

# BA (Hons) Advertising & Digital Marketing

**Choosing your Stage 1 Modules**

**2020 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](https://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** |
| MKT1043 | Professional Skills for Marketing Practice |
| HRM1017 | Reflections on Work (WBL) # |

# Work-based Learning Module (WBL) students must be in part or full-time work. This will be assessed after Enrolment. If you are not eligible you will be moved to the other designated module MKT1043.

**How do I record my choices?**

Using the form on the next page please make 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.



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

Full Name: …………………………………………………. Date of Birth: …………………………….

(Please PRINT)

UCAS/Student number: …….……………….......

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 and 2nd 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** |
| MKT1043 | Professional Skills for Marketing Practice |  |
| HRM1017 | Reflections on Work (WBL) # |  |

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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** **within two weeks. We recommend that you keep a copy of this form for your records.**