

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Faculty of Media and Communication
Final award(s), title(s) and credits BA (Hons) Marketing Communications with Digital Strategy – Level 4: 120 credits (60 ECTS); Level 5: 120 credits (60 ECTS); Placement (sandwich); Level 6: 120 credits (60 ECTS)	
Intermediate award(s), title(s) and credits Cert HE Marketing Communications - 120 Level 4 credits (60 ECTS) Dip HE Marketing Communications with Digital Strategy - 120 Level 4 credits (60 ECTS)/ 120 Level 5 credits (60 ECTS)	
UCAS Programme Code(s)	HECOS Code(s) and percentage split per programme/pathway 100075 Marketing (60%) 100440 Digital Media (40%)
External reference points <ul style="list-style-type: none"> • Part A: Setting and maintaining academic standards • Chapter A1: UK and European reference points for academic standards (October 2014) • Subject Benchmark Statements - Communication, Media, Film and Cultural Studies (April 2024) • Institute of Data and Marketing (IDM) rebranded to Data & Marketing Association (DMA) • UNESCO 2015. The Futures of Learning 2: What kind of learning for the 21st Century? • European Commission 2016, Developing future skills in higher education • HEA guidance on 21st Century Skills • JISC Digital Literacies guidance 	
Professional, Statutory and Regulatory Body (PSRB) links Institute of Data and Marketing (IDM) Chartered Institute of Marketing (CIM)	
Places of delivery Bournemouth University, Talbot Campus	
Mode(s) of delivery Full time sandwich	Language of delivery English
Typical duration 3 years Full Time 4 years Full Time with sandwich placement	
Date of first intake September 2025	Expected start dates September
Maximum student numbers n/a	Placements Optional, 4 or 30 weeks placement
Partner(s) n/a	Partnership model n/a
Date of this Programme Specification May 2025	
Version number V1.2-0925	
Approval, review or modification reference numbers E232404 FMC 2425 14, approved 23/01/2025, previous version 1.0-0925 FMC 2425 31, approved 01/05/2025, previous version 1.1 -0925	
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PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Marketing Communications with Digital Strategy									
Year 1/Level 4 Students are required to complete all 6 core units.									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECOS code(s)	
			Exam 1	Cwk 1	Cwk 2				
Principles of Marketing Communications	Core	20		100%		36	V1.2	100075	
Academic and Professional Skills	Core	20		25%	75%	36	V1.1	100075	
Contemporary Debates in Marketing Communications	Core	20		100%		36	V1.2	100075	
Digital Essentials	Core	20		50%	50%	36	V1.2	100075 50%	100440 50%
Research in Action 1	Core	20		80%	20%	36	V1.3	100075	
Integrated Marketing Communications	Core	20		100%		36	V1.1	100075	
Progression requirements: Requires 120 credits at Level 4.									
Exit qualification: Cert HE Marketing Communications (requires 120 credits at Level 4)									

Year 2/Level 5

Students are required to complete all 6 core units

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS code(s)	
			Exam 1	Cwk 1	Cwk 2				
Digital Consumer Insights	Core	20	50%	50%		36	V1.1	100075 40%	100440 60%
Research In Action 2	Core	20		100%		36	V1.2	100075	
Content Creation	Core	20		100%		36	V1.2	100075 70%	100440 30%
Brands & Digital Branding	Core	20		100%		36	V1.2	100075	
Digital Media Practices	Core	20		100%		36	V1.2	100440	
Media Planning	Core	20	20%	80%		36	V1.1	100074	

Progression requirements: Requires 120 credits at Level 5

Exit qualification: Dip HE Marketing Communications with Digital Strategy (requires 120 credits at Level 4 and 120 credits at Level 5)

Optional placement in industry/business

Students can opt to complete 4 or 30 weeks of placement before progressing to Level 6.

Progression requirements: Not applicable as the placement is optional.

Year 3/4/Level 6

Students are required to complete 3 core unit and 2 optional units. Please note that optional units need to have a sufficient number of students to run.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECOS code(s)	
			Exam 1	Cwk 1	Cwk 2				
Digital Data Insights	Core	20		100%		36	V1.1	100440	
Digital Futures	Core	20		100%		36	V1.1	100440	
Dissertation	Core	40		100%		10	V1.1	100075 50%	100440 50%
Behavioural Psychology	Option	20		100%		36	V1.1	100075	
Brand Meaning	Option	20		100%		36	V1.2	100075	
Consumer Insight and Thought Leadership	Option	20		100%		36	V1.2	100075	
Corporate Sponsorship	Option	20		100%		36	V1.1	100075	100076
Activism and Communication	Option	20		100%		36	V1.0	100075	
Persuasion and Influence	Option	20		50%	50%	36	V4.0	100075	
Relationship Marketing	Option	20		100%		36	V1.2	100075	
Applied Creativity	Option	20		50%	50%	36	V1.0	100075 50%	100074 50%
Social Media Management	Option	20		100%		36	V1.1	100075 50%	100440 50%

Exit qualification: BA (Hons) Marketing Communications with Digital Strategy

UG award: Requires 120 credits at Level 4, 120 credits at Level 5, and 120 credits at Level 6 .

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

This programme is designed to produce visionary Marketing Communications professionals with key knowledges and skills in digital marketing practices. Our graduates will be able to define new industry practice and benchmarks for excellence in their field; they will be facilitated and supported in becoming independent, innovative, strategic, creative, entrepreneurial, and ethical practitioners. Our most successful graduates will be capable of contributing to the transformation of their industries.

The aim of the Marketing Communications with Digital Strategy programme is to transform students into reflective, critical practitioners in a wide range of future career opportunities and potential future study. Graduates of this programme develop knowledge and understanding of the historical roots of marketing communications, with a particular focus on contemporary and cutting-edge digital marketing communication practices, as well as the context in which it takes place; critical of existing practice and innovative, strategic, and creative in their own practice.

This programme aims to develop critically informed, agile and resourceful graduates, who:

- have a solid understanding of marketing communications concepts and practices, including analysis, strategic planning, implementing and control
- Have a deep understanding of the role of data in generating insight and informing marketing communications strategy in online and offline environment
- appreciate the value of data and digital media in marketing communications and the range of applications for digital media, the tools, strategies and techniques to engage and understand contemporary digital consumers and organizations
- Can critically appraise contemporary marketing communication theories and practice relevant to academic and industry need shave highly-developed interpersonal and communication skills;
- can manage their own personal development and lifelong learning.

Graduates of this programme will be equipped to enter a range of potential careers where it is vital to have knowledge and expertise in digital media marketing communications as a core strategic activity, as well as its practices. Digital Communication professionals work in organisations and institutions in every sector and industry with a variety of job roles and responsibilities that require knowledge and understanding of digital media theory and practice for internal and external communications with relevant consumers and stakeholders and developing digital strategies based on the insight from data sources and digital platforms. As such, our programme prepares graduates to be agile and versatile to work in a range of contexts within organisations in a variety of job roles now and into the future.

The programme aims and learning outcomes have been designed with reference to:

- The QAA Benchmarking Statement for Communication, Media, Film and Cultural Studies (April 2024),
- The Frameworks for Higher Education Qualifications and UK Degree-Awarding Bodies (February 2024),
- Institute of Direct and Digital Marketing (IDM)
- Interviews and focus groups with our program's industry partners
- United Nations Sustainable Development Goals
- The research, academic, and professional expertise of the programme team

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

This programme is informed by and aligned with the BU 2025 strategic plan and fusion ethos to inspire learning, advance knowledge and enrich society through the fusion of education, research and practice. The BU 2025 values of excellence, inclusivity, creativity and responsibility are woven throughout the programme.

The design of the unit specifications has taken into account FLIE's use of Bloom's Taxonomy of Higher Order Thinking in the level-appropriate use of consistent assessment terminology in Intended learning Outcomes (ILOs). We have also integrated the UN Sustainability Development Goals in the specifications to align with BU's vision. Employability skills aligned with BU Graduate Skills program.

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

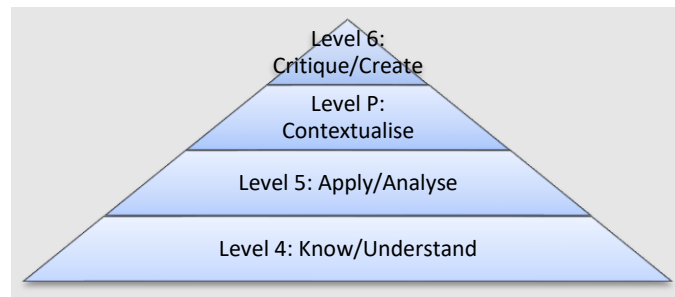
The assessment workload for each unit is designed to align with BU assessment design regulations and is reviewed annually to ensure appropriate balance of assessment across the programme and level.

Specific to this programme, most units are worth 20 credits (the dissertation is worth 40 credits) and are compliant with the common academic structure. Students can opt to undertake a 4 week or 30 week placement for work-based learning experience typically between Levels 5 and 6.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES



PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding</p> <p>This programme provides opportunities for students to :</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>A1 Critically engage with bodies of knowledge relevant to marketing communications and digital media</p> <p>A2 Achieve a critical appreciation of the organisational, political, social, commercial and economic contexts</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • <i>lectures (A1 – A5);</i> • <i>seminars (A1 – A5);</i>

Programme Specification - Section 2

<p>of marketing communications and digital media, to include the UN Sustainable Development Goals.</p> <p>A3 Make informed judgements about the role of digital marketing communications plans and strategy within organisations</p> <p>A4 Demonstrate a detailed understanding of digital marketing communications practice and the role of the individual and the organisation in a global, competitive, fast-moving environment</p>	<ul style="list-style-type: none"> • <i>directed reading (A1, A3);</i> • <i>independent research (for dissertation and coursework) (A4).</i> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • <i>coursework (A1 – A4);</i> • <i>dissertation (A4).</i>
<p>B: Intellectual skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p>B1 Develop and apply critical frameworks for the analysis of complex problems and issues in marketing communications and digital media</p> <p>B2 Demonstrate the ability to develop new meanings and new critiques of established models and theories in the marketing communications industries</p> <p>B3 Critically evaluate appropriate techniques for the comprehensive analysis, evaluation and synthesis of data from a wide variety of research methods</p> <p>B4 Consider and critically evaluate their own work and that of others in a reflective manner with reference to academic and professional issues, debates and conventions</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (B1 - B4);</i> • <i>seminars (B1 – B4);</i> • <i>directed reading (B1 – B4);</i> • <i>independent research (for dissertation and coursework) (B1 – B4).</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>Coursework (B1 – B4);</i> • <i>dissertation (B1 – B4).</i>
<p>C: Practical skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>C1 Design and conduct an appropriate piece of quantitative/qualitative research to address a contemporary marketing communications issue.</p> <p>C2 Demonstrate a well-informed appreciation of the likely future shape of the marketing communications industry through critical analysis of academic and professional perspectives</p> <p>C3 Practice the marketing communications discipline as a future professional in a knowledgeable, skilled, critical and responsible way</p> <p>C4 Produce accurately referenced work to a given format, brief and deadline</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (C1 – C4);</i> • <i>seminars/workshops (C1 - C4);</i> • <i>independent research for dissertation & coursework (C1-C4).</i> • <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>coursework (C1 – C4);</i> • <i>dissertation (C1-C4).</i>
<p>D: Transferable skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>D1 Effectively communicate marketing communications concepts, plans, proposals and issues to diverse range of interested parties</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (D1 – D6);</i> • <i>seminars (D1- D6);</i>

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<p>D2 Professionally present and rigorously defend ideas, with a sense of self and voice, in a variety of forms, including orally, in writing, online and other business contexts</p> <p>D3 Work successfully in collaboration with others, adopting a leadership role where and when appropriate</p> <p>D4 Effectively manage their own continuing professional development, with the ability to identify new emerging themes in the marketing communications industries</p> <p>D5 Be able to consider and apply insight from various sources of data to their work.</p> <p>D6 Demonstrate competence in digital literacy in order to operate in a working environment within marketing context.</p>	<ul style="list-style-type: none"> • <i>directed reading (D1- D6).</i> • <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>coursework (D1 – D6);</i> • <i>dissertation (D1-D6).</i>
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LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

<p>A: Knowledge and understanding</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>A1 Engage with bodies of knowledge relevant to marketing communications and digital media and apply theory to practice</p> <p>A2 Achieve an appreciation of the organisational, political, social, commercial and economic contexts of marketing communications and digital media to include the UN Sustainable Goals</p> <p>A3 Develop informed judgements about the role of digital marketing communications plans, data and strategy within organisations</p> <p>A4 Develop an appreciation and understanding of digital marketing communications practice and the characteristics of effective marketing communications campaigns</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (A1- A4);</i> • <i>seminars (A1 – A4);</i> • <i>directed reading (A1 - A4);</i> • <i>independent research (for coursework) (A1- A4).</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>time-constrained assessments (e.g. online exam) (A2);</i> • <i>coursework (A1 – A4).</i>
<p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>B1 Identify and apply basic techniques for the collection, evaluation and synthesis of primary and secondary data from a wide variety of research methods</p> <p>B2 Develop and apply frameworks for the analysis of problems and issues in digital marketing communications</p> <p>B3 Understand the methods for the investigation and resolution of professionally oriented research and marketing communications problems</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (B1 – B3);</i> • <i>seminars (B1 – B3);</i> • <i>directed reading (B1 – B3);</i> • <i>independent research for coursework (B1 – B3).</i> <p>Assessment strategies and methods:</p>

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	<ul style="list-style-type: none"> • <i>time-constrained assessment (e.g. online test) (B1);</i> • <i>coursework (B1 – B3).</i>
<p>C: Practical skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>C1 Plan and implement digital marketing communications campaigns and materials to professional standards</p> <p>C2 Design an appropriate piece of quantitative/qualitative research to address a contemporary marketing communications issue</p> <p>C3 Apply professional writing and creative techniques to evidence their ability to practice the marketing communications discipline in a knowledgeable, skilled and responsible way</p> <p>C4 Produce appropriately referenced work to a given format, brief and deadline</p> <p>C5 Demonstrate competence in understanding how to design, develop and evaluate marketing communications plans and strategies as part of a team</p>	<p>Learning and teaching strategies and Methods:</p> <ul style="list-style-type: none"> • <i>lectures (C1 – C5);</i> • <i>seminars and workshops (C1 - C5).</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>time-constrained assessments (e.g. online test) (C5);</i> • <i>coursework (C1 - C5).</i>
<p>D: Transferable skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>D1 Effectively communicate marketing communications and digital media concepts, plans, proposals and issues to a diverse range of interested parties</p> <p>D2 Professionally present and defend ideas in a variety of forms, including orally, in writing, online and other business contexts</p> <p>D3 Work responsibly and professionally in collaboration with others, adopting a leadership role and exercising initiative and personal responsibility, where and when appropriate</p> <p>D4 Develop competence in digital literacy in order to operate in a working environment within marketing context</p> <p>D5 Analyse effectively numerical information within the context of their industry using appropriate techniques in order to make judgements and solve problems</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (D1 – D5);</i> • <i>seminars (D1- D5);</i> • <i>use of the VLE (D1 – D5);</i> • <i>directed reading (D1- D5).</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>coursework (D1 – D5);</i> • <i>Time-constrained assessments (e.g. online exam) (e.g. D5).</i>

LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

<p>A: Knowledge and understanding</p> <p>This level provides opportunities for students to :</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>A1 Understand core bodies of knowledge relevant to marketing communications practice and its various components, within the broader micro and macro environment, to include the UN Sustainable Development Goals</p> <p>A2 Engage in debates on the common and emerging themes in the marketing communications industries</p> <p>A3 Demonstrate an understanding of the role of marketing communications activity in society and culture</p> <p>A4 Develop a fundamental understanding of marketing communications practice and the characteristics of effective marketing communications campaigns</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (A1- A4);</i> • <i>seminars (A1 – A4);</i> • <i>directed reading (A1- A4).</i> • <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • <i>time-constrained assessments (e.g. exam) (A1, A3);</i> • <i>coursework (A1 – A4).</i>
<p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>B1 Understand the basic techniques for the collection, evaluation and synthesis of secondary data</p> <p>B2 Understand appropriate frameworks and develop arguments through discussion of current problems and issues in marketing communications</p> <p>B3 Apply a range of academic and professional skills appropriate to marketing communications practice</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (B1 – B3);</i> • <i>seminars (B1 – B3);</i> • <i>directed reading (B1 – B3);</i> • <i>use of the VLE (B1 – B3).</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>time-constrained assessments (e.g. exams) (B1, B2);</i> • <i>coursework (B1 – B3).</i>
<p>C: Practical skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>C1 Understand how marketing communications campaigns and materials are planned and evaluate them</p> <p>C2 Understand how professional communications are used in the marketing communications context, in a knowledgeable, skilled, thoughtful and responsible way</p> <p>C3 Develop skills to communicate and support results of enquiry accurately and reliably, and with a structured and coherent argument</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>lectures (C1 – C5);</i> • <i>seminars (C1 – C5).</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>time-constrained assessments (e.g. exams) (C1, C4,);</i>

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<p>C4 Develop a core appreciation of digital literacy tools and their use in the marketing communications context</p> <p>C5 Develop skills to produce appropriately referenced work to a given format, brief and deadline</p>	<ul style="list-style-type: none"> • <i>coursework (C1 – C5).</i>
<p>D: Transferable skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>D1 Reflect on a sense of self and voice as a future professional</p> <p>D2 Understand their role and responsibility as an individual and team member in a marketing communications profession</p> <p>D3 Demonstrate an ability to exercise initiative in planning and managing their independent learning.</p> <p>D4 Understand the importance of Digital Literacy skills in a working professional environment</p>	<p>Learning and teaching strategies and methods :</p> <ul style="list-style-type: none"> • <i>lectures (D1 – D4);</i> • <i>seminars (D1- D4);</i> • <i>use of the VLE (D1 – D4);</i> • <i>directed reading (D1- D3).</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>coursework (D1 – D4);</i> • <i>time-constrained assessments (e.g. exams) (D3, D4).</i>

ADMISSION REGULATIONS

The admissions regulations for this programme can be referenced here: [Courses | Bournemouth University](#)

PROGRESSION ROUTES

Students who successfully complete the Foundation programme for Media and Communication at Bournemouth University International College with an average of 50% overall and an English exit average of 65% (with a minimum of 60% in each English component) will be accepted on the BA (Hons) Marketing Communications programmes.

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the Recognition Register (https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx) for a full list of approved Recognition arrangements and agreed entry criteria.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations.

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Students may opt to complete a sandwich placement of either 4 or 30 weeks, which takes place between the second and final year of study and should relate to learning on the programme. Relevant placement will be broadly defined to allow work placement in marketing communications, advertising, public relations, and digital media roles in a range of organisations. This can include work in agencies, in-house communications roles, government, charities, NGOs, etc. Successful completion of the placement will require students to submit all relevant documentation set out in the placement handbook/logbook.

Programme Skills Matrix

Programme Intended Learning Outcomes		A 1	A 2	A 3	A 4	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5	D 6
L6	Digital Data Insights	X	X			X	X		X	X	X					X	X	X	X	X
L6	Digital Futures	X	X	X	X	X	X	X	X	X		X	X		X	X	X	X	X	X
L6	Dissertation	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
L6	Behavioural Psychology	X	X			X	X	X	X		X	X	X		X	X		X	X	X
L6	Brand Meaning	X	X			X	X				X		X			X				X
L6	Consumer Insights and Thought Leaderships	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X
L6	Corporate Sponsorship	X	X			X	X				X		X			X				X
L6	Activism and Communication	X	X			X	X		X		X		X			X			X	X
L6	Persuasion and Influence	X	X		X	X	X		X		X		X		X	X	X	X	X	X
L6	Relationship Marketing	X	X		X	X	X		X		X		X			X				X
L6	Social Media Management	X	X			X	X		X	X			X			X	X	X	X	X
L5	Digital Consumers Insight	X		X	X		X	X		X	X	X	X	X	X	X	X	X	X	X
L5	Research in Action 2		X				X	X			X		X			X	X	X	X	
L5	Content Creation	X	X					X				X	X		X	X		X	X	
L5	Brands & Digital Branding	X	X	X		X		X			X		X			X		X	X	
L5	Digital Media Practices	X		X	X		X	X	X	X		X	X	X	X	X		X	X	
L5	Media Planning	X	X	X	X	X		X		X	X	X	X		X		X	X	X	
L4	Principles of Marketing Communications	X		X	X		X	X		X		X		X		X	X	X		
L4	Academic and Professional Skills	X	X	X	X		X	X		X	X	X	X	X	X		X	X		
L4	Contemporary Debates in Marketing Communications	X	X	X	X	X		X		X	X	X	X	X	X		X	X		
L4	Digital Essentials	X			X	X		X				X	X	X	X		X	X		
L4	Research in Action 1	X			X	X		X				X	X	X		X	X	X		
L4	Integrated Marketing Communications	X		X	X		X	X		X	X	X		X		X	X	X		