

**DRAFT**

## **BU8196: Cooperative Digital Marketing Industry Project**

### **Course Details**

<b>Course Code:</b>	BU8196
<b>Course Title:</b>	Cooperative Digital Marketing Industry Project <b>DRAFT</b>
<b>Short Title:</b>	CIP Digital Marketing
<b>Course Level::</b>	Level 8
<b>Valid From::</b>	2020/2021 Sem 2
<b>Credits::</b>	60
<b>Owner:</b>	Business
<b>Assessment Method:</b>	Achievement
<b>Course Aim</b>	This course enables students to apply the knowledge and skills acquired in the Bachelor of Digital Marketing to complete a successful Digital Marketing project in an approved organisational environment. Students will gain experience of digital marketing work practices and will reflect critically on their professional and personal skills in the workplace.

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On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Practice as a professional digital marketer in an approved workplace environment
2	Apply the knowledge gained in the Bachelor of Digital Marketing programme to complete an approved industry project
3	Reflect critically on their development and application of professional skills in the workplace
4	Demonstrate the employability skills of a work-ready Digital Marketing graduate
Requisites	
<ul style="list-style-type: none"> <li>Pre Requisite: BU6011 or BSB5011 and 45 credits at Level 8 (or BPQF Level 7 or a combination thereof) from the Bachelor of Business or 120 Credits above Level 6 (or BPQF Level 5 or a combination thereof) from the Bachelor of Business subject to Programme Committee Approval</li> <li>Anti Requisite: BSB7099</li> </ul>	

No Examinations
<b>Other Controlled Assessments</b>
<b>Assessment Type</b> Presentation
<b>Assessment Type</b> Direct observation
<b>Assessment Type</b> Direct observation
<b>Assessment Type</b> Viva voce examination
<b>Uncontrolled Assessments</b>
<b>Assessment Type</b> Project (Group)
<b>Assessment Type</b> Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BU8012	Transitional Bachelor of Digital Marketing	1	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	1	Programme
DMK8014	Bachelor of Digital and Social Media Marketing	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme