



**Raffles**  
College of Higher Education

## **BACHELOR OF ARTS (HONOURS) IN ADVERTISING & DIGITAL MARKETING (TOP UP)**

**Awarded by** : University of Northampton, United Kingdom  
**Intakes** : January and July  
**Duration** : 1 Year (Full-time)

### **Modules**

#### **Issues in Advertising Practice**

This module explores current trends and challenges in advertising, with a view to developing a point of view on key issues and a working understanding of the regulations and codes of conduct governing the industry. Topics such as stereotyping, sustainability, consumer power and ethics will be tackled from both a consumer and industry perspective.

Credit Points: 20  
Core

#### **Advertising Consultancy Project**

Students will learn how to formulate, implement, and manage client-based integrated advertising and brand communication projects. They will create an integrated marketing communications plan that responds appropriately to an external agency client brief and is of an industry standard.

Credit Points: 40  
Elective

#### **Content Creation for Marketing**

The purpose of this module is to focus on the development and building of professionally relevant content on a variety of platforms, enabling students to develop skills in real-time, relevant marketing communications and content creation. Content creation is linked to relevant academic theory in communication and visual language to underpin students' choices.

Credit Points: 20  
Elective



### **Digital Entrepreneur**

To remain competitive in today's digital world, businesses need to move fast. This module focuses on issues related to creating and conducting business in the digital era, with emphasis on practical aspects of digital entrepreneurship, including key skills, tools, practices, and processes.

Credit Points: 20  
Elective

### **Consumerism and Sustainability**

This module examines consumer behaviour in today's globalised marketplace. Topics include consumer culture, sustainability, ecological impact, ethical marketing, social marketing, and the effects of consumerism on the planet.

Credit Points: 20  
Elective

### **Business-to-Business (B2B) Marketing**

This module enables students to understand how marketing concepts are applied in B2B contexts. Students will use analytical models to evaluate stages in the marketing process, critically assessing benefits, limitations, and how to build advantageous customer relationships through theory and real-world case studies.

Credit Points: 20  
Elective

### **Research Project (Marketing)**

This module offers students the opportunity to investigate a current industry or market sector topic relevant to their studies or professional interests. Students will define a research issue and apply academic or marketing concepts to structure and communicate their findings.

Credit Points: 20  
Elective