

Alignment Decision

Alignment Request Profile	
Alignment ID	AQ23-021
Organisation Name	University of Northampton - United Kingdom (UK)
Qualification Title	BA (Hons) Advertising & Digital Marketing
Qualification's Provider in Kingdom of Bahrain	Gulf University
Aligned to NQF Level	8
NQF Credit	520
Qualification Sector	Higher Education
Regulatory Body of Provider in Bahrain	Higher Education Council
Qualification Description	The BA (Hons) Advertising & Digital Marketing is designed to provide learners with the knowledge and skills in the theory and practice of advertising and digital marketing, including brand management, marketing research, and content creation for marketing. The programme comprises a total of 520 NQF Credits offered over four academic years, including a foundation year which is locally designed by Gulf University to prepare learners for the programme. Moreover, the programme is delivered in the English language.
Delivery Mode	On Campus

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Attendance Mode	Full-time	
Target learners	This programme is designed for learners who have previously completed secondary school qualification or equivalent to provide them with tertiary education prior to employment or further education.	
Other Qualifications Framework where the Qualification is placed on/aligned to	1. UK's Framework for Higher Education Qualifications (FHEQ)	
	Level	Credit
	6	360
<p>Overall Alignment Judgement</p> <p>BA (Hons) Advertising & Digital Marketing owned by the University of Northampton and offered in the Kingdom of Bahrain meets all the Alignment Standards, and thus the Overall Judgement is: 'Aligned to NQF Level 8'.</p>		