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BA (Hons) Advertising & Digital Marketing

# Choosing your Modules for Stage 1

**2018 Entry – Full Time**

You must take 120 credits at each stage of your course. These credits are divided into modules which are usually worth 20 credits each. The modules which make up each course can be viewed on the programme’s award map, which also shows if there are any special requirements for your course. The award map for BA (Hons) Advertising & Digital Marketing can be found [here](http://www.northampton.ac.uk/caf/singaward/shadvertising.htm).

**Which modules must I take?**

You will automatically be allocated to the **five compulsory modules** (totalling 100 credits). For the remaining **20** credits you must take **one designated module.** You can find descriptions of the designated modules by accessing the award map and clicking on the module codes.

The ***designated modules*** (worth 20 credits each) are:

|  |  |
| --- | --- |
| **Module Code** | **Module Title** |
| MKT1022 | Business Modelling for Marketers |
| SPA1001 | Spanish Language 1 (Ab Initio) |
| CHN1001 | Contemporary Chinese Studies |

**HRM1017 - Reflections on Work**

In addition to the choices we offer on this form, we also have HRM1017 - Reflections on Work. As this module is based in the work place we have to check that your job will support your academic work. This assessment is made by the module tutor after you have begun your studies with us. Therefore we ask you to choose an alternative now, which you will be expected to attend fully until any request to move to HRM1017 is approved after your enrolment.

**How do I record my choices?**

Using the form on the next page please make **three** selections in order of preference, in case your first choice is unavailable. Your completed form should be returned as soon as possible. Places are filled on a first come, first served basis. The compulsory modules are guaranteed in your timetable but your designated choices may be limited by timetabling.

**What happens next?**

The Admissions Team will check that your choices are suitable. If the module you prefer has pre-requisites we will check that you meet these requirements. Your choices will be sent to our Timetabling department so they can start to construct your programme. We aim to have your personal timetable ready for the start of the course.

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**BA (Hons) Advertising & Digital Marketing**

Full Name: ……………………………………………………..

Date of Birth: ………………… Student/UCAS Number if known: …….….………………

The ***compulsory modules*** are:

|  |  |  |
| --- | --- | --- |
| **Module Code** | **Module Title** | **Credit**  **Value** |
| MKT1001 | Foundations of Marketing | 20 |
| MKT1002 | Introduction to Marketing Communications | 20 |
| MKT1018 | Foundations of Advertising Media | 20 |
| MKT1029 | Digital Marketing Essentials | 20 |
| MKT1030 | Understanding Consumers | 20 |

To enable us to provide you with a viable programme, please indicate a 1st, 2nd and 3rd choice of designated modules in the table below. We will allocate you a place on your 1st choice if at all possible. You only need to choose your Year 1 module now.

|  |  |  |
| --- | --- | --- |
| **Module Code** | **Module Title** | **Preference** |
| MKT1022 | Business Modelling for Marketers |  |
| SPA1001 | Spanish Language 1 (Ab Initio) |  |
| CHN1001 | Contemporary Chinese Studies |  |

Please tick the relevant box:

**Home/UK student: € EU Student: € International/Overseas Student: €**

When returning your module choice form please include the following within the subject of your email:

* If you have ticked International/Overseas student please write ‘International/Overseas’.
* If you have ticked Home/UK/EU student then please write ‘Team 3’.

Signature: ................................................... Date: ...................................

**Please complete this form and email it to** [**modulechoices@northampton.ac.uk**](mailto:modulechoices@northampton.ac.uk) **within two weeks. We recommend that you keep a copy of this form for your records.**