

Module Specifications

Year/Level: 6
Programme: Advertising and Digital Marketing

Module:	Advertising & Communications Strategy	Module Code:	6FBS2005	Credits:	15
Module Description:				Mandatory	
This module develops the students' understanding of advertising and marketing communications strategy. Students evaluate advertising effectiveness, apply customer and market insights, and develop integrated communication and branding strategies to support organisational objectives.					
Module:	Agency Practice & Management	Module Code:	6FBS2006	Credits:	15
Module Description:				Mandatory	
This module explores the management of advertising and communications agencies. Students critically evaluate agency structures, client relationships, campaign delivery, and contemporary industry challenges, developing the knowledge and professional skills required to manage successful agency operations.					
Module:	Digital Analytics & Social Media Monitoring	Module Code:	6FBS2009	Credits:	15
Module Description:				Mandatory	
This module explores the use of digital analytics to measure and optimise the effectiveness of digital marketing activities. Students evaluate analytics tools and analyse campaign performance using key performance indicators (KPIs) to improve digital marketing strategy and organisational performance.					
Module:	International Advertising	Module Code:	6FBS2014	Credits:	15
Module Description:				Mandatory	
This module develops students' critical understanding of advertising strategy in an international context. Students evaluate the influence of culture, global markets, media, and regulation on advertising, strategic planning, and creative thinking to develop effective international advertising campaigns.					
Module:	Managing the Customer Journey	Module Code:	6FBS2016	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of the customer journey. Students design personalised customer journeys, evaluate customer touchpoints, and apply data, technology, and integrated marketing strategies to enhance customer experience, engagement, and long-term customer relationships.					
Module:	The Future of Marketing	Module Code:	6FBS2022	Credits:	15
Module Description:				Mandatory	
This module explores emerging technologies, trends, and challenges shaping the future of marketing. Students critically evaluate developments such as digital innovation, sustainability, and marketing technology (MarTech), applying research and strategic analysis to identify future opportunities and challenges for organisations.					
Module:	Research Methods	Module Code:	6FBS2017	Credits:	0
Module Description:				Mandatory	
This module prepares students to undertake independent research by developing the knowledge and skills required to design, conduct, and communicate academic research. Students formulate research questions, undertake literature reviews, evaluate research methodologies, and apply appropriate academic and professional standards.					
Module:	Dissertation	Module Code:	6FBS2101	Credits:	30
Module Description:				Mandatory/Optional	
This module develops students' ability to plan, conduct, and communicate an independent research project. Under academic supervision, students investigate an issue relevant to their programme of study, apply appropriate research methods, and present well-supported conclusions that demonstrate critical analysis and academic rigour.					