

## **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)**

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## BA (Hons) Events Management

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

## BA (Hons) Fashion Management

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

## BA (Hons) International Hospitality Management

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

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

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

Stage 2	Stage 3
<p><b><u>Semester 1</u></b>  <b>CB2109</b>      <b>Integrated Marketing Communications (7.5 ECTS)</b>  <b>CB2290</b>      <b>Documentary Discourse and Practice (15 ECTS)</b>  <b>CB2291</b>      <b>Media Semiotics &amp; Discourse (7.5 ECTS)</b></p> <p><b><u>Semester 2</u></b>  <b>CB2013</b>      <b>Digital Filmmaking (7.5 ECTS)</b>  <b>CB2257</b>      <b>Web Design (7.5 ECTS)</b>  <b>LL1258</b>      <b>Introduction to Media Law (15 ECTS)</b></p>	<p><b><u>Semester 1</u></b>  <b>CB3041</b>      <b>Narrative Film Making (15 ECTS)</b>  <b>CB3162</b>      <b>Digital Media and User Experience (7.5 ECTS)</b>  <b>CB3350</b>      <b>Media History (7.5 ECTS)</b></p> <p><b><u>Semester 2</u></b>  <b>CB3926</b>      <b>Research in the Creative Industries (15 ECTS)</b></p> <p><b><i>And one option from the list below:</i></b>  <b>CB3063</b>      <b>Freelancing for Media Professionals (15 ECTS)</b>  <b>CB3957</b>      <b>Business Start Up in the Creative Industries (15 ECTS)</b></p>
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***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.***