

UNIVERSITY OF EAST ANGLIA

Name of course: Bachelor of Arts (Hons) Global Communication with Business Management (Top-Up)

Module Description

[NBS-5120A] MARKETING COMMUNICATIONS

This module explores how contemporary organisations design and manages communication strategies to engage key stakeholders. You will examine a wide array of marketing communication tools available to managers, ranging from traditional methods such as print and broadcast advertising and public relations (PR), to more contemporary approaches like product placement, experiential marketing, and social media.

The module also addresses the challenges and considerations involved in planning, executing, and managing an Integrated Marketing Communications (IMC) campaign. Topics include sponsorship, sales promotions, event marketing, and both direct and digital marketing. Through this, you will develop a critical understanding of how integrated campaigns are crafted to deliver consistent and effective messaging across various platforms

[PPLC6138A] INTERCULTURAL BUSINESS COMMUNICATION

This module explores how cultural differences impact communication in global business settings. You will examine how values, behaviours, and language vary across cultures, using key theories to understand topics such as politeness, hierarchy, networking, time, and diversity in the workplace. Through interactive discussions and group work, you will develop soft skills like empathy, trust-building, and intercultural sensitivity. By the end, you will be equipped to navigate multicultural professional environments and manage intercultural challenges effectively—skills that are essential in today's globalised workforce. No foreign language skills are required; the module is taught in English.

[AMAM6028A] CRITICAL APPROACHES TO DIGITAL MEDIA IN THE AI AGE

This module critically explores how artificial intelligence (AI) is reshaping digital media in terms of content creation, distribution, and consumption. You will examine the social, political, and ethical implications of AI technologies, addressing key issues such as algorithmic bias, digital ethics, data inequality, misinformation, and ecological impact. Through theoretical lenses including political economy, feminist theory, and environmental justice, you will analyse current debates and controversies in the digital landscape. The module equips you with critical thinking and analytical tools to navigate, evaluate, and contribute to the evolving AI-driven media environment, preparing you for a wide range of future digital careers.

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[PPLC6004B] GLOBAL INTERCULTURAL LEADERSHIP

In a globalised world, effective leadership requires strong intercultural competence and a commitment to global responsibility. This module helps you explore what it means to be an intercultural leader and how to develop the skills to drive meaningful, transformational change. Through interactive seminars and reflective learning, you will build a personalised leadership development plan and assess your strengths. You will engage with current research on global leadership and apply insights to your own career aspirations. Ideal for students from diverse fields, this module prepares you to lead international teams and thrive in culturally diverse, globally connected professional environments.

[AMAP6102B] DIGITAL STORY TELLING

This module introduces you to the evolving world of digital storytelling, where traditional narratives intersect with multimedia innovation. You will explore diverse formats such as social media, podcasts, mobile media, data visualisation, and citizen journalism. Through case studies from the creative arts and cultural heritage sectors, you will critically and creatively analyse how stories are crafted and shared across digital platforms. You will learn to plan, pitch, produce, and evaluate your own digital stories—individually and in groups—with guidance from industry speakers. No prior technical experience is required. Final assessments include a creative portfolio and critical self-reflection.

[NBS-6122B] STRATEGIC BRAND MANAGEMENT

This module offers a practical and strategic approach to brand management, exploring how organisations build, sustain, and evolve brand equity across time and markets. Through real-world case studies and guest lectures from branding professionals at companies like TikTok, Aviva, and Twinings, you'll gain insight into successful brand strategies. Topics include brand positioning, identity, equity, and global brand management. Seminars reinforce theory through hands-on application, group work, and presentations. You'll also develop key employability skills such as critical thinking and communication. Ideal for careers in marketing, branding, advertising, or entrepreneurship, this module equips future leaders with essential branding knowledge.