

School of Creative and Cultural Business

Module Choices 2024/25

Please choose one of the set module blocks and write the corresponding modules on your learning agreement.

BA (Hons) Digital Marketing

Stage 2

Semester 1

CB2012 Introduction to Data Analytics and Visualisation (15 ECTS)

CB2003 Digital Branding (7.5 ECTS)

CB2109 Integrated Marketing Communications (7.5 ECTS)

Semester 2

CB2013 Digital Filmmaking (15 ECTS)

CB2253 Public Relations (7.5 ECTS)

CB2257 Web Design (7.5 ECTS)

Download: Learning Agreement - [BA \(Hons\) Digital Marketing - Stage 2, Semester 1 \(DOC 66KB\)](#)

Download: Learning Agreement - [BA \(Hons\) Digital Marketing - Stage 2, Semester 2 \(DOC 65KB\)](#)

BA (Hons) Events Management

Stage 2	Stage 3
<p><u>Semester 1</u></p> <p>CB2000 Leisure and Society (7.5 ECTS)</p> <p>CB2007 Corporate and Association Events Management (7.5 ECTS)</p> <p>CB2109 Integrated Marketing Communications (7.5 ECTS)</p> <p>CB2148 Tourism Destination Development (7.5 ECTS)</p> <p><u>Semester 2</u></p> <p>CB2116 Consumer Behaviour (7.5 ECTS)</p> <p>CB2503 Risk, Sponsorship & Fundraising in the Events Industry (7.5 ECTS)</p> <p>CB2005 Sustainable and Ethical Tourism (7.5 ECTS)</p> <p>CB3042 The Tourism Product: Local and Global (7.5 ECTS)</p>	<p><u>Semester 1</u></p> <p>BS2293 Business Ideas and Opportunities (7.5 ECTS)</p> <p>CB3105 Events in the Creative Industries (7.5 ECTS)</p> <p>CB3136 Ethical & Sustainable Consumption (7.5 ECTS)</p> <p>CB3921 Public Relations Strategy and Specialisms (7.5 ECTS)</p> <p><u>Semester 2</u></p> <p>CB3361 Critical Approaches to Cultural Studies (7.5 ECTS)</p> <p>CB3970 Live Festival Management (15 ECTS)</p> <p>CB3974 Event Impact and Legacy (7.5 ECTS)</p>
<p>Download: Learning Agreement - BA (Hons) Events Management - Stage 2, Semester 1 (DOC 62KB)</p> <p>Download: Learning Agreement - BA (Hons) Events Management - Stage 2, Semester 2 (DOC 64KB)</p>	<p>Download: Learning Agreement - BA (Hons) Events Management - Stage 3, Semester 1 (DOCX 62KB)</p> <p>Download: Learning Agreement - BA (Hons) Events Management - Stage 3, Semester 2 (DOCX 64KB)</p>

BA (Hons) Fashion Management

Stage 2	Stage 3
<p><u>Semester 1</u> CB2109 Integrated Marketing Communications (7.5 ECTS) CB2279 Fashion Communication (15 ECTS) CB2317 Omni-Channel Fashion (7.5 ECTS)</p> <p><u>Semester 2</u> CB2116 Consumer Behaviour (7.5 ECTS) CB2253 Public Relations (7.5 ECTS) CB2289 Design for Client (15 ECTS)</p>	<p><u>Semester 1</u> CB3105 Events in the Creative Industries (7.5 ECTS) CB3136 Ethical & Sustainable Consumption (7.5 ECTS) CB3192 Fashion Branding (7.5 ECTS) CB3193 Financial Merchandising for Fashion (7.5 ECTS)</p> <p><u>Semester 2</u> CB3926 Research in the Creative Industries (15 ECTS)</p> <p><i>And one option from the list below:</i> CB3957 Business Start Up in the Creative Industries (15 ECTS) CB3056 Digital Fashion Project (15 ECTS)</p>
<p>Download: Learning Agreement - BA (Hons) Fashion Management - Stage 2, Semester 1 (DOC 62KB)</p> <p>Download: Learning Agreement - BA (Hons) Fashion Management - Stage 2, Semester 2 (DOC 62KB)</p>	<p>Download: Learning Agreement - BA (Hons) Fashion Management - Stage 3, Semester 1 (DOC 62KB)</p> <p>Download: Learning Agreement - BA (Hons) Fashion Management - Stage 3, Semester 2 (DOC 74KB)</p>

BA (Hons) International Hospitality Management

Stage 2	Stage 3
<p><u>Semester 1</u> CB2000 Leisure and Society (7.5 ECTS) CB2007 Corporate and Association Events Management (7.5 ECTS) CB2102 Food and Beverage Management (7.5 ECTS) CB2109 Integrated Marketing Communications (7.5 ECTS)</p> <p><u>Semester 2</u> CB1288 Digital Media Platforms & Practices (7.5 ECTS) CB2321 Hotel Operation Management (15 ECTS) CB3042 The Tourism Product: Local and Global (7.5 ECTS)</p>	<p><u>Semester 1</u> BS2293 Business Ideas and Opportunities (7.5 ECTS) CB3105 Events in the Creative Industries (7.5 ECTS) CB3136 Ethical & Sustainable Consumption (7.5 ECTS)</p> <p><i>And one option from the list below:</i> CB2148 Tourism Destination Development (7.5 ECTS) CB3921 Public Relations Strategy and Specialisms (7.5 ECTS)</p> <p><u>Semester 2</u> CB2116 Consumer Behaviour (7.5 ECTS) CB3361 Critical Approaches to Cultural Studies (7.5 ECTS) CB3357 Management Practice and Reflective Learning (7.5 ECTS) CB3974 Event Impact and Legacy (7.5 ECTS)</p>
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BA (Hons) International Tourism Management

Stage 2	Stage 3
<p><u>Semester 1</u></p> <p>CB2000 Leisure and Society (7.5 ECTS)</p> <p>CB2007 Corporate and Association Events Management (7.5 ECTS)</p> <p>CB2109 Integrated Marketing Communications (7.5 ECTS)</p> <p>CB2148 Tourism Destination Development (7.5 ECTS)</p> <p><u>Semester 2</u></p> <p>CB2005 Sustainable and Ethical Tourism (7.5 ECTS)</p> <p>CB2321 Hotel Operation Management (15 ECTS)</p> <p>CB3042 The Tourism Product: Local and Global (7.5 ECTS)</p>	<p><u>Semester 1</u></p> <p>BS2293 Business Ideas and Opportunities (7.5 ECTS)</p> <p>CB3105 Events in the Creative Industries (7.5 ECTS)</p> <p>CB3136 Ethical & Sustainable Consumption (7.5 ECTS)</p> <p>CB3921 Public Relations Strategy and Specialisms (7.5 ECTS)</p> <p><u>Semester 2</u></p> <p>CB2116 Consumer Behaviour (7.5 ECTS)</p> <p>CB3361 Critical Approaches to Cultural Studies (7.5 ECTS)</p> <p>CB3357 Management Practice and Reflective Learning (7.5 ECTS)</p> <p>CB3974 Event Impact and Legacy (7.5 ECTS)</p>
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BA (Hons) Journalism

Stage 2	Stage 3
<p><u>Semester 1</u> CB2157 Features Writing (7.5 ECTS) CB2291 Media Semiotics and Discourse (7.5 ECTS) CB2298 Audio Journalism (15 ECTS)</p> <p><u>Semester 2</u> CB2253 Public Relations (7.5 ECTS) CB2257 Web Design (7.5 ECTS) CB3924 Magazine Journalism (15 ECTS)</p>	<p><u>Semester 1</u> CB3246 Video Journalism (15 ECTS) CB3350 Media History (7.5 ECTS)</p> <p><i>And one option from the list below:</i> LL2271 Advanced Law for Journalists (7.5 ECTS) CBM036 Politics and the Media (7.5 ECTS)</p> <p><u>Semester 2</u> CB3926 Research in the Creative Industries (15 ECTS) CB3063 Freelancing for Media Professionals (15 ECTS)</p>
<p>Download: Learning Agreement - BA (Hons) Journalism - Stage 2, Semester 1 (DOC 62KB)</p> <p>Download: Learning Agreement - BA (Hons) Journalism - Stage 2, Semester 2 (DOC 62KB)</p>	<p>Download: Learning Agreement - BA (Hons) Journalism - Stage 3, Semester 1 (DOCX 69KB)</p> <p>Download: Learning Agreement - BA (Hons) Journalism - Stage 3, Semester 2 (DOCX 69KB)</p>

BA (Hons) Media

Stage 2	Stage 3
<p><u>Semester 1</u> CB2109 Integrated Marketing Communications (7.5 ECTS) CB2290 Documentary Discourse and Practice (15 ECTS) CB2291 Media Semiotics & Discourse (7.5 ECTS)</p> <p><u>Semester 2</u> CB2013 Digital Filmmaking (7.5 ECTS) CB2257 Web Design (7.5 ECTS) LL1258 Introduction to Media Law (15 ECTS)</p>	<p><u>Semester 1</u> CB3041 Narrative Film Making (15 ECTS) CB3162 Digital Media and User Experience (7.5 ECTS) CB3350 Media History (7.5 ECTS)</p> <p><u>Semester 2</u> CB3926 Research in the Creative Industries (15 ECTS)</p> <p><i>And one option from the list below:</i> CB3063 Freelancing for Media Professionals (15 ECTS) CB3957 Business Start Up in the Creative Industries (15 ECTS)</p>
<p>Download: Learning Agreement - BA (Hons) Media - Stage 2, Semester 1 (DOC 62KB)</p> <p>Download: Learning Agreement - BA (Hons) Media - Stage 2, Semester 2 (DOC 64KB)</p>	<p>Download: Learning Agreement - BA (Hons) Media - Stage 3, Semester 1 (DOC 66KB)</p> <p>Download: Learning Agreement - BA (Hons) Media - Stage 3, Semester 2 (DOC 74KB)</p>

Please note: Information was correct at time of issue. However, information is subject to change as we review the curriculum on a regular basis. Reasonable efforts will be made to assist students should they be affected by any changes.