



BA (Hons)
**Advertising &
Digital Marketing**

uo
N University of
Northampton



Accredited by



الجامعة الخليجية
GULF UNIVERSITY 



Goals

- BA Advertising & Digital Marketing aims to equip students with the knowledge, skills and experiences required to develop a successful career in Advertising and Digital Marketing, on either the client or agency side of the industry.



Fees

- **170 BD Per Credit hour**
- **The total Program credit hours is 130**
- GU Offers a range of scholarship based on the high school GPA up to 33%



This is an exciting time to enter the marketing communications industry as advertisers develop campaigns for an increasingly complex and interesting media landscape. Throughout this Advertising and Digital Marketing Degree, you will have the opportunity to work on a wide range of digital platforms and traditional advertising media as you plan and create real campaigns. The degree culminates in a pitch to a leading company in the advertising industry, providing practical preparation for work in advertising and digital marketing roles.

Our Advertising and Digital Marketing Degree suits those interested in creativity, tech and business with recent students working at companies such as Google, Disney, YouTube, The Financial Times, Media-Com, Next, Superdrug, Sainsburys, Publicis, Bauer Media and WPP.



HIGHLIGHTS



- Receive a bachelor degree from the University of Northampton while studying in Bahrain.
- Explore the opportunity to complete one or two semesters in the UK campus, University of Northampton.
- Get hands-on and experiential learning through state-of-the-art labs and workshops.
- Access learning resources of the University of Northampton and Gulf University while studying in Bahrain.
- Enrich the learning experience through highly qualified, experienced, and diverse faculty from both universities.
- Experience high-quality education in the UK system at affordable cost with scholarships up to 33% on course fees.
- Obtaining membership with Professional bodies such as DMI.





CAREER AND EMPLOYABILITY

You will join a world-class community of marketing professionals, who continue to support one another and our students at events and through our LinkedIn group. The advertising and digital marketing industries provide a wide range of exciting employment opportunities for graduates, including:

- DIGITAL MEDIA EXECUTIVE
- SOCIAL/ONLINE COMMUNITIES MANAGER
- ACCOUNT MANAGER IN A MARKETING COMMUNICATIONS AGENCY
- MEDIA PLANNER OR BUYER
- ADVERTISING PLANNER
- PUBLIC RELATIONS CONSULTANT
- BRAND OR COMMUNICATIONS MANAGER WITHIN A CLIENT ORGANISATION



CAMPUS
FACILITIES





ENTRY REQUIREMENTS

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The student must have a high school diploma or its equivalent and recognized by the Ministry of Education in the Kingdom of Bahrain. The cumulative GPA should not be less than 60%. Otherwise, the student will be enrolled in a preparatory program that includes several courses.

The student must have an acceptable score in any of the following:

TOEFL (500 PBT / 61 IBT)

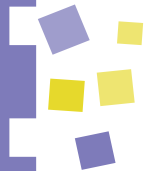
IELTS (5.5), FCE (60%), or equivalent.

Otherwise, s/he must sit a placement test at Gulf University. For students who do not meet the English language requirements, they must successfully pass the English preparatory courses.

The student must pass Computer Skills tests, otherwise, he/she must register and pass the preparatory course.

The student must pass the personal interview with the Admission Committee.

The following are the placement tests for the Foundation of BADM Program and relevant preparatory course(s) to be enrolled in if applicants fail in placement test(s):



A. Computer Skills:

The pass mark for the Computer Skills test is 65%. If the Applicant scores less than 65%, s/he is required to enroll in the Preparatory Course (CS011 Computer Skills).

B. English Language Proficiency:

The pass mark for the English Language Proficiency test is 65%. If the Applicant scores 40% to less than 65%, s/he is required to enroll in the following Preparatory Course (ENG016 Foundation English 2). If the Applicant scores less than 40%, s/he is required to enroll in the following two Preparatory Courses (ENG015 Foundation English 1 and ENG016 Foundation English 2).

iv. Applicants with a GPA below 60% shall directly enroll in a preparatory program before enrolling in any of the core courses of the BADM Foundation program. The preparatory program shall include the following preparatory courses:

- CS011- Computer Skills,
- ENG015 - Foundation English 1,
- ENG016 - Foundation English 2.



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