



**Bournemouth
University**

Welcome to:

BA (Hons) Marketing Communication

BA (Hons) Marketing Communication with Public Relations

BA (Hons) Marketing Communication with Advertising

BA (Hons) Marketing Communication with Digital Media

Dr Tanya le Roux

Programme Leader

tlroux@bournemouth.ac.uk

How BU is structured...



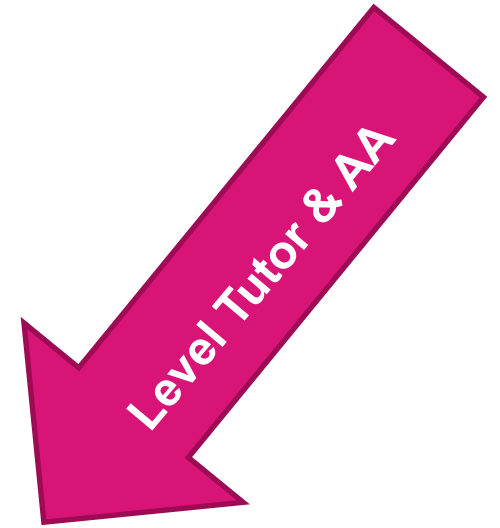
Faculty of Media and Communication



Communication & Journalism Department



Marketing Communication Suite of Degrees



- Marketing Communication
Sae Oshima



- Digital Media
Mona Seyed Esfahani



- Advertising
David Alder



- Public Relations
Hilary Stepien



Welcome - and you won't be alone!

- PAL leaders
- Learning Development Team (Faculty Team)
- ALS (Alternative Learning Support)
- Library and Learning Support
- Student Support & Engagement
- Programme Support Officer (PSO)
- SUBU

Your First Year

- Also, your first year is also about *learning how to learn independently*.
- For many of you, this is going to be a big change and a challenge.
- The first year is structured to help you face this challenge.
- Your marks on the first year at BU do not count towards the classification of your degree.
 - Level 5 units count towards 30% of your degree classification.
 - Level 6 units count towards 70% of your degree classification.

What does learning look and feel like at Level 4?

Focus

- Independent study
- Group and individual work
- Industry realistic / project based
- Research led
- Professional practice

The first year is structured to help you adjust.

We also have a Foundation Year Option

Context

Level 4 (1st year)

Develop your knowledge in your subject

Learning how to learn independently.

Level 5

Further develop your knowledge and understanding in your subject and specialist areas of interest

Placement year

Level 6

Further specialise and demonstrate critical and reflective knowledge and understanding

Your Semester 1 and 2 Units

First semester:

- Principles of Marketing and Marketing Communication (PoM)
- Academic and Professional Practices for Marketing Communications (APP)
- Contemporary Debates in Marketing Communications (CDMC)

Second semester

- Digital Essentials
- Consumer and Stakeholder Insights
- Integrated Marketing Communication



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Professional Body Qualifications

Professional Body Qualifications

Level 4

- BU is a Strategic Partner of the CIM
- Degree is recognised under the CIM's Graduate Gateway programme



Level 5

Advertising



Public Relations



Digital Media



**Marketing
Communication**



Delivery of Units

- We do face to face teaching (depending on government guidelines and current situations)
- There will also be tasks to do and video's to watch on Brightspace
- We communicate to students via Brightspace, email, AA sessions, etc

Looking quite a bit forward...!

- By the middle of semester 2 you will need to make a final choice about the programme that you will follow:
 - BA (Hons) Marketing Communication
 - BA (Hons) Marketing Communication *with Advertising*
 - BA (Hons) Marketing Communication *with Public Relations*
 - BA (Hons) Marketing Communication *with Digital Media*

What if things don't go according to plan?

The Foundation Year Option

- We offer a Foundation Year route onto our undergraduate degrees as alternative route
- Following successful completion of an initial year of study you progress onto the first year of your chosen degree
- A Foundation Year is **not** the same as a Foundation Degree. Successfully completing a Foundation Year gives you access onto a degree course, whereas a Foundation Degree is a standalone qualification equivalent to two years of a three or four-year degree.
- A Foundation Year could be right for you if:
 - You are a UK student (inc. ROI & CI)
 - You don't have the right qualifications for a full degree in your chosen subject
 - You have the qualifications but don't feel ready for degree-level study yet
 - You are returning to study and feel you need some help to get up to speed with the demands of learning before starting an undergraduate degree.
- Entry requirement: 48 – 72 UCAS points
 - Apply in the same way that you would for a degree but be sure to select the '**...(with Foundation Year)**' degree code

Foundation Year Units

- **Core Units**

- **Academic & Professional Practice:** You will build your confidence in both academic and professional skills. This unit will cover the academic skills which will be required at degree level study
- **Collaborative Communication Project:** The unit focuses on the centrality of communication, both as a process and as a project. Through the collaborative development of a communication solution to a specific communication problem, the unit aims to promote the principles and practices of team-based iterative project work.

- **Media and Communications Pathway units**

- **Media & Current Debates:** You will be introduced to a) the important role and responsibilities of the news media within democratic societies and b) the varied nature of reporting of key events, issues and debates within the contemporary 24/7 news cycle. You will gain an essential level of understanding of what constitutes news and what the work of journalists entails.
- **Media Work:** You will become familiar with a range of profiles and career paths in the communication and media industries and be inspired to reflect on and develop your own professional identity.



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We look forward to welcome you in September!