



APPROVED

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|---------------------------|--------------|--------------------------|-----------|--------------------------|---|
| Awards | | | | | |
| Minor Award - Arts | | | | | |
| Programme Code: | BN_BDMKT_XDE | Mode of Delivery: | Part Time | No. of Semesters: | 2 |
| NFQ Level: | 6 | | | | |
| Programme Credits: | 60 | | | | |
| Institute Code: | BN772 | | | | |
| Department: | Business | | | | |

Programme Outcomes

On successful completion of this programme the learner will be able to :

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|------------|--------------------------------|
| PO1 | Knowledge - Breadth |
| PO2 | Knowledge - Kind |
| PO3 | Skill - Range |
| PO4 | Skill - Selectivity |
| PO5 | Competence - Context |
| PO6 | Competence - Role |
| PO7 | Competence - Learning to Learn |
| PO8 | Competence - Insight |

Semester Schedules

Stage 1 / Semester 1

| Mandatory | |
|-------------|---|
| Module Code | Module Title |
| DMKT H1017 | Digital Media for Marketing (Part 1 of 2) |
| DMKT H1012 | Fundamentals of Marketing 1 |
| BSIT H1023 | Exploring Web Design |
| DMED H1012 | Personal Development |
| DMKT H1019 | Digital Enterprise |

Stage 1 / Semester 2

| Mandatory | |
|-------------|---|
| Module Code | Module Title |
| DMKT H1014 | Social Media for Business |
| DMKT H1018 | Introduction to Writing for Marketing |
| DMKT H2017 | Online Advertising |
| DMKT H2018 | Public Relations |
| DMKT H1017 | Digital Media for Marketing (Part 2 of 2) |

| Elective | |
|-------------|--|
| Module Code | Module Title |
| DMKT H1015 | Marketing Information Management |