

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 2021 - 2022

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 27 September 2021 to Friday 21 January 2022
- Semester B runs from Monday 24 January 2022 to Friday 13 May 2022
- Semester C runs from Monday 16 May 2022 to Friday 09 September 2022

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	6%	94%	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 estimated at £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	Accommodation 80-£1445/month
			Food £85-£535/month
			Public transportation £0-£80/month
			Visa application fees (where applicable) £0-£275
<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	Flights Dependent on location
			Student ID card £0-£50/year
			Health Insurance European Health Insurance Card (EHIC) coverage within EU Private provider costs vary
			Partner tuition fees £0