



**APPROVED**

<b>Awards</b>			
Bachelor of Arts (Honours)			
<b>Programme Code:</b>	BN_BDMKT_7	<b>Mode of Delivery:</b>	Full Time
		<b>No. of Semesters:</b>	6
<b>NFQ Level:</b>	7		
<b>Programme Credits:</b>	180		
<b>Institute Code:</b>	TU781		
<b>Department:</b>	Business		
<b>Programme Extra Information:</b>	(Pre TU Dublin Code - BN040)		

## Programme Outcomes

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

<b>PO1</b>	Knowledge - Breadth	
	(a)	Express sophisticated understanding of the theory concepts and methods pertaining to traditional and digital marketing with particular respect to the breath of the consumer journey, the capacity for seamless integration of that journey on and off-line, the scope of opportunity presented by the digital environment for marketers, and the ability to anticipate future trends.
	(b)	Integrate traditional and digital marketing concepts of how to access consumers in their environment and communicate with them appropriately using the relevant platforms, and, using consumer insights, generate relevant and meaningful conversation
	(c)	Seamlessly integrate traditional and digital marketing techniques and practice to reflect the consumer reality, identify, attract and engage with the consumer and discover and harness consumer insights to forge relationships between the brand and the customer.
	(d)	Interpret consumer behaviour, translate into meaningful insights, anticipate and predict consumer responses.
<b>PO2</b>	Knowledge - Kind	
	(a)	Integrate traditional and digital marketing concepts of how to access consumers in their environment and communicate with them appropriately using the relevant platforms, and, using consumer insights, generate relevant and meaningful conversation
	(b)	Seamlessly integrate traditional and digital marketing techniques and practice to reflect the consumer reality, identify, attract and engage with the consumer and discover and harness consumer insights to forge relationships between the brand and the customer.
	(c)	Interpret consumer behaviour, translate into meaningful insights, anticipate and predict consumer responses.
<b>PO3</b>	Skill - Range	
	(a)	Seamlessly integrate traditional and digital marketing techniques and practice to reflect the consumer reality, identify, attract and engage with the consumer and discover and harness consumer insights to forge relationships between the brand and the customer.
	(b)	Interpret consumer behaviour, translate into meaningful insights, anticipate and predict consumer responses
	(c)	Recommend the appropriate marketing tools, techniques and technology, and evaluate their ability to achieve the required business outcomes
<b>PO4</b>	Skill - Selectivity	
	(a)	Develop and devise marketing plans, including suitable objectives, and implement, monitor and evaluate their effectiveness.
	(b)	Recommend the appropriate marketing tools, techniques and technology, and evaluate their ability to achieve the required business outcomes
<b>PO5</b>	Competence - Context	

	(a)	Seamlessly integrate traditional and digital marketing techniques and practice to reflect the consumer reality, identify, attract and engage with the consumer and discover and harness consumer insights to forge relationships between the brand and the customer.
	(b)	Interpret consumer behaviour, translate into meaningful insights, anticipate and predict consumer responses
	(c)	Solve typical marketing issues while working within teams, deal with multiple personalities, short deadlines, cope with change and achieve multiple deliverables.
	(d)	Recommend the appropriate marketing tools, techniques and technology, and evaluate their ability to achieve the required business outcomes
<b>PO6</b>	Competence - Role	
	(a)	Work effectively as an individual, develop a growth mind-set and the capacity to undertake life-long learning.
	(b)	Solve typical marketing issues while working within teams, deal with multiple personalities, short deadlines, cope with change and achieve multiple deliverables.
<b>PO7</b>	Competence - Learning to Learn	
	(a)	Work effectively as an individual, development a growth mind-set and the capacity to undertake life-long learning
	(b)	Solve typical marketing issues while working within teams, deal with multiple personalities, short deadlines, cope with change and achieve multiple deliverables.
<b>PO8</b>	Competence - Insight	
	(a)	Seamlessly integrate traditional and digital marketing techniques and practice to reflect the consumer reality, identify, attract and engage with the consumer and discover and harness consumer insights to forge relationships between the brand and the customer.
	(b)	Work effectively as an individual, development a growth mind-set and the capacity to undertake life-long learning
	(c)	Solve typical marketing issues while working within teams, deal with multiple personalities, short deadlines, cope with change and achieve multiple deliverables.
	(d)	Recommend appropriate marketing tools, techniques and technology, and evaluate their ability to achieve the required business outcomes.

## Semester Schedules

Stage 1 / Semester 1

Mandatory	
Module Code	Module Title
DMKT H1012	<a href="#">Fundamentals of Marketing 1</a>
DMKT H1013	<a href="#">Modern Management</a>
BSST H1043	<a href="#">Skills for Success in Higher Education</a>
DMKT H1017	<a href="#">Digital Media for Marketing</a> ( Part 1 of 2 )

Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
BSIT H1023	<a href="#">Exploring Web Design</a>
DMKT H1014	<a href="#">Social Media for Business</a>
DMKT H1016	<a href="#">Fundamentals of Marketing 2</a>
DMKT H1018	<a href="#">Introduction to Writing for Marketing</a>
DMKT H1017	<a href="#">Digital Media for Marketing</a> ( Part 2 of 2 )

Elective	
Module Code	Module Title
BSST H1028	<a href="#">Applied Media Studies in Business</a>
DMED H1026	<a href="#">Universal Design</a>
DMKT H1015	<a href="#">Marketing Information Management</a>
BSIT H1025	<a href="#">Skills for Problem Solving</a>
DMED H1012	<a href="#">Personal Development</a>
DMKT H1019	<a href="#">Digital Enterprise</a>
HTSC H2029	<a href="#">Start Your Own Business</a>

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
DMKT H2014	<a href="#">Web Authoring</a>
DMKT H2012	<a href="#">Statistics for Marketing Purposes</a>
DMKT H2015	<a href="#">Law &amp; the Regulatory Environment</a>
DMKT H2020	<a href="#">Digital Technologies</a>
DMKT H2019	<a href="#">Advertising &amp; Communications</a>

  

Elective	
Module Code	Module Title
BSST H2012	<a href="#">Human Resource Management 1</a>
DMED H2029	<a href="#">Visual Design Fundamentals</a>

Stage 2 / Semester 2

Mandatory	
Module Code	Module Title
DMKT H2022	<a href="#">Financial Planning</a>
DMKT H2018	<a href="#">Public Relations</a>
DMKT H2017	<a href="#">Online Advertising</a>
DMKT H2021	<a href="#">Databases for Marketing</a>
DMKT H2013	<a href="#">Consumer Behaviour</a>

Elective	
Module Code	Module Title
BSST H2043	<a href="#">Sustainable Business Practice</a>
APSS H2024	<a href="#">Social Psychology</a>

Stage 3 / Semester 1

Mandatory	
Module Code	Module Title
DMKT H3011	<a href="#">Placement</a>
DMKT H3012	<a href="#">Multichannel Services Marketing Management</a>
DMKT H3013	<a href="#">Brand Management</a>

  

Elective	
Module Code	Module Title
DMKT H3019	<a href="#">Professional Project</a>
BSST H3015	<a href="#">Global Business Environment</a>
BSST H3039	<a href="#">Creativity, Innovation &amp; Entrepreneurship</a>



Stage 3 / Semester 2

Mandatory	
Module Code	Module Title
DMKT H3014	<a href="#">Market Research: Quantitative Methods</a>
DMKT H3015	<a href="#">Market Research: Qualitative Methods</a>
DMKT H3016	<a href="#">Marketing Management</a>
DMKT H3017	<a href="#">Effective Writing for Marketing</a>
DMKT H3018	<a href="#">Online Selling &amp; Sales Management</a>

Elective	
Module Code	Module Title
BSST H3025	<a href="#">Enterprise Development</a>
BSIT H3020	<a href="#">Electronic Business</a>