

## Teaching in Semester 1 2020

### Programme – BA (Hons) and FdA Digital Marketing

Level of Study - 4

#### Teaching pattern in 2020-21 academic year:

Module Number	Module Name	Module Credits	Compulsory/Optional Module	Lectures	Practicals	Seminars and small group teaching	Other teaching e.g. tutorials
New	Essentials of Digital Marketing Communications	20	Compulsory	Online 4 hours per week	n/a	Choice of online or face to face/ 2 hours per week over a 6-week block	Weeks 1– 6
New	Principles of Digital Communications	20	Compulsory	Online 2 hours per week	n/a	Choice of online or face to face/ 1 hour per week	Week 1 - 12
New	Introduction to Consumer Behaviour	20	Compulsory	Online 4 hours per week	n/a	Choice of online or face to face/ 2 hours per week over a 6-week block	Weeks 7 – 12

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

Where there is a choice of online or face to face teaching, students will be given a deadline to make the decision on whether to study online or face to face during online enrolment. After that deadline, swapping between online and face to face teaching may not be possible, though we will try to accommodate changes where we can.

**Are there any changes to the content of the course, compared with what was agreed previously?**

No

**Are there any changes to the assessment methods we are using?**

None at this stage

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

Trips have been put 'on hold' until we understand the travelling context (travel corridors, possible quarantine etc) at a later date.

**When might what is set out above change?**

We intend to use the teaching methods set out above for the whole of Semester 1 of the 2020-21 academic year.

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.

At the moment we intend that semester 2 teaching will be on campus and face-to-face for all students on this course, although we will continue to make use of our extensive online resources to supplement on-campus teaching. However, if restrictions on movement or group size continue, we would need to continue to offer your course in a blended way, in a similar pattern to that described above. 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.