**Stage One Initial Strategic Approval – unit information**

* The purpose of this form is to provide unit summary information for new course marketing purposes. The information required will vary depending on whether the course is an undergraduate or a postgraduate taught course.
* Faculty/School Marketing input is required prior to submission for approval.
* Subject to approval, this summary unit information will be included in the digital prospectus entry for the course.

|  |  |
| --- | --- |
| **Course title:** |  |

|  |
| --- |
| **1. UNIT SYNOPSES** *500 character count including spaces* *Style guide:** *Please keep language simple and jargon-free*
* *Begin with an active verb, e.g., ‘develop’, ‘advance’ ‘conduct’ ’work’, ‘explore’*
* *Don’t repeat content contained in the unit title*
* *Include the real highlights/distinctive elements here, including how students will benefit from taking this unit*
* *Address the audience directly, e.g., ‘you will work in teams’*
* *Never use words or phrases that could be misconstrued as a promise of a guaranteed future reward or benefit (against CMA – e.g. ‘Become an expert in’, ‘Develop expertise’)*
* *To reduce the amount of unit change over time detail which might need updating every year should be avoided.*

**For UG courses: please provide synopses for compulsory units only****For PGT courses: please provide synopses for all units (compulsory and optional)***Please add additional rows as required.* |
| **Unit title** | **Course year** | **Unit synopsis** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

|  |
| --- |
| **2. OVERVIEW OF OPTIONS****For UG courses: generic description of options available by course year****For PGT courses: generic description of options available by semester***Maximum 1000 characters for each course year or semester overview (including for placement/ year abroad overview).**Please complete for all course years/semesters or state ‘N/A’. Please add additional rows if required.**Please use each section below to describe the overall range of options available in that course year / semester, explaining the role that optional units play within the context of the course as a whole, and giving students an indication of what they will be studying (for example, in the form of themes or topics studied).* *For a professional placement/work placement or study abroad, outline what the experience will entail and the skills gained.* *These descriptions should not change during the lifecycle of the cohort.* |
| **Course year/ semester** | **Generic description of options available (or state if none)** | **Total optional credits (ECTS)** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |