Module Synopsis
Diploma in Design (Business & Strategy)

MC 1:	Modular Certificate in Business & Design Foundations	(165 hours)
1.	**MD9184 Research & Insights**	**(60 hours)**
	This module introduces students to basic research methods used in design, marketing and communication. Topics include audience profiling, surveys, observations and interpreting qualitative and quantitative data and visualising data effectively. Students will learn to generate actionable insights that inform strategic decision-making, guide content development and shape campaign planning to achieve business and brand objectives.	
2.	**MD9185 Marketing & Branding Fundamentals**	**(60 hours)**
	This module covers core marketing and branding concepts, including the 4Ps, customer segmentation, and brand positioning, alongside the study of consumer behaviour, purchase journey and decision-making. Students will learn how branding and marketing strategies shape perception, influence engagement and drive business outcomes.	
3.	**MD9186 Design Your Career**	**(45 hours)**
	This module guides students to reflect on their personal and professional goals and plan actionable next steps, based on the principles of the Design Your Life framework. Topics include career pathways, strengths mapping, goal setting and action planning. Students will also develop a professional portfolio to showcase their creative and communication skills, while learning to navigate career decisions with clarity, purpose and adaptability.	

MC 2:	Modular Certificate in Digital Content & Analytics	(180 hours)
1.	**MD9188 Digital Marketing**	**(60 hours)**
	This module provides an introduction to digital marketing, covering online platforms, targeting strategies, campaign planning and performance tracking, with a focus on how brands use digital tools to achieve communication and strategic goals.	
2.	**MD9189 Strategic Content Design**	**(60 hours)**
	This module teaches students how to strategise, plan and create content that effectively supports brand and communication goals. Students learn to align their content with target audience needs and marketing objectives. The module also emphasises adapting content across multiple channels while maintaining consistency and strategic intent.	
3.	**MD9187 Digital Analytics Fundamentals**	**(60 hours)**
	This module introduces students to core digital analytics concepts and tools for tracking content performance and audience behaviour. Topics include platform insights, engagement metrics and basic dashboards. Students learn to use and present data to inform creative and strategic decisions effectively.	

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MC 3:	Modular Certificate in Brand Storytelling	(165 hours)
1.	**MD9190 Advertising Design**	**(60 hours)**
	This module introduces core advertising concepts, strategy frameworks and explores how brands communicate across different channels. Students learn to develop simple ad concepts grounded in audience insights, market positioning and business objectives. Ensuring creative ideas are not only visually compelling but also strategically aligned. The module emphasises connecting brand messages to measurable business outcomes while fostering innovative, multi-channel campaign thinking.	
2.	**MD9191 Creative Team Management**	**(45 hours)**
	This module introduces students to managing people and workflows in creative or business environments. Topics include planning, team roles, leadership, collaboration and handling timelines and feedback. Students learn to navigate evolving project needs, anticipate the impact of changes on teams and processes, and support smooth transitions while balancing vision with practical constraints. By the end of the module, they are equipped to lead multidisciplinary teams, drive innovation and deliver projects with clarity, confidence and lasting impact.	
3.	**MD9192 Branded Video Design**	**(60 hours)**
	This module equips students with the skills to plan, script and produce short-form videos with a clear brand message. Topics include storytelling techniques, mobile-first planning, editing and brand integration. Students learn to create videos tailored for specific brands and businesses, audiences and platforms.	

MC 4:	Modular Certificate in Creative Collaboration & Innovation	(165 hours)
1.	**MD9193 Design Thinking for Innovation**	**(45 hours)**
	This module introduces students to the design thinking process and its applications. Students apply empathy, ideation and prototyping to solve audience-focused challenges. Focus is on developing ideas that are both innovative, practical and open up new opportunities for business growth and value creation.	
2.	**MD9194 Creative Entrepreneurship**	**(60 hours)**
	This module equips students with foundational knowledge to start, manage, pivot or scale a business, including building a personal brand as a freelancer. Topics cover personal branding, trends forecasting, pricing, budgeting, pitching, client management and negotiations and managing creative workflows, including timelines, briefs for project delivery. The module also encourages innovative thinking to evolve offerings, unlock new opportunities and deliver meaningful value to clients or customers.	
3.	**MD9195 Creative Communication & Collaboration**	**(60 hours)**

This module helps students develop professional communication skills for creative work contexts. Topics include writing for purpose, visual storytelling, presentation techniques, pitching, negotiation and cross-cultural communication. Students learn to articulate ideas clearly and effectively to clients, collaborators and diverse audiences.

MC 5:	**Modular Certificate in Career & Future Readiness**	**(225 hours)**
1.	**MD9197 Business & Media Law**	**(45 hours)**

This module introduces students to fundamental legal knowledge relevant to creative work, including emerging considerations in AI-driven content. Topics cover intellectual property, copyright, contracts, advertising guidelines, online content regulations and legal implications of AI in creative production. Students learn how to anticipate potential risks to their projects or business to make informed choices. As well as implement strategies that protect their work, navigate media-related legal risks and ensure responsible and compliant use of AI in creative projects.

2.	**MD9196 Final Capstone Project**	**(180 hours)**

This module brings together all the skills students have learnt. Integrating the full range of skills acquired throughout the programme to develop a strategic campaign or creative solution that aligns with business objectives and delivers measurable impact. Students may choose to innovate within their own organisations or engage with a real-world client project provided, applying strategic thinking, creative problem-solving to deliver impactful solutions and identify opportunities for innovative business approaches.