**Marketing information for new courses**

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| **Course title** |  |

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| **Key facts** | |
| Banner image | Please attach suitable or similar images |
| Programme code |  |
| Start date |  |
| Duration and delivery mode | Full-time? Part-time? |
| Fees per year  (FT only) | UK/EU:  International: |
| Programme leader |  |
| Related courses | Other courses that applicants might consider   * … * … * … |

**Overview**

**Opening statement** (2-3 bullet points – up to 50 words total)

Focusing on the sector to showcase awareness and grab attention

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| Industry/ sector situation |
| What does our degree do? |

**Why study the course at Middlesex University** (4-6 bullet points – up to 150 words in total)

* Why study this degree?
* Unique selling points – why study this course at Middlesex?

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**Course highlights** (approx. 3-4 short highlights of 1 sentence)

What are the unique or special features of this course? This may cover the details above on work placements, accreditation or industry links.

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| * … * … * … |

**Side box**

Employer, staff or student quote (with image if available) or ‘Did you know’ fact box

(up to 50 words)

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**Course content**

**What you will study** (approx. 150 words/ 1 or 2 paragraphs)

Overview of the main subject areas covered – explaining what students will study and the skills they will gain.

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| What will you study – an introduction to the main subject areas with some key learning objectives |
| What skills will you gain? – experience, outcomes, abilities etc |

**Module list and descriptions**

Please add descriptions below each module title. NB any shared modules with other degree programmes should have the same description on all course pages.

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| --- | --- | --- | --- |
| Module title + 50 word description | Year | Opt/ Comp | Credits |
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**Teaching**

**How is the degree taught?** (approx. 50 words, 1-2 sentences)

Overview of the teaching method and modes of learning, with rationale for the selected modes.

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**Assessment** (approx. 50 words, 1-2 sentences)

Breakdown of coursework vs. exam, including (where available) dissertation and details such as essay, group project, reflective thinking diary, etc.

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**Entry requirements**

**Proposed entry requirements**

The below requirements are based on the standard requirements for programmes in this cluster. Please note any changes that you would recommend for this programme.

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| Degree classification/ experience |  |
| Additional requirements |  |
| Interview/audition/portfolio |  |
| DBS checks |  |

**Fees and funding**

Please highlight if there are any reasons why this course should not charge the standard fee (eg inclusion of a field trip). Please note that any non-standard fees have to be agreed by the Head of Department and Dean.

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**Careers and development**

**Careers** (approx. 100 words)

Showcase an understanding of the development needed by professionals and the roles recent graduates or career changers may want to move into. List careers past graduates have gone on to/examples of careers graduates may go into.

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**Active practice-based learning** (approx. 100 words)

Showcase the types of practice-based learning that students undertake during this course, highlighting how these benefit students once they graduate. List examples within the course of placements, real-life projects, companies that students work with, staff links with industry and the professions, industry/professional-standard facilities, other ways of building skills.

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**Profiles**

**Staff profiles** (up to 3 key staff profiles with approx. 2 sentences per person)

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**Related content**

Facilities pages, social media, videos, photos etc – the more student-generated and interactive content, the better. Please add links below

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**Page locations (Marketing Manager to complete)**

|  |  |
| --- | --- |
| Subject area page(s) |  |
| Foundation page |  |
| Any other links |  |