

Teaching in 2021-22 Programme Template

Plans for programme: BA/FDA DIGITAL MARKETING

Level: Level 5

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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
1502	Advanced Digital Toolkit	COMPULSORY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	
1457	Consumer Insights	COMPULSORY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	
1755	Digital Marketing Planning	COMPULSORY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	

1761	Employability in Practice	COMPULSORY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	
1455	Marketing Intelligence	COMPULSORY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	
815	Business Innovation and the Environment	OPTION – CHOOSE ONE ONLY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	
653	Creative Communications	OPTION – CHOOSE ONE ONLY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	
1503	Digital Content and Copy	OPTION – CHOOSE ONE ONLY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	

654	Enterprise Start Up Studies	OPTION – CHOOSE ONE ONLY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	
657	Operational Sales Management	OPTION – CHOOSE ONE ONLY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	
261	Voluntary Initiative	OPTION – CHOOSE ONE ONLY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	
	Graduate Advantage	COMPULSORY	REMOTE Delivery. 1 hour per week over 12 weeks	NO PRACTICALS		
	Individual Tutorial	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	Practicals	Seminars/ small group teaching	Other
1502	Advanced Digital Toolkit	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	
1457	Consumer Insights	COMPULSORY	REMOTE Delivery. 2 hours per week over 12 weeks	NO PRACTICAL	REMOTE Delivery. 1 hour per week over 12 weeks	
1755	Digital Marketing Planning	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	
1761	Employability in Practice	COMPULSORY	REMOTE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	REMOTE Delivery. 1 hour per week over 12 weeks	

1455	Marketing Intelligence	COMPULSORY	FACE TO FACE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	FACE TO FACE Delivery. 1 hour per week over 12 weeks	
815	Business Innovation and the Environment	OPTION – CHOOSE ONE ONLY	REMOTE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	REMOTE Delivery. 1 hour per week over 12 weeks	
653	Creative Communications	OPTION – CHOOSE ONE ONLY	REMOTE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	REMOTE Delivery. 1 hour per week over 12 weeks	
1503	Digital Content and Copy	OPTION – CHOOSE ONE ONLY	REMOTE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	REMOTE Delivery. 1 hour per week over 12 weeks	
654	Enterprise Start Up Studies	OPTION – CHOOSE ONE ONLY	REMOTE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	REMOTE Delivery. 1 hour per week over 12 weeks	

657	Operational Sales Management	OPTION – CHOOSE ONE ONLY	REMOTE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	REMOTE Delivery. 1 hour per week over 12 weeks	
261	Voluntary Initiative	OPTION – CHOOSE ONE ONLY	REMOTE Delivery. 2 hours per week over 12 weeks	NO PRACTICALS	REMOTE Delivery. 1 hour per week over 12 weeks	
	Graduate Advantage	COMPULSORY	REMOTE Delivery. 1 hour per week over 12 weeks	NO PRACTICALS		
	Individual Tutorial	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.

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