

Module Specifications

Year/Level: 4
Programme: Advertising and Digital Marketing

Module:	Business Environment	Module Code:	4FBS2003	Credits:	15
Module Description:				Mandatory	
This module introduces students to internal and external business environments and their influence on marketing decisions. Students evaluate contemporary issues and apply business analysis frameworks to support effective marketing decisions.					
Module:	Content Creation	Module Code:	4FBS2006	Credits:	15
Module Description:				Mandatory	
This module develops students' creative and technical skills in producing marketing communications. Students create engaging written, visual, audio, and video content using industry-standard software to deliver effective campaigns across a range of media platforms.					
Module:	Digital Landscape	Module Code:	4FBS2007	Credits:	15
Module Description:				Mandatory	
This module introduces students to the evolving digital landscape and its influence on marketing strategy. Students explore the digital customer, including online consumer behaviour and device usage, and review the concepts of digital transformation and digital disruption.					
Module:	Essential Skills in Marketing	Module Code:	4FBS2009	Credits:	15
Module Description:				Mandatory	
This module equips students with the academic, digital, and practical skills required for success in higher education. Students strengthen their communication, research, digital literacy, and reflective practice skills to become confident, independent, and effective learners.					
Module:	Introduction to Marketing Communications	Module Code:	4FBS2014	Credits:	15
Module Description:				Mandatory	
This module introduces students to the key concepts and practices of marketing communications. Students examine traditional and digital marketing communications theories, tools, and channels.					
Module:	Preparing for Professional Success	Module Code:	4FBS2016	Credits:	15
Module Description:				Mandatory	
This module prepares students for careers in the marketing, advertising, and digital marketing industries. Students develop their personal brand and professional networks, explore career opportunities and create a personal development plan to support long-term professional growth.					
Module:	Understanding Data	Module Code:	4FBS2023	Credits:	15
Module Description:				Mandatory	
This module introduces students to the collection, analysis, and interpretation of marketing data. Students identify and evaluate marketing data from a range of sources, analyse and interpret it using spreadsheet tools, and present insights to support effective marketing decisions.					
Module:	Principles of Marketing	Module Code:	4FBS2101	Credits:	15
Module Description:				Mandatory	
This module introduces students to the key concepts and theories that underpin the marketing discipline. Students explore the role and function of marketing, the marketing environment, and the marketing mix in creating value for customers and organisations.					