

TABLE 2: COURSE DISTRIBUTION PER SEMESTER – BA (Hons) Advertising and Marketing Communications

	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
A' Semester-Year 1								
1.	Compulsory	Introduction to Marketing	MK1XXX	4	1h	13	52	10*
2.	Compulsory	Advertising and Marketing Communications	MK1006	4	1h	13	52	10
3.	Elective	Introduction to Business and Management Theory	BU1023	4	1h	13	52	10
4.	Elective	Academic Writing	EF1498	2	1h	13	26	5*
5.	Elective	University Elective		-	-	13	-	10
B' Semester-Year 1								
1.	Compulsory	Introduction to Marketing	MK1XXX	4	1h	13	52	10*
2.	Compulsory	Principles of Economics	EC1500	4	1h	13	52	10
3.	Elective	Managing People and Enterprise Skills	BU1025	4	1h	13	52	10
4.	Elective	Academic Writing	EF1498	2	1h	13	26	5*
5.	Elective	University Elective		-	-	13	-	10

	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
A' Semester- Year 2								
1.	Compulsory	Marketing Management	MK2001	2	1h	13	26	5*
2.	Compulsory	Integrated Marketing Communications	MK2005	2	1h	13	26	5*
3.	Compulsory	The Responsible Marketer	MK2012	2	1h	13	26	5*
4.	Compulsory	Media Management	MK2812	4	1h	13	52	10
5.	Compulsory	Business and Management Project Essentials	HR1037	2	1h	13	26	5*
B' Semester-Year 2								
1.	Compulsory	Marketing Management	MK2001	2	1h	13	26	5*
2.	Compulsory	Integrated Marketing Communications	MK2005	2	1h	13	26	5*
3.	Compulsory	The Responsible Marketer	MK2012	2	1h	13	26	5*
4.	Compulsory	Introduction to Business Functions	HR1035	4	1h	13	52	10
5.	Compulsory	Business and Management Project Essentials	HR1037	2	1h	13	26	5*

	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
A' Semester- Year 3								
1.	Compulsory	Contemporary Consumers	MK2204	4	1h	13	52	10
2.	Compulsory	Employability and Professional Development	MK2025	2	1h	13	26	5*
3.	Compulsory	Creative Communication	MK3556	3	1h	13	39	10
4.	Compulsory	International Marketing	MK3111	2	1h	13	26	5*
B' Semester-Year 3								
1.	Compulsory	Marketing Research	MK2206	3	1h	13	39	10
2.	Compulsory	Employability and Professional Development	MK2025	2	1h	13	26	5*
3.	Compulsory	Social Media and Optimisation	MK3503	3	1h	13	39	10
4.	Compulsory	International Marketing	MK3111	2	1h	13	26	5*
Sandwich Year								
1.	Elective	Work Placement	MD3004	-	1h	-	1500	60
2.	Elective	International Study	BC3008	-	1h	-	250	60

	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
A' Semester-Year 4								
1.	Compulsory	Enhancing Employability through Work Related Learning OR	MK3025	2	1h	13	26	5*
		Advertising, Marketing, Public Relations Dissertation	MK3990	2	1h	13	26	5*
2.	Compulsory	Campaign Planning and Strategy	MK3040	2	1h	13	26	5*
3.	Compulsory	Media Planning and Buying	MK3120	2	1h	13	26	5*
4.	Compulsory	Marketing of Services	MK3013	2	1h	13	26	5*
5.	Compulsory	Direct, Digital and Database Marketing	MK3032	2	1h	13	26	5*
B' Semester-Year 4								
1.	Compulsory	Enhancing Employability through Work Related Learning OR	MK3025	2	1h	13	26	5*
		Advertising, Marketing, Public Relations Dissertation	MK3990	2	1h	13	26	5*
2.	Compulsory	Campaign Planning and Strategy	MK3040	2	1h	13	26	5*
3.	Compulsory	Media Planning and Buying	MK3120	2	1h	13	26	5*
4.	Compulsory	Marketing of Services	MK3013	2	1h	13	26	5*
5.	Compulsory	Direct, Digital and Database Marketing	MK3032	2	1h	13	26	5*
6.	Compulsory	Public Relations for Marketing	PR3111	3	1h	13	39	10

*The ECTS indicates the equivalent student workload per semester.

NOTE: For example, the students will receive the 10 ECTS of the module further to successful completion of the 2 semesters (5* + 5*).