

Programme specification

1. Programme title(s)

BA (Hons) Creative Media, Branding and Advertising

BA (Hons) Creative Media, Branding and Advertising with Foundation Year

BA Creative Media, Branding and Advertising

DipHE Creative Media, Branding and Advertising

CertHE Creative Media, Branding and Advertising

2. Awarding institution

Middlesex University

3. Teaching institution

Middlesex University: London

Middlesex University: Mauritius

4. Length and mode of study

a) Length and mode:

Full time – 3 Years

Full Time with Sandwich Year – 4 Years

Part Time – 6 Years

b) Delivery method: On-Campus/Online

5. Professional/Statutory/Regulatory body (if applicable)

N/A

6. Apprenticeship standard (if applicable):

N/A

7. Language of study

English

8. Will this be delivered as a Continuing Professional Development (CPD) programme?

No

9. Criteria for admission to the programme

The programme accepts students with a wide range of qualifications, including combinations of qualifications.

80-112 UCAS Tariff points

A Levels: BB-BBC

BTEC: MMP-DMM

Access requirements: Overall pass: must include 45 credits at level 3, of which all 45 must be at Merit or higher

Combinations: A combination of A-Level, BTEC and other accepted qualifications that total 80-112 UCAS Tariff points

Completion of the Middlesex Arts and Creative Industries Foundation Year: Pass

We'll accept T Levels for entry onto this course (and our extended courses with a foundation year) with GCSEs in line with UCAS tariff calculation.

We'll always be as flexible as possible and take into consideration any barriers students may have faced in their studies and will also look at things like applicants' work experience, other achievements and your personal statement.

Recognition of Prior Learning (RPL) is permitted. Applications from mature students with non-standard qualifications are welcomed, especially applications by industry practitioners seeking formal HE qualifications. Students whose first language is not English must meet the university's English language entry requirements. Where they do not meet these criteria they should attend and successfully complete a Middlesex University pre-sessional course.

10. Aims of the programme

The programme aims to:

Equip students with knowledge and understanding of creative media, branding, and advertising, including the practices, processes, and the wider social, cultural, technological and commercial contexts that shape contemporary communication industries;

Enhance graduate employability with industry-informed practice, enabling students to gain the applied knowledge, creative aptitude, and professional awareness required across the convergent fields of creative media, branding and advertising;

Prepare students for a rapidly evolving digital landscape by equipping them with methodological, analytical and technical competencies to work confidently with emerging technologies, while fostering ethical, responsible, and critical application of these technologies;

Foster creative thinking, problem-solving and innovation across a wide range of communication tasks, empowering students to generate original, meaningful and strategic content for diverse audiences;

Support the development of transferable intellectual skills, particularly those of research, analysis, synthesis, evaluation and critical reflection, which underpin both academic excellence and professional practice;

Encourage independent, collaborative and interdisciplinary working, enabling students to contribute effectively to team-based projects and produce industry-standard creative outputs;

Develop students' professional presentation, pitching and storytelling skills, ensuring they can communicate ideas, insights and creative work persuasively in both academic and real-world industry settings.

11. Programme learning outcomes

Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

Existing, new and emergent media forms, their socio-cultural contexts, affordances, audiences and narrative styles;

Creative media, branding, and advertising design and creative technology processes in media production, distribution, access and use;

The principles, processes and methodologies that underpin creative and strategic communication across media, branding and advertising;

Data analysis for interpreting analogue and digital data, and the generation of culturally and ethically informed audience and market insights;

Managing and delivering integrated communications and marketing campaigns across media platforms within the creative industries and beyond.

Skills

On completion of this programme the successful student will be able to:

Employ critical frameworks and methods to gather, analyse and generate media artefacts and trends;

Design and produce ethical, impactful creative work, characterised by the application of new technologies and informed by relevant theoretical issues and debates;

Contribute effectively to a professional team environment through awareness of working practices and evolving consumer environments

Communicate meaning effectively and with an understanding of professional standards in a range of promotional media texts and genres

12. Learning and teaching methods

A blended learning approach will develop students' knowledge and skills through structured, interactive, and reflective learning activities.

- Studio sessions, workshops and seminars engage students in discussions, case studies, and problem-solving activities related to creative media, branding, and advertising and evaluation.
- Computer-based exercises include hands-on individual and group activities
- One-to-one tutorials and coaching provide personalised guidance and feedback from tutors and workplace mentors.
- Optional work-based learning allows students to apply creative media, branding, and advertising principles directly in professional settings for industry relevance.
- Formative feedback is provided through discussions, email, and discussion boards.
- Self-directed learning is supported by programme handbooks, the Virtual Learning Environment and library resources.

Learning is designed to be inclusive, research-informed and practice-based:

- Accessible and inclusive materials follow universal design principles, with varied assessment methods accommodating different learning styles. Students engage with current creative media, branding, and advertising research, industry trends, and emerging technologies.
- Real-world projects, client feedback, and applied research opportunities ensure industry integration.
- Independent study and self-directed learning are supported through:
- Self-paced learning materials are available via the VLE, allowing students to engage with resources at their own pace.

- Conducting independent market research.
- Reflecting on industry trends, ethical implications, emerging digital methodologies, and sector developments.

13. Employability

Development of graduate competencies

All graduate competencies will be fully embedded and developed throughout this degree. Teaching and learning will follow a project and work-based, problem-focused approach, enabling students to develop curiosity, critical thinking, and lifelong learning skills. Reflection, role-play activities, and presentations will enhance skills in empathetic communication, stakeholder engagement, and leadership. Students will gain experience in advocating for organisational promotion, audience and market needs collaborating with technical teams, and influencing design decisions to create inclusive and effective digital experiences.

Formative and summative coursework will require students to demonstrate collaborative innovation while working with colleagues working with colleagues in a professional manner and engaging with fellow students during workshop activities. Students will develop technological agility, recognising that human-centred design and user/audience research and digital tools can solve complex problems. This will be achieved through modules focused on creative media content creation, brand and advertising design and strategic development, and evaluation and optimisation.

Resilience, adaptability, and problem-solving skills will be developed through modules such as Audience engagement, Brand Identity, Campaign Planning, AI and Marketing and Major Project. Students will manage major projects, applying innovative methodologies to project design, management, and delivery. By the end of the programme, students will be equipped with the expertise to create audience and consumer centred creative content, brand and advertising design.

Employability development

Students will have the opportunity to engage with industry-facing briefs to produce work of professional standards in a range of modules. Modules offer employability support such as professional self-presentation, crafting effective CVs and personal

work-related websites, pitching ideas, performing well at job interviews in collaboration with the University's employability services, such as Careers and Futures (Hendon and online), CES (Dubai), MDX Mauritius Employability Service.

In addition to creating a portfolio of industry-level assets students will develop transferable skills in time management, teamwork, and lifelong learning skills, all aimed at preparing our students for various internships, and job opportunities. The Level 6 the Professional Practice module is designed to support students in refining their entrepreneurial and employability skills.

b) Placement and work experience opportunities

The optional Work Experience modules at Levels 5 and 6 enable students to apply their skills and knowledge in professional settings and gain valuable industry experience through work-based learning.

At Level 5, students may choose either a 15-credit or a 30-credit Work Experience module.

At Level 6, students may choose a 30-credit Work Experience module only.

If a student selects a Work Experience module, they must deselect an equivalent number of taught module credits at that level. This structure provides flexibility for students to pursue work-based learning aligned with their interests, while ensuring that a minimum of 90 credits at each of Levels 5 and 6 are completed through taught modules.

Students will also have the opportunity to take a year-long work placement between levels 5 and 6, to fully immerse themselves in the world of work for an extended period.

Under our supported international mobility schemes, Hendon students can apply for a "Work Placement Abroad" under the Turing Scheme on level 5 or immediately after graduation.

The Middlesex University Student Union (MDXSU) also offer placements frequently and support students in spotting internal opportunities.

c) Future careers/progression

Recent graduates have pursued successful careers as:

Account Executive at VML

Publicist at Universal Pictures

Creative Copywriter at Forever Beta

Advertising Executive at TBWA

Marketing Executive at VeryFirstTo

Senior Account Executive at Whynot!

International Events Director at Innovation Enterprise

Social Media Specialist at Marin Software

Account Manager at APS Group

Researcher at THIRD BRIDGE

Content and Social Media Manager at HeadShotBG

PR Account Executive at Samphire Communications Ltd

Community Manager at Adidas

Senior Media Relation Officer - House of Commons

Graphic designer for IGD

Creative Consultant at Mars

Communication Officer in NHS

Promotions Manager for Chicago music producer

Native Advertising Specialist at Impact Brands

Account Manager at Flourish

PR Specialist at Trinity Logistics

Senior Social Media Specialist - Invicta Blue

Influencer Account Director - Ketchum UK

Strategic Communication Consultant at FTI

Junior Creative at @BBD Perfect Storm

Communication Officer at Inclusion Barnet

Social Media Manager at Next Fertility

Art Director for Boys By Girls magazine

Brands and Creative Project Manager at OICT, Prague

PR Consultant at Grayling, Slovakia

Brand and Marketing Manager at Global Commissioning

Senior Communications and Marketing Coordinator at FIGO

Marketing Manager at cme4u

Place Branding Analyst at Brand Finance

Tour Marketing Assistant at Wasserman

Web owner at Middlesex University

14. Assessment strategy

Assessment is 100% by coursework and privileges authentic assessment. It can take various forms, including:

- Practice-led project work;
- Individual and group presentations;
- Peer-assessment and self-assessment;
- Personal branding, e.g. portfolio, online profile;
- Research projects, research reports and presentations;
- Production of prototypes and fully-fledged creative media assets;
- Self-initiated Major Project.

15. Programme structure

Full Time

Year 1

DMD1001 Visual Storytelling (Semester 1)

DMD1002 Branding & Consumer Behaviour (Semester 1)

DMD1003 Creative Media Production (Semester 2)

DMD1004 Communication Across Platforms (Semester 2)

Year 2

DMD2001 Immersive Storytelling (Semester 1)

DMD2002 Campaign Planning (Semester 1)

DMD2102 Work Experience (Level 5) (Semester 1)

DMD2003 Audience Engagement (Semester 2)

DMD2005 Podcasting (Semester 2)

DMD2004 Brand Identity

DMD2101 Short Work Experience OR DMD2102 Work Experience (Level 5)

Year 3

DMD3001 Social Media Management (Semester 1)

DMD3005 AI and Marketing (Semester 1)

DMD3101 Work Experience (Level 6) (Semester 1)

DMD3000 Major Project (Semester 2)

DMD3003 Professional Practice (Semester 2)

DMD3101 Work Experience (Level 6) (Semester 2)

Part Time**Year 1**

DMD1002 Branding & Consumer Behaviour (Semester 1)

DMD1004 Communication Across Platforms (Semester 2)

Year 2

DMD1001 Visual Storytelling (Semester 1)

DMD1003 Creative Media Production (Semester 2)

Year 3

DMD2001 Immersive Storytelling (Semester 1)

DMD2003 Audience Engagement (Semester 2)

DMD2005 Podcasting (Semester 2)

DMD2101 Short Work Experience OR DMD2102 Work Experience (Level 5)
(Semester 2)

Year 4

DMD2002 Campaign Planning (Semester 1)

DMD2102 Work Experience (Level 5) (Semester 1)

DMD2004 Brand Identity (Semester 2)

Year 5

DMD3001 Social Media Management (Semester 1)

DMD3003 Professional Practice (Semester 2)

DMD3101 Work Experience (Level 6) (Semester 1)

Year 6

DMD3005 AI and Marketing (Semester 1)

DMD3101 Work Experience (Level 6) (Semester 1)

DMD3000 Major Project (Semester 2)

Full Time with Year Long Placement

Year 1

DMD1001 Visual Storytelling (Semester 1)

DMD1002 Branding & Consumer Behaviour (Semester 1)

DMD1003 Creative Media Production (Semester 2)

DMD1004 Communication Across Platforms (Semester 2)

Year 2

DMD2001 Immersive Storytelling (Semester 1)

DMD2002 Campaign Planning (Semester 1)

DMD2102 Work Experience (Level 5) (Semester 1)

DMD2003 Audience Engagement (Semester 2)

DMD2005 Podcasting (Semester 2)

DMD2004 Brand Identity (Semester 2)

DMD2101 Short Work Experience OR DMD2102 Work Experience (Level 5)
(Semester 2)

Year 3

DMD3102 Media Year Long Placement

Year 4

DMD3001 Social Media Management (Semester 1)

DMD3005 AI and Marketing (Semester 1)

DMD3101 Work Experience (Level 6) (Semester 1)

DMD3000 Major Project (Semester 2)

DMD3003 Professional Practice (Semester 2)

DMD3101 Work Experience (Level 6) (Semester 2)

16. Progression requirements

Undergraduate

Level 4: Students are normally expected to pass 120 credit points to progress to level 5 full-time study or level 5 part-time study. University regulations apply.

Level 5: Students are normally expected to achieve 240 credits at levels 4 & 5 to progress to level 6. University regulations apply.

Level 6: In order to graduate with an honours degree, students must have achieved 360 credit points from core modules. To graduate with an ordinary degree, 300 credit points with a minimum of 60 credit points at Level 6. University regulations apply

Non-compensatory modules

- DMD3000

17. Programme-specific support for learning

- Digital Media workshops with industry standard software for media production.
- Camera, sound and lighting equipment on loan from KitHub.
- Technical inductions for the safe and professional use of specialist equipment held at the KitHub.
- Learning and teaching in the programme will also be supported by Subject Librarian, Disability and Dyslexia Support service, Academic Advising (Hendon only), visiting external presenters and collaboration with the University's employability services, such as Careers and Futures (Hendon and online), CES (Dubai), MDX Mauritius Employability Service.
- These additional support opportunities will ensure that all students enjoy equality of opportunity during their studies at Middlesex, in an inclusive, supportive and diverse learning context that breaks down any barriers which might prevent students with disabilities from actively participating in student life.

18. HECOS code ([Hecos](#) | [HESA](#))

100443 media production (50%)

100855 promotion and advertising (50%)

19. Relevant QAA subject benchmarks

Communication, Media, Film and Cultural Studies, April 2024

Art and Design, August 2020

20. University Regulations

The programme will run in line with general University Regulations. View the full Regulations: [Policies | Middlesex University](#).

21. Reference points

Internal Reference Points

- Middlesex University 2031 Learning Framework
- Middlesex University Regulations

External Reference Points

- QAA Code Quality Code for Higher Education.
- QAA Framework for Higher Education Qualifications (FHEQ)

22. Methods for evaluating and improving the quality and standards of learning

Refer to Middlesex Quality processes