



Fairfield School of Business

BSc(Hons) Digital Marketing

with Foundation Year

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.

- Awarding Body: **Ravensbourne University London**
- Course Duration: **4 years**
- Course Type: **Full-time**
- Fees: **please scan QR Code to further details**

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information



 fsb.ac.uk

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 Croydon,

 Sheffield

 Leicester

Course Modules

Foundation Year

- Critical & Creative Thinking
- Academic & Professional Writing & Communication
- Contexts of Creative Industries
- Digital Literacies & Skills
- Contemporary Issues & Culture
- Creative Ventures

Year 1 - Level 4

- Marketing and the Digital Context
- Applied Digital Marketing
- Web Design and Coding Basics
- Digital Ads and Analytics
- Professional Life Practice “Developing your Practice”
- Professional Life Practice “Exploring your Practice”

Year 2 - Level 5

- Photography and Visual Creation
- The Consumer Journey
- Branding and Communication Design
- Professional Life Practice “Applying your Practice”
- Work-Based Learning

Year 3 - Level 6

- Marketing Campaigns and Brand Analysis
- Social Media in Industry
- 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

Entry Requirements

Application based on Previous qualifications:

For this course, we would usually require a GCSE Grade 4 or above in English in addition to any of the below.

- Two A Levels at grade CC or above
- BTEC Extended Diploma at grade MPP
- UAL Level 3 Extended Diploma
- T Level (pass or above)
- Access to Higher Education Diploma
- International Baccalaureate at grade 24 or above
- Other/Mixed qualifications equivalent to 48 UCAS Tariff points

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 supporting documents – Valid ID, Personal Statement and proof of address dated within the last three months.
2. For applicants from non-majority English speaking countries, an overall IELTS score of 5.5 is expected, with no less than 5.5 for all the individual elements.
3. Complete a SAPE Assessment (Screening for Accreditation of Prior Experience)
4. Applicants will also be invited to attend an interview
5. Additional documents may be requested depending on the nature of your application.