

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. Our Advertising and Marketing Communications course focuses firmly on developing expertise needed to anticipate, analyse, plan, and control effective communications that generate value for client organisations.

The UCLan Cyprus 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, studying Advertising and Marketing Communications at UCLan Cyprus has a strong practical element and our course 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. Some modules are part web-based with links to leading organisations, including professional bodies. 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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MODULES

		Semester	ECTS			Semester	ECTS
YEAR 1	COMPULSORY			YEAR 4	COMPULSORY		
	Principles of Economics	2	10		Advertising, Marketing, PR Dissertation OR	1,2,3/ YL / DEMAND	10
	Managing People and Enterprise Skills	1	10		Enhancing Employability through Work Related Learning	YL	10
	Academic Writing	YL	10		Campaign Planning and Strategy	YL	10
	OPTIONAL				Media Planning and Buying	YL	10
	Introduction to Mathematics & Statistics	YL	10		Strategic Marketing OR Public Relations for Marketers	YL	10
	Advertising and Marketing Communications	1	10		OPTIONAL		
	Business in Context	2	10		Marketing of Services	YL	10
	English Language I	1,2	10		Digital Marketing	YL	10
	English Language II	2,3	10		International Marketing	YL	10
	Beginners Russian Language & Culture	YL	10		Direct, Digital and Database Marketing	YL	10
	Debating Cases in Applied Ethics	2	10		Public Relations for Marketers	YL	10
YEAR 2	COMPULSORY			Contemporary Retail Marketing	YL	10	
	Marketing Essentials	YL	15	Business-to-Business Marketing	YL	10	
	Business Functions	YL	15	Business Statistics	YL	10	
	Business Environment	YL	15	Creative Industries and Communications	YL	10	
	Business and Management Project Essentials	YL	15	Internal Corporate Communication and Marketing	YL	10	
YEAR 3	COMPULSORY			Web Content Management Systems	YL	10	
	Marketing Management	YL	10	Additional			
	Marketing Research	YL	10	Work Placement OR	YL	60	
	Employability and Professional Development	YL	10	International Study	YL	60	
	Integrated Marketing Communications	YL	10				
	The Responsible Marketer	YL	10				
	Contemporary Consumers	YL	10				

YL= Year Long

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

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 entry requirements are:

> A score of 16.5 in the Apolytirion or High School Certificate grade of 82.5%, or 80 A' Level points (new Tariff system) in relevant subjects.

> In addition, an IELTS score of 5.0 or equivalent is required.