



BSc(Hons) Digital Marketing

with foundation year



Fairfield School of Business


in partnership with




**Ravensbourne
University London**

This course is designed to develop knowledge, skills, and experience in Digital Marketing and to combine creative elements with digital skills, preparing students for an ever-changing career. In a world where everything in business is innovation and marketing, this course gives students the tools to cultivate demand for new and existing products and services and develop increasingly vital relationships with customers.

 **Course Duration:**
4 years

 **Course Type:**
Full-time

 **Course Fee:**
£9,250 per year

 **Awarding Body:**
Ravensbourne University
London

5th Floor, Stephenson House, 2 Cherry Orchard Road, Croydon, CR0 6BA

 020 8681 8305  admissions@fairfield.ac  www.fsb.ac.uk

Modules Studied*

Foundation Year

- ★ Academic Development – Critical Thinking and Research
- ★ Academic Development – Writing and Communication
- ★ Introduction to Business Management
- ★ Developing Professional Skills
- ★ Marketing Fundamentals
- ★ Business Management Foundation Project

Year 1 - Level 4

- ★ Marketing and the Digital Context
- ★ Fundamentals of Business and Management Practice
- ★ Web Design and Coding Basics
- ★ Promotion and Communication Design
- ★ Professional Life Practice “Developing your Practice”
- ★ Professional Life Practice “Exploring your Practice”

Year 2 - Level 5

- ★ Photography and Visual Creation
- ★ Digital Psychology
- ★ Enterprise, Innovation and Responsible Business
- ★ Professional Life Practice “Applying your Practice”
- ★ Work-Based Learning

Year 3 - Level 6

- ★ Marketing Campaign Planning
- ★ Applied Research Methods: Emerging Technology, AI and Market Research
- ★ Professional Life Practice “Situating your Practice”
- ★ Final Project/Dissertation

Key study topics

- ★ Digital marketing basics
- ★ Marketing data analysis
- ★ Consumer behaviour
- ★ Web design
- ★ Photography and video
- ★ Digital creation
- ★ Social media marketing

* Subject to contract

Entry Requirement

Application based on Previous qualifications:

If you are applying based on your previous qualifications, you will usually have achieved a minimum of 90 credits from a Level 3 qualification such as A Levels or BTECs

Mature learners (Aged 21+)

If you are applying as a mature learner (aged 21+) and do not have the above qualifications, you can apply via our assessment based entry and we will consider your prior experiences (work, voluntary, life, and other experiences) that are relevant to the course.

You will be required to complete the following:

1. Provide a Personal Statement (500 words)
2. English Language Test (with a minimum 60% score, equivalent to IELTS 5.5)
3. Maths Test (Score 50%)
4. Complete a SAPE Assessment (Screening for Accreditation of Prior Experience)
5. Applicants will also be invited to attend an Interview

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