



University of  
Central Lancashire  
UCLan Cyprus

# BA(Hons) Advertising & Marketing Communications

BA (Hons) Advertising and Marketing Communications is a pioneering course which offers students the knowledge and practical skills to build a career in the dynamic and creative industry sector. This course focuses firmly on developing expertise needed to anticipate, analyse, plan, and control effective communications in an innovative approach that generate value for client organisations.

The UCLan Advertising and Marketing Communications degree was designed as a result of extensive industry research to deliver graduates who would be 'purpose made' and 'job ready' for jobs in the industry. Understandably, this course has a strong practical element and gives students the knowledge and skills to gain a position in the emerging knowledge based service economy.

Students will benefit from a variety of teaching and learning methods including: lectures, seminars, practical workshops, group activities, personal research and case studies. Personal study and independent research also form an integral part of the course. There are options to develop skills in a variety of areas such as IT, web-based tools and tactics, social media, advanced excel and specialist Microsoft packages. Assessment includes essays; reports; oral presentations; group assignments; investigating companies and tackling briefs from industry. In the final year students will have the opportunity to undertake an independent dissertation or company project.



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[uclan Cyprus.ac.cy](http://uclan Cyprus.ac.cy)

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# BA(Hons) Advertising & Marketing Communications

## YEAR 1

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### COMPULSORY

Principles of Economics	2	10
Managing People and Enterprise Skills	1	10
Academic Writing	YL	10

### OPTIONAL

Introduction to Mathematics & Statistics	YL	10
Advertising and Marketing Communications	1	10
Business in Context	2	10
English Language I	1,2	10
English Language II	2,3	10
Beginners Russian Language & Culture	YL	10
Debating Cases in Applied Ethics	2	10

## YEAR 2

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### COMPULSORY

Marketing Essentials	YL	15
Introduction to Business Functions	YL	15
Business Environment	YL	15
Business & Management Project Essentials	YL	15

## YEAR 3

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### COMPULSORY

Marketing Management	YL	10
Marketing Research	YL	10
The Enterprising Marketer	YL	10
Integrated Marketing Communications	YL	10
The Responsible Marketer	YL	10
Contemporary Consumers	YL	10

### SANDWICH YEAR

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### OPTIONAL

Work Placement	YL	60*
International Study	YL	60*

\*notional credits

## YEAR 4

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### COMPULSORY

Advertising, Marketing, PR Dissertation OR Enhancing Employability through Work Related Learning	1,2,3/ YL/ DEMAND	10
Campaign Planning and Strategy	YL	10
Media Planning and Buying	YL	10
Strategic Marketing OR Public Relations for Marketers	YL	10

### OPTIONAL

Marketing of Services	YL	10
Digital Marketing	YL	10
Business Statistics	YL	10
Direct, Digital and Database Marketing	YL	10
Public Relations for Marketers	YL	10
Contemporary Retail Marketing	YL	10
Business-to-Business Marketing	YL	10
Creative Industries and Communications	YL	10
Internal Corporate Communication and Marketing	YL	10
Web Content Management Systems	YL	10
Applied Consulting	YL	10

## CAREER OPTIONS

Graduates can pursue careers in media and communication firms but also marketing offices of mainstream organisations as advertising and/or promotions managers, marketing managers, marketing communications managers, public relations specialists, fundraising managers, media relations or communications officers.

## ENTRY REQUIREMENTS

The minimum requirements are:

> Apolytirion or High School Leaving Certificate, or 96 A' Level points (new Tariff system) in relevant subjects.

> Proof of English Language knowledge to a score of at least IELTS 5.5, or other equivalent according to the Common European Framework of Reference for Languages (CEFR).

S: SEMESTER / E: ECTS / YL: YEAR LONG

The University reserves the right to make amendments to programmes in order to improve the quality of learning content and outcomes.

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