

Module Specifications

Year/Level: 5
Programme: Advertising and Digital Marketing

Module:	Advertising Concepts & Creativity	Module Code:	5FBS2000	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of frameworks and practices used to develop advertising campaigns. Students apply advertising principles to transform a client brief into a creative brief using key communications tools.					
Module:	Campaign Insights Analysis & Planning	Module Code:	5FBS2002	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of campaign planning, consumer insights, and media strategy. Students apply campaign planning frameworks, evaluate consumer insights and campaign effectiveness, and use metrics of audience measurement and media accounting.					
Module:	Consumer Behaviour	Module Code:	5FBS2003	Credits:	15
Module Description:				Mandatory	
This module explores the psychological principles that shape consumer behaviour and their application in marketing. Students evaluate consumer behaviour theories and apply them to the marketing of products and services.					
Module:	Digital Experience	Module Code:	5FBS2005	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of theories and practice underpinning effective user experience (UX) design. Students apply UX principles, evaluate digital interfaces, and develop user-centred solutions for websites, mobile applications, and other digital devices.					
Module:	Managing Marketing Professionals	Module Code:	5FBS2011	Credits:	15
Module Description:				Mandatory	
This module explores the management of marketing professionals in dynamic organisational environments. Students develop the knowledge and skills to manage talent, build effective teams, and foster collaboration to achieve marketing objectives.					
Module:	Marketing Research	Module Code:	5FBS2013	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of marketing research, its development, and organisation. Students will design and apply qualitative and quantitative research methods to generate insights that support marketing and commercial decisions.					
Module:	Social Media & Social Influence	Module Code:	5FBS2019	Credits:	15
Module Description:				Mandatory	
This module explores the role of social media in shaping consumer behaviour and marketing strategy. Students apply theory and best practice to develop, implement, and evaluate social media campaigns that achieve marketing objectives.					
Module:	Working with Industry	Module Code:	5FBS2020	Credits:	15
Module Description:				Mandatory	
This module develops students' professional skills and industry experience to prepare them for graduate employment or further study. Students build a professional portfolio, enhance their employability skills, and implement a personal development plan to support successful career progression.					