Module Specification

Module Summary Information

1	**Module Title**	Design (Strategic) & Project Management (Creative)
2	**Module Credits**	40
3	**Module Level**	7
4	**Module Code**	MED7345

5	**Module Overview**
You are the digital media planner. You will work with a global brand and build on your market research skills to improve a brand through the development of a digital communications strategy.	

6	**Indicative Content**
• Key note lectures • Workshops • Tutorials	

7	**Module Learning Outcomes** **On successful completion of the module, students will be able to:**	
	1	Apply primary and secondary research techniques to develop clear personas.
	2	Translate insights into brand strategy.
	3	Design and develop digital creative solutions.
	4	Visualize the user journey in response to the brand challenge.

8	**Module Assessment**		
Learning Outcome			
	Coursework	**Exam**	**In-Person**
1-4	**X**		**X**

9	Breakdown Learning and Teaching Activities
Learning Activities	**Hours**
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	80
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	240
Private Study (PS) includes preparation for exams	80
Total Study Hours:	400