

Teaching in 2021-22 Programme Template

Plans for programme: BA DIGITAL MARKETING

Level: Level 6

Contacts if you have questions: Gillian McCurdy – email G.McCurdy@ucb.ac.uk

PLAN A – how we’re intending to organise your teaching if there are no restrictions/social distancing:

Module number	Module Name	Compulsory/ optional module?	Lectures	Practicals	Seminars/ small group teaching	Other
1470	Digital Planning and Analytics	COMPULSORY	FACE TO FACE delivery. 2 hours per week over 12 weeks	No practical	FACE TO FACE delivery. 1 hour per week over 12 weeks	
1469	Creative Digital Innovation	COMPULSORY	FACE TO FACE delivery. 2 hours per week over 12 weeks	No practical	FACE TO FACE delivery. 1 hour per week over 12 weeks	
1501	Managing Online Communities	COMPULSORY	FACE TO FACE delivery. 2 hours per week over 12 weeks	No practical	FACE TO FACE delivery. 1 hour per week over 12 weeks	

093	International Marketing	OPTION – CHOOSE 1 ONLY	FACE TO FACE delivery. 2 hours per week over 12 weeks	No practical	FACE TO FACE delivery. 1 hour per week over 12 weeks	
011	Brand Management	OPTION – CHOOSE 1 ONLY	FACE TO FACE delivery. 2 hours per week over 12 weeks	No practical	FACE TO FACE delivery. 1 hour per week over 12 weeks	
057	Advertising and Media Management	OPTION – CHOOSE 1 ONLY	FACE TO FACE delivery. 2 hours per week over 12 weeks	No practical	FACE TO FACE delivery. 1 hour per week over 12 weeks	
1465	Enterprise Risk Management	OPTION – CHOOSE 1 ONLY	FACE TO FACE delivery. 2 hours per week over 12 weeks	No practical	FACE TO FACE delivery. 1 hour per week over 12 weeks	
659	Social Entrepreneurship	OPTION – CHOOSE 1 ONLY	FACE TO FACE delivery. 2 hours per week	No practical	FACE TO FACE delivery. 1 hour per week	

			over 12 weeks		over 12 weeks	
1472	Marketing Showcase	COMPULSORY	FACE TO FACE delivery. 2 hours per week over 12 weeks	No practical		
	Graduate Advantage	COMPULSORY	REMOTE delivery. 1 hour per week over 12 weeks	No practical		
	Individual Tutorials	COMPULSORY	REMOTE delivery. 1 hour per week over 12 weeks			

Please note that hours per week are an average across term time tuition, and may vary across the weeks.

PLAN B – how we'll organise your teaching if there are still restrictions on group size and social distancing:

Module number	Module Name	Compulsory/ optional module?	Lectures	Practical	Seminars/ small group teaching	Other
1470	Digital Planning and Analytics	COMPULSORY	FACE TO FACE delivery. 2 hours per week over 12 weeks	No practical	FACE TO FACE delivery. 1 hour per week over 12 weeks	
1469	Creative Digital Innovation	COMPULSORY	FACE TO FACE delivery. 2 hours per week over 12 weeks	No practical	FACE TO FACE delivery. 1 hour per week over 12 weeks	
1501	Managing Online Communities	COMPULSORY	REMOTE delivery. 2 hours per week over 12 weeks	No practical	REMOTE delivery. 1 hour per week over 12 weeks	
093	International Marketing	OPTION – CHOOSE 1 ONLY	REMOTE delivery. 2 hours per week over 12 weeks	No practical	REMOTE delivery. 1 hour per week over 12 weeks	

011	Brand Management	OPTION – CHOOSE 1 ONLY	REMOTE delivery. 2 hours per week over 12 weeks	No practical	REMOTE delivery. 1 hour per week over 12 weeks	
057	Advertising and Media Management	OPTION – CHOOSE 1 ONLY	REMOTE delivery. 2 hours per week over 12 weeks	No practical	REMOTE delivery. 1 hour per week over 12 weeks	
1465	Enterprise Risk Management	OPTION – CHOOSE 1 ONLY	REMOTE delivery. 2 hours per week over 12 weeks	No practical	REMOTE delivery. 1 hour per week over 12 weeks	
659	Social Entrepreneurship	OPTION – CHOOSE 1 ONLY	REMOTE delivery. 2 hours per week over 12 weeks	No practical	REMOTE delivery. 1 hour per week over 12 weeks	
1472	Marketing Showcase	COMPULSORY	FACE TO FACE delivery. 2 hours per week	No practical		
	Graduate Advantage	COMPULSORY	REMOTE	No practical		

			delivery. 1 hour per week over 12 weeks			
	Individual Tutorials	COMPULSORY	REMOTE delivery. 1 hour per week over 12 weeks	No practical		

Please note that hours per week are an average across term time tuition, and may vary across the weeks.

Will there be any changes to the content of the course if restrictions continue?

No. Course content and assessment will not change.

What might change if we have to temporarily stop face to face teaching due to local or national restrictions?

If there are more severe restrictions on movement or gatherings as a result of changed government guidance (e.g. in the event of another wave of Coronavirus), teaching that is planned to be on campus may have to be moved online. In that instance all of the face-to-face teaching for your course would be online until restrictions are lifted.

Are there any changes to previously advertised field trips, placements, enrichment activities or other external activities?

If there are restrictions on travel, movement or gatherings as a result of changed government guidance (e.g. in the event of another wave of Coronavirus) it is likely that any planned external activities will not run. However, we have a range of enrichment activities that can operate online if necessary.

When might what is set out above change?

We intend to use the teaching methods set out above in Plan A for the whole of Semester 1 and Semester 2 of the 2021-22 academic year.

However, if restrictions on movement or group size continue, we would need to continue to offer your course in a blended way, along the lines described in Plan B. If we are obliged to pause on-campus teaching for some or all courses because of local or national restrictions then we will switch to teaching online, delaying practical sessions until we can teach in person if necessary.

We will let you know as soon as possible if we think that is likely to happen, but decisions may need to be taken at short notice where we are obliged to act on changes to national or local advice.

What if I can't get to the University by the start of semester 1?

At the moment our plans are based on students being able to reach us by the start of term. We know there's a lot of uncertainty for students who are overseas about how easy it might be to get to the UK in September.

We should be able to offer some flexibility for the first few weeks of term if you might be late, but please let us know as soon as you can if you think that's likely, so we can make sure we know when to expect you. If you will be later than that, we will need to consider the options for each student on a case-by-case basis. International students should contact international@ucb.ac.uk to discuss. However, please refer to our website for regular updates.

We will update our plans if it looks likely that lots of students won't be able to make it, and will let you know if that's the case.

If you're coming from overseas and need to quarantine when you arrive, contact the Accommodation team on accommodation@ucb.ac.uk, and they will be able to explain the support we can offer.

What if I miss teaching because I'm ill or self-isolating?

The way we support you will depend on the specific circumstances, and on the length of your absence, but we will do what we can to offer the following:

- Most lectures, and some practical and seminar teaching, will be recorded, and you will be able to access it through Canvas.

- The module leader and lecturing team will respond to individual students in terms of catching up – this may be done via email correspondence or through online meetings.
- Students will be supported to apply for extenuating circumstances where relevant. In circumstances where a significant amount of material has been missed, we will discuss your options, which may include progressing with fewer credits than usual, or deferral. Exactly what options will be available to you will depend on your particular academic circumstances.
- You are encouraged to keep in regular contact with your programme manager regarding your circumstances so that support can be provided. Your programme manager is Gillian McCurdy - g.mccurdy@ucb.ac.uk