

Study with us

About your course

Courses covered

Code	Title	UCAS Code
BSMK	BA (Hons) Advertising and Digital Marketing	N595

You can find full details of your course in the *Programme Specification*.

Academic Year

Academic Year 2020 - 2021

The University's academic year is made up of 3 Semesters. For most undergraduate/postgraduate students the academic year is split into two Semesters (A & B). Each of these is made up of teaching weeks followed by exams (the re-sit period falls within Semester C)

- Semester A runs from Monday 21 September 2020 to Friday 15 January 2021
- Semester B runs from Monday 18 January 2021 to Friday 21 May 2021
- Semester C runs from Monday 24 May 2021 to Friday 17 September 2021

Expected workload

In the UK, a full time student is expected to spend 1200 hours on their studies each year. Please find below an estimate of how your time will be spent on this course during each year of study.

	Lectures, seminars, tutorials	Independent study	Placement
Year 1	23%	77%	0%
Year 2	17%	83%	0%
Year 3	14%	86%	0%

Method of assessment

	Written Exam	Coursework	Practical
Year 1	0%	100%	0%
Year 2	14%	86%	0%
Year 3	14%	86%	0%

Additional expenses

Description	Year	Mandatory/ Optional	Estimated cost
<p>Books</p> <p>Undergraduate study requires extensive reading and access to reference works. Recommended texts are available in the Learning Resources Centre, however availability may be limited so students may wish to purchase their own copies. The average price of a recommended text is approximately £50, although you may be able to buy second-hand copies.</p>	ALL	Optional	£50 - £100 per module
<p>Level 5 Study Abroad</p> <p>There may be a tuition fee charge for a study abroad year. Further details are available in the 'Fees and Finance' policy.</p>	2	Optional	<p>Accommodation 80-£1445/month</p>
			<p>Food £85-£535/month</p>
			<p>Public transportation £0-£80/month</p>
			<p>Visa application fees (where applicable) £0-£275</p>
<p>Placement/Study Abroad Year</p> <p>The University does not charge tuition fees for their placement year but may incur additional costs i.e. travel and accommodation.</p> <p>There may be a tuition fee charge for a study abroad year. Further details are available in the 'Fees and Finance' policy.</p>	3	Optional	<p>Flights Dependent on location</p>
			<p>Student ID card £0-£50/year</p>
			<p>Health Insurance European Health Insurance Card (EHIC) coverage within EU Private provider costs vary</p>
			<p>Partner tuition fees £0</p>