*BA (Hons) Digital Marketing  
Birmingham School of Media / NTI*

**Additional costs for this course**

We have provided you with a breakdown of the essential costs and the optional costs which are dependent on your budget.

Please note that your marks are not a reflection of how much you spend, so a student who spends less than the estimated costs won’t be marked down, compared to a student who spends more.

### **Equipment and consumables**

You’ll be issued with a laptop and provide required software for the duration of the course.

Stationery is included, such as pens, paper, notepads and sticky notes

### **Books**

We have an extensive reading list on our course, the vast majority of which is available for free from the university library or our [digital library](http://diglib4.bcu.ac.uk/webgate/dlib/templates/UCEEL/index.asp).

## **Laptops and Software**

You’ll be issued with a laptop and provide required software for the duration of the course.

You’ll also be provided with a free account for [Lynda.com](http://www.lynda.com/) worth £227.40.

Microsoft Office 365 and 1TB of OneDrive cloud storage space is provided free to all students.

### **Printing**

Our on-campus print shop can produce high-quality prints for your portfolio, assignments and dissertation on an at-cost basis, although you can reduce print costs by submitting assignments online.

However, there may be occasions where you’ll be required to deliver printed assignments, so an average budget of £15 to £60 will be sufficient for the duration of the course.

**Field trips**

Any trips arranged to London agencies, for example, will be subsided by the school. You’ll get the chance to explore how some of the top agencies function.

During the final dissertation element of the course students may get the opportunity to work on a placement or large live client brief of their choice. Additional cost may be attached to such projects, mainly travel to client locations which are typically in Birmingham or London. Taking these projects is optional for students.