Project
(2 module credits)

Marketing Ethics

Contemporary Issues in Marketing Management

Professional Practice or Placement Learning

Digital Marketing Futures

Choose 2 optional modules from the list:

International Marketing
Dissertation in Business and Marketing Management
Contemporary Consumer Behaviour
Developing the Contemporary Retail Experience
Digital Marketing Lab Live Project
Entrepreneurial Business Management
Independent Study